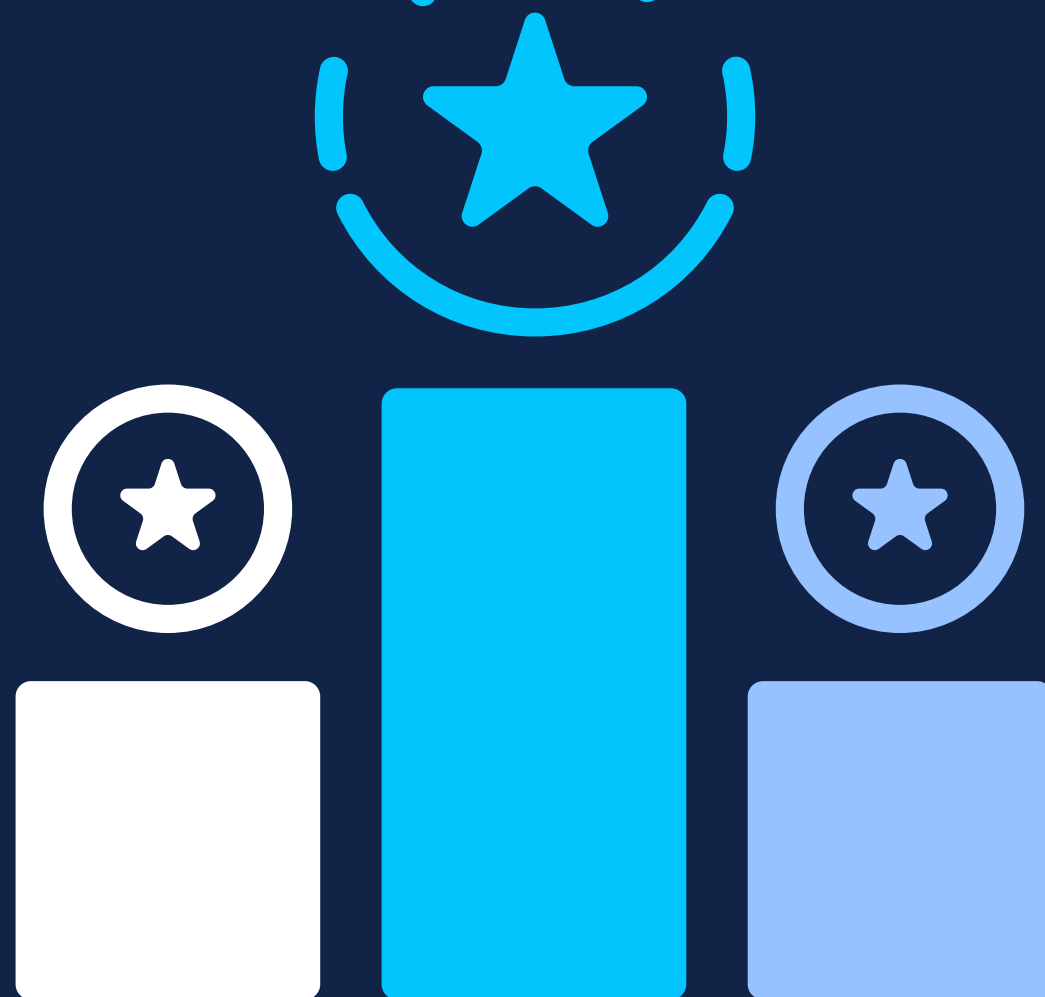


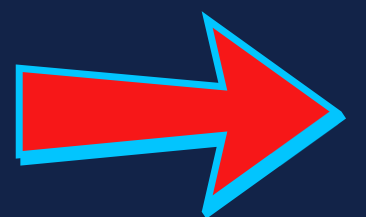
**PLAYBOOK FOR STARTUP FOUNDERS**

**HOW TO IDENTIFY YOUR**

# **TRUE COMPETITOR(S)**



**Memes, competitive analysis, and victory**



Jagsir Singh



@jagsirmsiles



jagsirmsiles.com



# Ask Your Customers



**“Who else were you considering before picking us?”**

Let real buying behavior guide you. Your customers know the real shortlist.



## Map the Real Problem

**What's the real job your product does?**

Your true competitors could be Excel, Google Sheets, or just inertia, not another SaaS tool.

**CLUELESS VENDORS**



**CUSTOMER'S DIY SOLUTIONS**

**IS THIS A COMPETITOR?**





**Check who you're losing to, and why. Patterns here reveal your top competition.**



**PROSPECT**

**YOU**

**ACTUAL COMPETITOR  
THEY CHOSE**

**3**

**Look at Lost  
Deals**

# Who's bidding on your target keywords?

Use tools like Ahrefs or SEMrush to see who's ranking or advertising against your core terms.



**Spy on SEO and GEO Traffic**



5

## Watch Social & Forums



**Reddit, Slack, Twitter, Quora...**

Your ICPs are talking, listen in on what tools and workarounds they're discussing.

**It's easy for your  
customers to spot  
misalignment. Don't  
Let Misalignment  
Hold You Back!**



Align marketing, sales, and product teams today.



Ask the tough questions. Fix the gaps. And start seeing results.

Found this useful?

**Please Share  
with Your Peers  
& Friends!**

Connect with me  
for more useful  
resources



**Jagsir Singh**



@jagsirmsiles



jagsirmsiles.com