



FAB STRATEGY

#BRINGINGYOUREVENTSTOLIFE

C.A.R Worksheet

Introduction

Firstly, thank you for downloading our video series on one of the top questions we are asked to help our customers in their strategy endeavours.

The C.A.R model is something we feel every business should carry out on a regular basis to understand if their market is changing or if they need to evolve or pivot their business.

As, the C.A.R model reflects what is happening in the external environment to influence their audience and to ensure their own USP stands out in their chosen marketplace.

The following worksheet is to use as a guide along with our video series; with some added activity to help you explore your gaps and opportunities further that are identified In C.A.R.

Enjoy the video series and the following activities as your guide.

VIDEO ONE: WHY

We believe it is always important for our audience to understand the importance and intention of carrying out a C.A.R on their business.

C.A.R stands for competitor analysis research and prior to the pandemic we would have recommended this to be carried every 12 months. However due to the times changing we feel this is now required every 90-180 days.

A C.A.R has huge benefit for any business as it can help you with one of many things. Such as:

- Enhancing business strategy, product, or service

- Identify your USP in your marketplace i.e., identify your edge.
- Saves time and money within your marketing as you can get to your destination quicker as discussed in our video series episode one.

Plus, it allows you to gain knowledge of what is happening in your marketplace and helps you adapt for the better or reconfirms what you may already know to provide confidence to spread your message further in your business and messaging.

The example we gave in our first episode is that of an example if you did not assess your external environment and what this could result in by impacting your business in a negative way.

Why we feel this is important is because knowledge is power and if we understand more of our external environment, we can only understand ourselves better. As people buy from people and the problem you solve for them; so when this becomes more clear from your own research is C.A.R this results in you attracting your ideal custom.

How you can achieve a competitor analysis is by two simple steps. Them being identifying your gaps and creating your opportunities which are illustrated in the following activities.

Enjoy.

VIDEO TWO: IDENTIFY YOUR GAPS

The best way for me to describe how best to identify any gaps within the businesses in reference to your positioning and marketing strategy is create a shopping list in comparison to your ideal competitors.

This can be with a competitor that either provides the same product or service that you offer or a competitor that services the same audience that is your ideal market.

If you are looking for nationwide reach you can look at one local, one regional and one national competitor.

If this is more of a localised and regional audience that you can pick three competitors in your local area or region.

The following activity will help you create a shopping list of what you like and dislike of each competitor to compare against your own platforms and business.

This will provide insight and confirm what your marketing message needs to be rather than should be i.e., your USP.

Please complete activity one before heading over to creating opportunities for your business and write down your USP/message below the following activity.

Activity One:

Find your shopping list with your competitors.

Competitor	Likes	Dislikes	Compare

Now you have compared and conducted your research; write down your USP below or the problem you solve for your customers that sets you apart from your competitors.

Write your message below:

VIDEO THREE: CREATING OPPORTUNITIES

A great way to look at what opportunities are available in your marketplace as discussed in our final episode is by looking at influencers in your sector.

One benefit this will create is show you influential persons to follow to allow you an opportunity to interact with their messages and content; so, you are seen in front of your

target audience on a regular basis. As do note not every follower on the influencers profile is a customer but someone who resonates with their messaging and the problem they may solve.

As, this person of influence is in your sector it is highly likely that you solve similar problems. So, to be seen in this field will boost your visibility and credibility in your marketplace.

Secondly, it will show the platforms your suppliers are on and it will share snippets of there content which is getting them noticed.

So, our final activity to help you create your own opportunities would be for you to research influencers in your field and document your findings on platforms and content.

Once this research is completed use the following box under activity one to list where your opportunities lie in the you have not tried yet to get your business seen.

Activity One:

Create your shopping list of your influencers.

Influencer	Platforms	Content

What are your opportunities:

