

ACTION KIT



FIND COMPETITOR'S WEAKNESSES

PROBLEMS

- Losing customers to category leader
- Losing customers to new entrant
- Copycats

WRONG SOLUTIONS

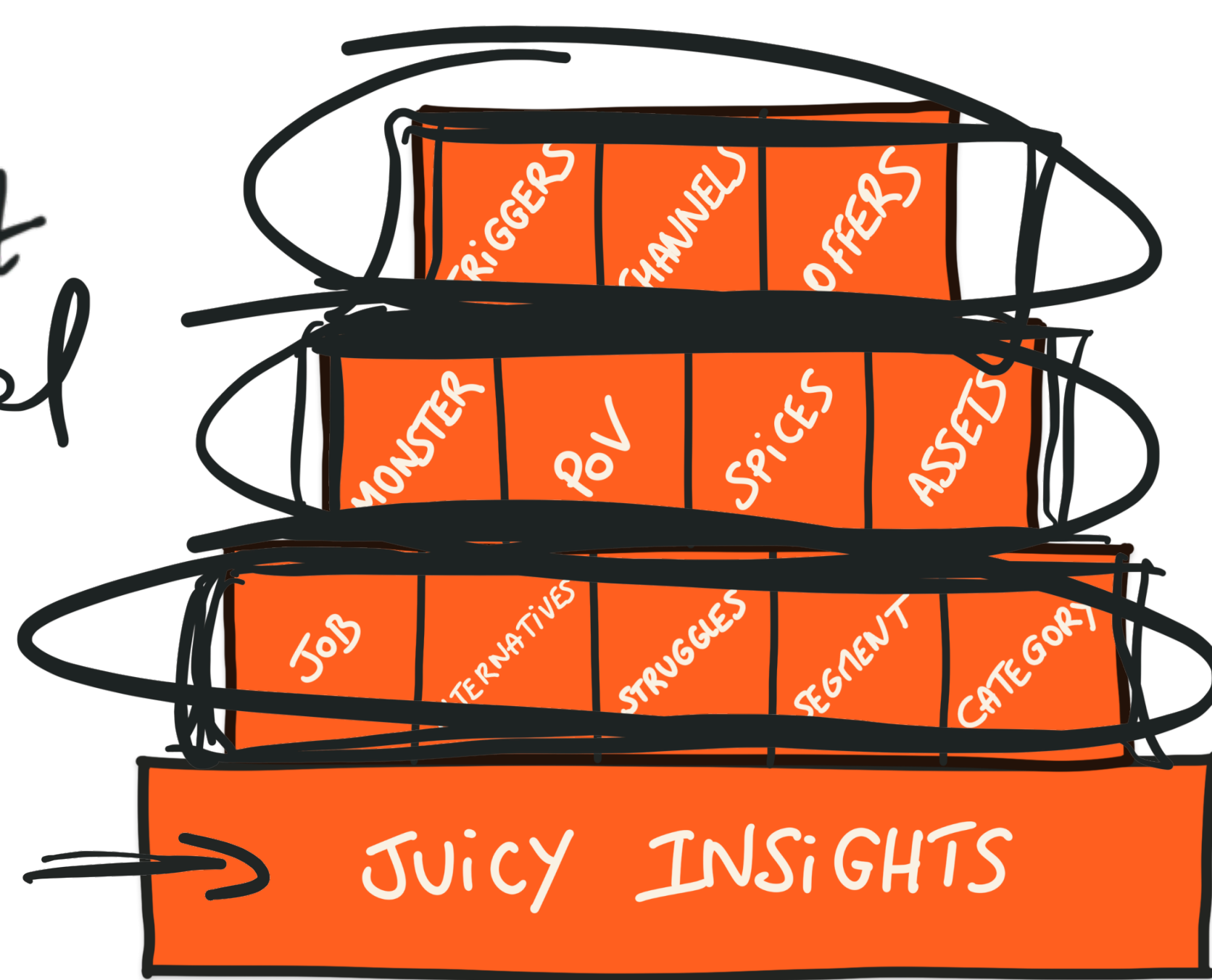
- Panic
- Copy
- Flake shit up

WHAT TO DO INSTEAD

- Use the STFO methodology on them.
- Flake them your area of focus.
- Find weak spots.

