

7 POWER TIPS

## MAKE “COMPARISON” YOUR SUPERPOWER

Comparing yourself to well-established businesses can seriously undermine your professional peace of mind.

There’s a better way to use your time and energy.

Turn doubt into confidence and marketing savvy by doing some smart detective work instead.

These seven tips will help you use “comparison” to sharpen your market research skills so you can make your business stand out.

Ready? Let’s do it.

AGENCY OF WORDS





## Know Your Market, Build Your Confidence

Market research can be intimidating — but it doesn't need to be. When you think like an investigator, you look for facts. And make some educated guesses. Marketing isn't an exact science. Not even for massive, multinational companies.

As you go through the list, keep one question in mind: Does every bit of information apply to you? Your goal is to build *your* business, not mimic someone else. Grab ideas that you can adapt and make your own, but don't overthink it.

1

### What do they sell?

Can you tell at a glance exactly what they offer? Do they describe their products or services simply and clearly? What makes their work unique? If they have a range of products or services, does it hold together, or is it confusing?

Power tip: Online attention spans are notoriously short. It should be easy to see what a business does at a glance. Keep your message clear, and make the most of your brand personality.

2

### Who's their target audience?

Can you easily get a good idea of their ideal customer from their copy and visuals? Do those elements create a cohesive story?

Power tip: There's no such thing as "everybody." Use words and visuals that attract your right-fit customers, and allows not-right customers to filter themselves out.

3

### What's their price point?

Are they selling at low prices and big volume? High prices for a small, exclusive audience? An introductory offer at an accessible price with a higher-priced, signature produce or service?

Power tip: Price properly. Underpricing might feel easier, but it can undermine buyer confidence, which hurts your business.



4

#### **Where do they sell?**

Where are their primary sales channels? Do they have an easy-to-navigate website? Do their social channels have effective calls to action? Do they own a website with their own domain name?

Power tip: Your goal is to make it easy to buy from you. Not with pushy tactics, but by reducing friction in your process.

5

#### **How do they promote their business?**

What kind of promotion do they do? Where do they do it? Are they running ads? Do they have a marketing team?

Power tip: Don't compare yourself to a business with deeper pockets. Focus on quality connections with your customers.

6

#### **Are they profitable?**

Someone might have a big audience, but they might also have a second income. How can you tell if a business is profitable?

Power tip: If you can't find evidence of healthy profits, don't fret about someone who appears to be doing better than you are. Someone with a 7-figure business is promoting sales, not profits.

7

#### **How much of this applies to your business?**

This question bears repeating. Market research is helpful to track trends, but stick to the facts. Don't chase someone else's ideal.

Focus on your own customers. Build great relationships with them, and do it your way.

Never compare your business to what you imagine someone else is doing. You have your own expertise and personality. There's a place for you in the market. Claim it. Your customers are looking for you.

Love these tips? Let's talk about how we can work together.

[Grab a spot on my calendar for a 20-minute call.](#)



## Get a Marketing Plan You'll Use

I'm Stacey Cornelius. I practice people-first marketing. That means the priority is creating an amazing customer journey — one both you and your customers get to enjoy. That gets built first. Tactics and tools come later.

I started on my entrepreneurial path in 2005 with a jewellery design business. In 2009 I began teaching marketing, branding, and technology workshops. I have a BFA from NSCAD University, diplomas in graphic arts and IT, professional experience in retail management and consulting, web design, and technical theatre.

If you're looking for a solid marketing strategy that you can use right now, we should talk. Let's see how we can work together.

[Book a free 20-minute call today.](#)