

Competitor Snapshot Worksheet

A lighter, self-serve way to spot gaps in how you compare to a competitor, without a full engagement.

Competitor: _____

Date Reviewed: _____

Positioning

What's their one-sentence pitch? What do they lead with on their homepage?

Pricing

What can you find publicly? Is it transparent or quote-only? What does that signal?

What They Do Well

Be honest here; where are they genuinely stronger?

What They Don't Do, Or Do Poorly

Gaps in their offering, messaging, or customer experience you could speak to directly.

How They Talk About Themselves

Words and phrases they use repeatedly. Is there a way to differentiate your language from theirs?

Where They're Investing

What pages, content, or features seem to be getting the most attention lately?

One Honest Takeaway

What's the single most useful thing this review told you about your own positioning?

This worksheet is meant to be a quick gut-check. If a competitive decision is genuinely high-stakes, a properly sourced, confidence-tagged brief goes considerably deeper than a self-serve review can.