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<b>1.4 Worksheet for comparison with the competition<sup>2</sup></b>	
What is the sales rank of this product, current and projected?	
Who is the competition?	
What are the competition's strengths: price, quality, claims?	
What are the competition's weaknesses?	
What is the competition famous for?	
How is this product different from the competitor's? (for example: features, value, target market)	
What is the most serious weakness of this product vs. the competitor's?	
What is the greatest strength of this product vs. the competitor's?	
What differences between the products does the competition not stress?	
What would you have to do to attract trade from the competition?	
What would you have to do to hold the trade you attract?	
Do a SWOT analysis of this product vs. the competition: Strengths Weaknesses Opportunities	

<sup>2</sup> See Bly, *Copywriter's Handbook* p. 101 for a variety of questions about the competition.