ACTION PLAN

1. Make it your area of focus.



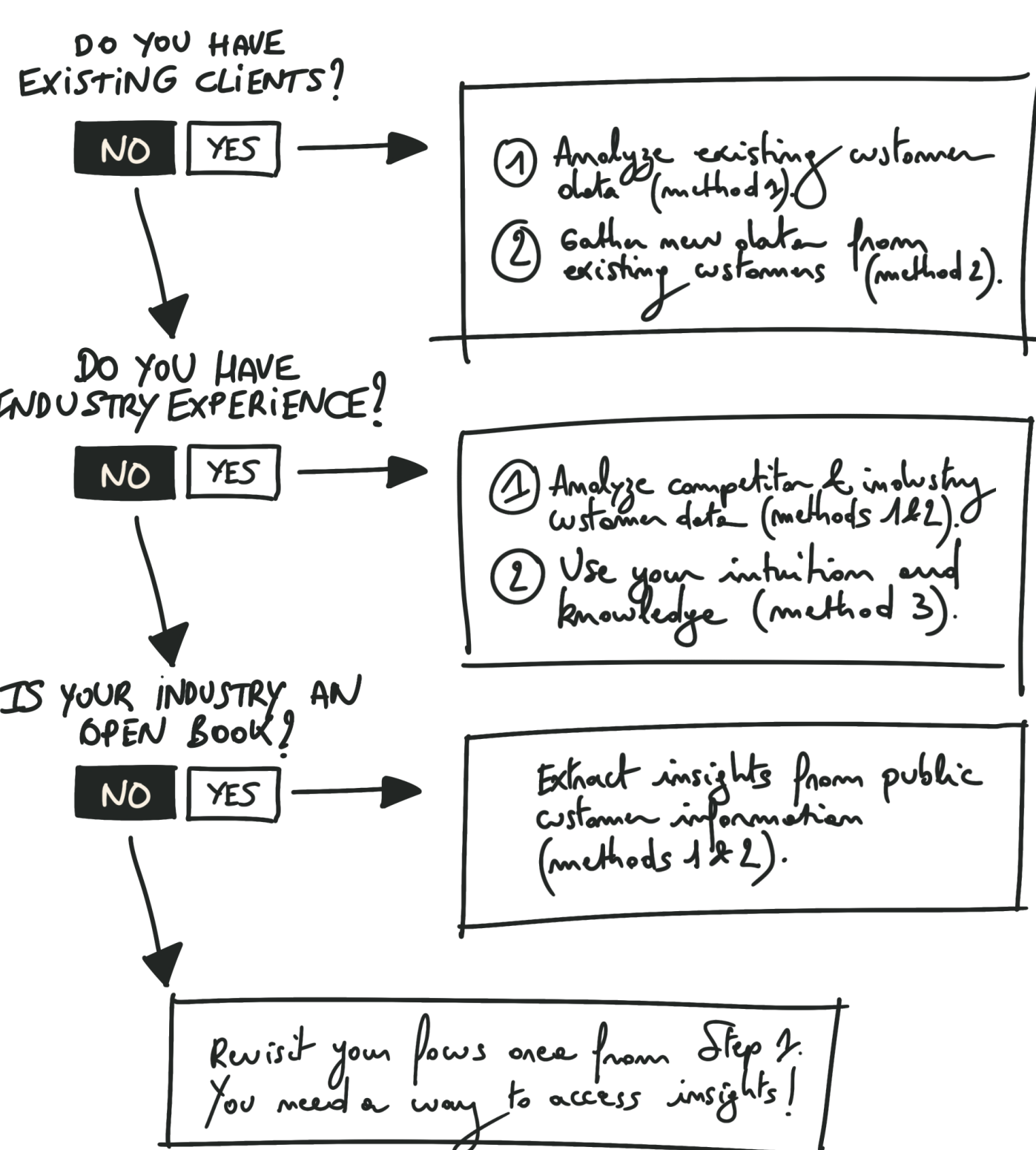
2. Find insights

→ Public information like reviews, case studies, testimonials.

