



# Lesson Action Guide

## Competitors SWOT Analysis



### Key Concepts: A Summary of What You Learned

- Your competitors strengths and weaknesses.
- The opportunities your competitors present to you.
- The threats your competitors impose on you.
- The products to promote when competing.



### Action Steps: Complete the Worksheets

- Download the worksheet for this lesson.
- Complete the competitors worksheet.
- Complete the competing products worksheet.
- Print out the worksheet before competing with your competitor.
- Identify the products to promote before competing.



### Ideas and Notes

**Shut off anything that may distract you, like your mobile and emails, and put on some light music if you like.**