



Exercise #3

In the space below, visit the websites of 3 of your potential competitors and write down the competitor, and what problems they address in their sales material, and the solutions/benefits they offer:

Competitor 1: _____

Problems Addressed: _____

Solutions Provided: _____



Competitor 2: _____

Problems Addressed: _____

Solutions Provided: _____

Competitor 3: _____

Problems Addressed: _____

Solutions Provided: _____



Exercise #4

Visit at least 3 forums where your Avatar can be found, and discover their needs/wants, goals, fears and problems. Write down your findings below.

Forum 1: _____

Avatar Information Gathered: _____

Forum 2: _____

Avatar Information Gathered: _____



Forum 3: _____

Avatar Information Gathered: _____
