

MARKET GAP GUIDE

A Simple Way to Find Your Entry Point

THE GOAL

Competition is a good sign. It proves there is already a market of people who want what you are building. This guide will help you study one competing business, understand where they are strong, and find the opening where you can stand out.

STEP 1

Study One Business

Pick one company that is doing something similar to what you have in mind.

Name of the business:

Website or social media:

What is one thing they sell?

Describe their main product or service in one short sentence.

Who is their customer?

Look at their photos and the way they write. Do they focus on a specific feeling, a certain type of lifestyle, or a technical problem they solve? Describe the person they seem to be talking to the most.

STEP 2

What Are They Doing Well?

Look at their website or their customer reviews to find why people keep coming back.

What do they explain clearly?

Look at how they describe their work. Do they make it easy to understand what the product is, how much it costs, or how it will make the customer feel?

What do their customers love most?

Look for the things people mention over and over. Is it the fast shipping, the beautiful packaging, or the quality of the item itself?

Why do people choose them?

Think about the main reason someone buys from them. Is it for the convenience, the brand name, or because they stand for something specific, like being all-natural or eco-friendly?

STEP 3

What Is Missing?

Every business makes a choice to focus on one thing. That usually means they have to ignore something else. This is where you find your opening.

What are people complaining about?

Check the reviews for any patterns of frustration. Maybe the product is great but the shipping is slow, or the packaging is hard to open.

What feels slow or confusing?

Note any part of their process that creates a pain point for the customer. This could be a website that is hard to navigate, a slow checkout process, or a lack of clear information.

Who are they ignoring?

Identify a specific type of person who might feel left out. If they focus on high-end and expensive, maybe there is an opening for high-quality but affordable.

Your Market Gap

Now, use what you found to complete your positioning statement.

_____ focuses on

Business name _____

My version will focus on _____

The Clarity Test

Before you move forward, ask yourself these three questions.

- Is this direction easier to explain than simply saying "I am better than them"?
- Does this solve a real problem or a specific desire that customers have?
- Does this feel natural for you to build your business around?

Closing Note: A crowded market is a proven market. You do not need to be the only option. You just need to be the clear one.