



**C.A.M.P.**  
MASTERCLASS

Module 1 Lesson 2

---

---

---

---

---

---

---

---

---

---

# Conducting The Competitor Analysis

Module 1 Lesson 2

---

---

---

---

---

---

---

---

---

---

## 11 Point Competitor Analysis:

Use with the top 5-7 direct response competitors.

- Hook
- Primary Marketing Promise
- Delivery Mechanism
- Unique Selling Proposition
- General Marketing Claims
- Proof Points
- Benefit Statements
- Deliverables/Features
- Price & Terms
- Bonuses/Premiums
- Risk-Reversal

Module 1 Lesson 2

---

---

---

---

---

---

---

---

---

---



**C.A.M.P.**  
MASTERCLASS

Continue to Lesson 3...

---

---

---

---

---

---

---

---