



# C.A.M.P. MASTERCLASS

## COMPETITOR ANALYSIS

Fill this out for each of your top 5-7 direct response competitors

HOOK

PRIMARY MARKETING PROMISE

DELIVERY MECHANISM

UNIQUE SELLING PROPOSITION

GENERAL MARKETING CLAIMS

PROOF POINTS

PRICE & TERMS

FEATURES / DELIVERABLES

BONUSES / PREMIUMS

RISK - REVERSAL

BENEFIT STATEMENTS