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How to Use These Prompts to Study Your Competition

If you want to learn how your competitors are running their businesses, these prompts will help you gather smart ideas and improve your own brand. Each prompt gives you a special task to copy and paste into a tool like ChatGPT. You just need to fill in a few details where it says things like [COMPETITOR_NAME] or [YOUR_PRODUCT].

Here's how to use them:

Step 1: Choose a Prompt

- Pick one of the 9 prompts that fits what you want to know (or use all 9, after using prompt 1, move onto prompt 2, etc). For example:
- Want to know how a competitor prices their products? Use Prompt 2.
- Want to see how their social media is doing? Use Prompt 5.

Step 2: Fill in the Blanks

- Each prompt has words in brackets like [COMPETITOR_NAME]. You need to change those to real names. Example:

Prompt 1 says:

- Analyze the digital marketing strategies of [COMPETITOR_NAME] in the [INDUSTRY] sector.

You could change it to:

- Analyze the digital marketing strategies of [Nike] in the [sports apparel] sector.

Step 3: Ask for Help if You're Unsure

- At the end of every prompt, there's a line that says:

If anything is unclear or you need additional details to improve your response, please ask me for clarification.

- That means if the tool doesn't understand something or needs more info, it will ask you a follow-up question.

Step 4: Read the Response and Take Notes

- Once you run the prompt, review the answer. It will show you:
- What your competitor is doing well
- Where their weaknesses are
- What you can do better
- You can use this info to:
- Improve your prices
- Make your website stronger
- Create better social media posts
- Build products people love

Example Prompts and What They Do

Prompt #	What It Does
1.	Looks at how a competitor does digital marketing
2.	Compares pricing between you and a competitor
3.	Shows where website traffic is coming from
4.	Compares features between two products
5.	Audits social media activity
6.	Reports big updates like new products or hires
7.	Maps out the whole industry and your position
8.	Summarizes what people are saying online
9.	Breaks down email campaigns competitors send

Final Tips

- Use one prompt at a time for best results.
- Be specific when filling in the blanks.
- Save the answers and review them with your team.
- Use what you learn to grow your brand the smart way.

Prompt 1: Competitor Marketing Strategy Analysis

Act as a competitive intelligence analyst. Analyze the digital marketing strategies of [COMPETITOR_NAME] in the [INDUSTRY] sector. Focus on content style, advertising platforms, campaign frequency, and engagement metrics. Summarize key tactics and their effectiveness.

If anything is unclear or you need additional details to improve your response, please ask me for clarification.

Prompt 2: Competitor Pricing Benchmark

Act as a business pricing analyst. Compare the pricing models of [COMPETITOR_NAME] and [YOUR_BRAND_NAME] for similar [PRODUCT_TYPE] in the [TARGET_MARKET]. Highlight pricing tiers, value propositions, and psychological pricing strategies used.

If anything is unclear or you need additional details to improve your response, please ask me for clarification.

Prompt 3: Website Traffic and SEO Intelligence

Act as a digital analytics expert. Provide a comparative SEO and web traffic analysis between [COMPETITOR_DOMAIN] and [YOUR_DOMAIN], using data from sources like SimilarWeb, Ahrefs, or Semrush. Identify traffic sources, top-performing pages, and backlink profiles.

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Prompt 4: Product Feature Comparison Matrix

Act as a product strategist. Create a feature-by-feature comparison matrix between [YOUR_PRODUCT] and [COMPETITOR_PRODUCT]. Include usability, integrations, technical specs, pricing, and customer feedback. Provide a summary of competitive advantages and gaps.

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Prompt 5: Social Media Competitive Audit

Act as a social media intelligence expert. Audit the social media presence of [COMPETITOR_NAME] across platforms like Instagram, LinkedIn, Twitter, and TikTok. Analyze engagement rates, follower growth, post frequency, content type, and brand voice.

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Prompt 6: Quarterly Competitor Movement Report

Act as a market analyst. Generate a quarterly competitor movement report for [COMPETITOR_NAME], covering key hires, product launches, pricing changes, funding news, and partnerships. Present findings with a SWOT (Strengths, Weaknesses, Opportunities, Threats) summary.

If anything is unclear or you need additional details to improve your response, please ask me for clarification.

Prompt 7: Competitive Landscape Heatmap

Act as a strategic planner. Build a competitive landscape heatmap for the [INDUSTRY] sector, categorizing [NUMBER] competitors including [COMPETITOR_LIST] by market share, customer base, innovation level, and product maturity. Highlight positioning trends and whitespace opportunities.

If anything is unclear or you need additional details to improve your response, please ask me for clarification.

Prompt 8: Customer Sentiment Analysis on Competitors

Act as a sentiment analysis specialist. Review and summarize customer reviews, testimonials, and social feedback about [COMPETITOR_NAME]. Identify common praise and complaints to uncover product perception and unmet customer needs.

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Prompt 9: Competitor Email Campaign Deconstruction

Act as an email marketing analyst. Deconstruct recent email marketing campaigns from [COMPETITOR_NAME]. Highlight subject line patterns, call-to-action strategies, personalization techniques, and sending cadence. Recommend counter-strategies for [YOUR_BRAND_NAME]. If anything is unclear or you need additional details to improve your response, please ask me for clarification.