WRITERSHUBUS RESEARCH

The 3-Competitor Offer Snapshot

Compare three public offers in the same market, then identify one question worth researching before you change your own.

01 Choose one customer and one decision, such as how to package a starter offer. Select three offers that serve that customer.

02 For each, record the public URL, date checked, listed price or quote status, and what's included. Compare the same units and billing periods.

03 Write the most useful observation and what you still need to check. Treat an unlisted price as unknown.

> Hypothetical: Offer A lists a monthly fee and Offer B quotes by project. Record the difference in billing before drawing a conclusion about which costs less.

Offer A: name, price or quote status, inclusions, source + date

Offer B: name, price or quote status, inclusions, source + date

Offer C: name, price or quote status, inclusions, source + date

One decision or follow-up question

Discuss a competitor research brief

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