

**ninki**

# The Competition Clarity Workbook

A simple framework to understand your competitors and identify your opportunity in the market.



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# Who are my real competitors?

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## Who is solving the same problem as us?

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Who does our customer compare us to?

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Who are they targeting?

## What audience are they speaking to?

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Are they focused on a niche or broad market?**

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**How are they positioning themselves?**

**What promise or value do they lead with?**

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- \_\_\_\_\_
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**What makes them different in their messaging?**

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What are they doing well  
(and where are they weak)?

**What marketing channels are working for them?**

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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**Where are customers frustrated or underserved?**

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How can we position ourselves differently?

**What gap exists in the market?**

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



feeling stuck with your  
marketing? book a discovery  
call for a chat with Chanelle  
to see if we can help!