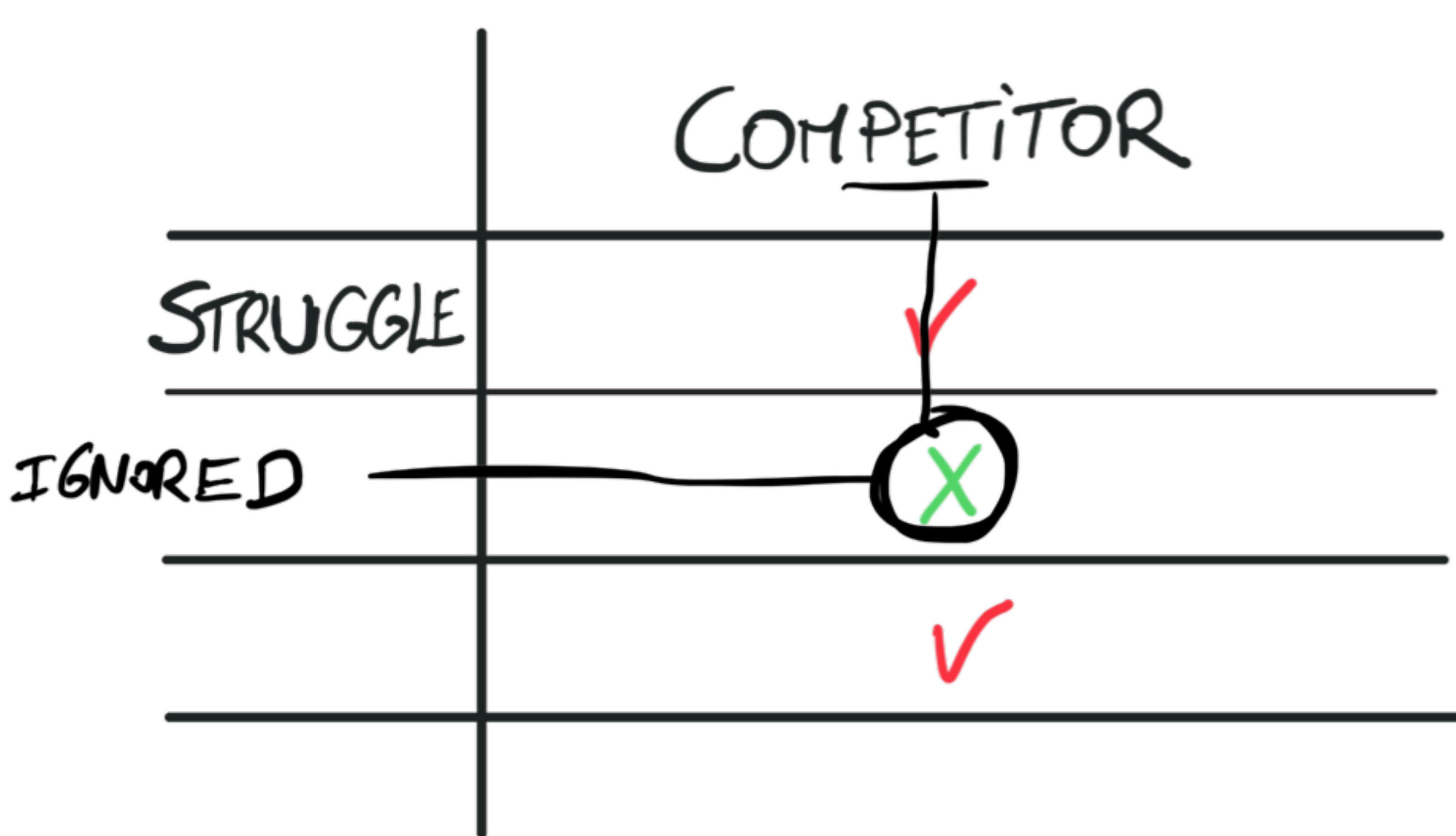
→ Customers who switched from them → you
you → them

→ Sherlock Holmes in communities where those customers hang out.

