

A teal rectangular background is centered on a white background. The white background features a close-up of a silver laptop keyboard. A hand with yellow-painted fingernails is visible at the bottom left, resting on the keyboard. A pink flower is partially visible in the top left corner. The text is overlaid on the teal background.

CREATE YOUR POWER

NETWORK

MENTORS EDITION

WORKBOOK

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Legal stuff over... Oya let's go.

CREATE YOUR POWER NETWORK - MENTORS

We are often told to do a competitor analysis. Do a S.W.O.T analysis. I've always been uncomfortable with doing that kind of research. I avoided it, procrastinated or outright never did it.

It is actually a crucial step to getting started in ANY business. You want to know who else in the market is doing SIMILAR things or offering SIMILAR products or services.

Notice I said SIMILAR! Because NO ONE, and I mean NO ONE can do what you do the same way you do it with the same results.

Your voice is different, your style is different, your story is different, your perspective is different.

Let's change the language! I want you to look for 3 to 5 people in your market, who have been doing it for a while, who have similar audiences to what you want.

We are going to look at them as **MENTORS** not COMPETITORS!

If they have been at it for a while, they can't serve everyone, you may have a different approach, you may have more updated systems, techniques or roadmaps for faster better results.

Take a look at that they are doing well and model it, look at where they are weak and fill in the gap. The goal isn't to undercut them or sling negative comments at them. The goal is to look at them as our pioneers and follow their successful footprints.

CREATE YOUR POWER NETWORK - MENTORS

Name:

Website:

Social Media: Star which they are most active on and have the most engagement

Products & Services: Note the price points for each

Sales Flow: Make note of how they do business. Example lead magnet to one time offers, etc.

CREATE YOUR POWER NETWORK - MENTORS

Strengths: Things they are doing well that I'd like to emulate.

Weaknesses: Things they aren't doing that I think they should be.

Opportunities: How can I do things better or differently

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