CHOOSE YOUR PATH

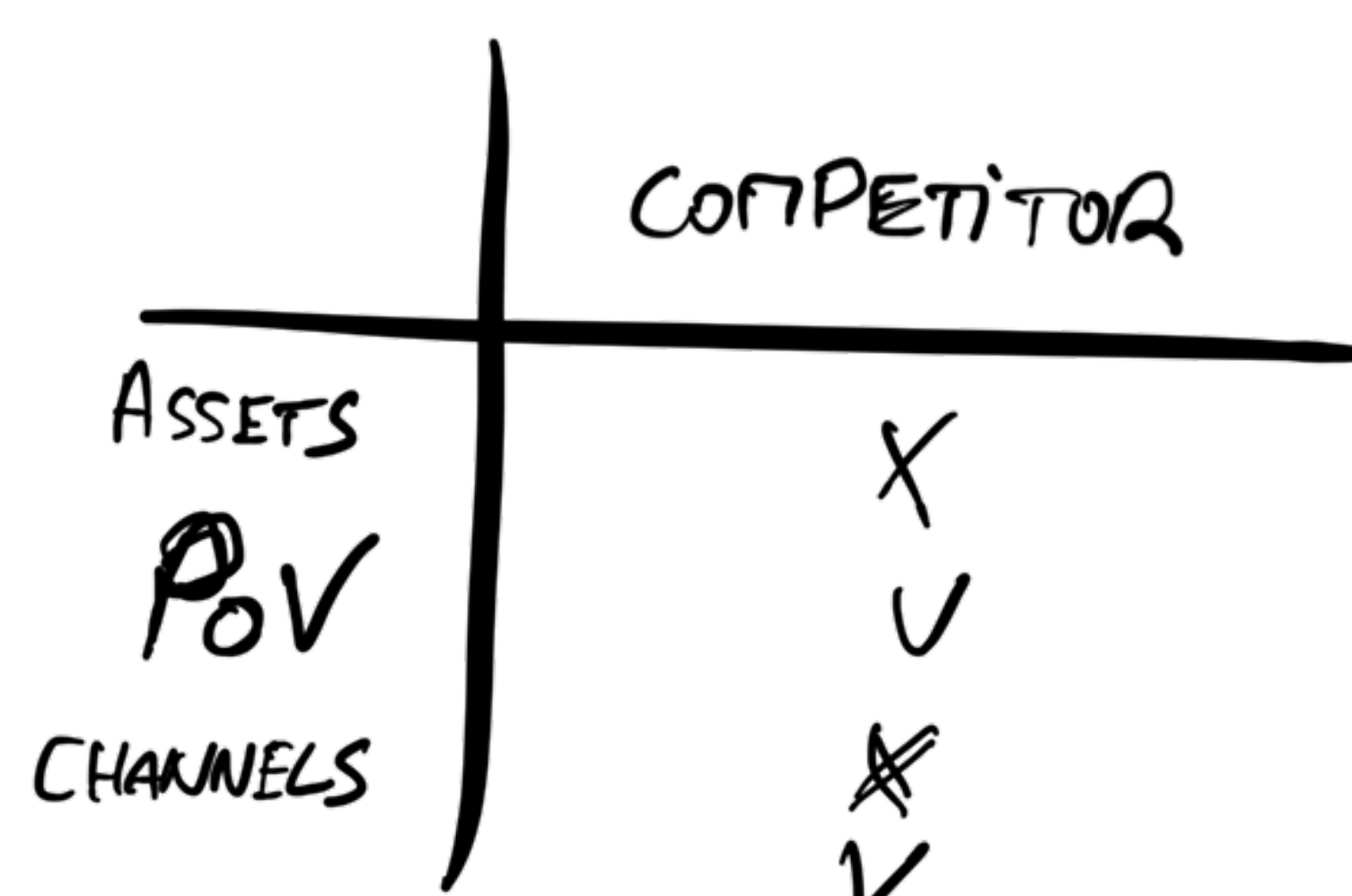


3. Find the NEGATIVE space



- STAGE 3 DISTINCTIVE BRAND
 - Chapter 8 The Monster
 - Chapter 9 The Point of View
 - Chapter 10 The Spices
 - Chapter 11 The Assets

- STAGE 4 CONTINUOUS REACH
 - Chapter 12 The Triggers
 - Chapter 13 The Channels
 - Chapter 14 The Offers



4. Don't obsess on go overboard