BUSINESS BUILDER BLUEPRINT RESOURCE

Five-Step Market Analysis Challenge

Identify the competition, uncover an underserved need, claim an authority position, and take one visible action.

Developed from the May 26, 2026 Premium Elite Weekly Coaching Session

National Association of FHA Consultants

The Challenge

Market analysis is not about copying another business. It is how you see what clients are already hearing, where confusion or unmet needs exist, and how you can become the educator and problem-solver your market is missing. Complete the challenge while competitors are busy so you can observe how they communicate under real demand.

The Goal

Find one meaningful market gap, define one credible authority position you can support, and take one visibility action before the next coaching call.

The Five Steps

1. Identify three competitors, including direct, indirect, and hidden competition.
2. Study their messaging across websites, social channels, reviews, and client contact points.
3. Find one market gap: a need, question, audience, offer, or experience competitors overlook.
4. Define one authority position based on the gap and on proof you can honestly provide.
5. Take one visibility action that makes the position easier for the market to see and understand.

Three Types of Competition

TYPE	WHAT IT MEANS	EXAMPLES TO CONSIDER
Direct	Offers a similar service to the same client.	Inspectors, HUD consultants, contractors, or related providers competing for the same project.
Indirect	Influences the client to choose another path or provider.	Agents, lenders, online platforms, or professionals who steer the decision away from you.
Hidden	Prevents the client from buying because the choice or value is unclear.	Confusing terminology, weak differentiation, uncertainty about who handles what, or doing nothing.

Step 1: Identify Three Competitors

Choose competitors that reveal different parts of the buying decision. At least one should be direct. Use the other two to study the indirect or hidden forces that take attention, trust, or revenue away from your service.

Selection Questions

- Who appears most often when a client searches for my service in my focus area?
- Who receives the introduction when an agent, lender, or client does not choose me?
- What alternative lets the client delay, avoid, simplify, or misunderstand the service?
- Who dominates visibility even if their service quality is unknown?
- Which competitor serves the audience or niche I most want to reach?

Competitor Selection Sheet

COMPETITOR	TYPE	WHY THEY MATTER	SOURCES TO REVIEW
1. ___________________	____________ ____	_________________________________	Website / social / reviews / call
2. ___________________	____________ ____	_________________________________	Website / social / reviews / call
3. ___________________	____________ ____	_________________________________	Website / social / reviews / call

Set the Research Boundary

Geographic market: ____

Service or offer being compared: ____

Primary client audience: ____

Research date: ____

Stay Focused

A useful market analysis compares the same audience, service category, and geographic area. A large national brand may be visible but irrelevant if it does not serve your actual client or market.

Step 2: Study Their Messaging

Spend approximately 10 to 15 minutes per competitor. Capture what the market can actually see and hear. Separate facts from impressions and save the exact source or wording that supports each observation.

What to Capture

- Headline and primary promise: What result or identity do they lead with?
- Audience: Who is the message clearly written for?
- Pain or desire: What problem do they say they remove or what benefit do they create?
- Services and offers: What is included, packaged, featured, or used as an upsell?
- Proof: Reviews, credentials, case examples, media, partnerships, books, or education.
- Call to action: What do they ask the visitor to do next?
- Response experience: How clear, prompt, helpful, and confident is the first contact?

Quick Observation Grid

OBSERVATION	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Primary promise			
Audience			
Top pain / benefit			
Proof			
Main CTA			
Best strength			
Weak or unclear area			

Research Ethically

Use public information or a transparent inquiry. Do not misrepresent your identity or purpose, obtain private information improperly, copy protected content, post false reviews, or record a call without confirming the applicable consent laws.

Step 3: Find One Market Gap

A gap is not simply something a competitor does poorly. It is an important client need that is underserved, unclear, inconvenient, or invisible. The strongest gap connects a real client problem with a capability you can credibly deliver.

Look for These Gap Types

- Audience gap: A valuable client group is not being addressed directly.
- Education gap: Prospects do not understand the service, process, terminology, or next step.
- Offer gap: A needed evaluation, package, or support service is missing or poorly explained.
- Experience gap: Communication, scheduling, follow-up, clarity, or coordination is weak.
- Authority gap: Competitors list features but do not teach, demonstrate proof, or own a useful specialty.
- Partnership gap: Agents, lenders, contractors, or community partners lack a clear resource to bring into the conversation.

ChatGPT Market-Gap Prompt | *Paste only verified research*

Act as a market-positioning analyst. I will provide factual notes about three competitors and my own business. Do not invent claims, prices, services, customer needs, or market data. Separate evidence from inference and label any assumption that needs validation.

For each competitor, summarize the audience, main promise, pain point, offer, proof, call to action, visible strength, and weak or unclear area. Then identify five possible market gaps. Score each gap from 1 to 5 for client importance, evidence strength, fit with my capabilities, ease of validation, and visibility potential.

Recommend one gap to test first. Explain why, list the evidence, state what must be validated with real prospects or partners, propose three authority-position options, and suggest one visibility action I can complete in seven days.

My business: [audience, market, services, qualifications, proof, capacity].
Competitor notes: [paste verified notes and source links or dates].

Step 4: Define One Authority Position

Authority positioning tells the market what useful expertise you want to be known for and why the claim is credible. It should make the client choice clearer without relying on vague superlatives or unverified performance promises.

Authority Position Formula

For [specific audience] in [market], I am the [credible specialty or role] who helps [solve an important problem] by [distinct method, service, or perspective], supported by [proof].

Use the Why Ladder

1. Claim: What do you do or know?
2. Why does it matter? Name the practical benefit.
3. Why does that benefit matter? Connect it to time, money, clarity, risk, confidence, or opportunity.
4. Why should they believe you? Add relevant proof, experience, education, process, or third-party credibility.
5. What should they do next? Give one simple, relevant action.

Position Builder

Specific audience: ____

Underserved need or gap: ____

Specialty or role I can credibly own: ____

Distinct method or service: ____

Proof I can show: ____

One clear next step: ____

Claim Check

Avoid “best,” “number one,” guaranteed outcomes, unsupported savings, or performance percentages unless the claim is current, documented, appropriately qualified, and permitted in your market. Strong authority is specific and provable.

Step 5: Take One Visibility Action

Choose the smallest action that makes your new position visible to the exact audience affected by the gap. The action must be specific enough to complete, publish, send, or schedule within seven days.

Visibility Action Menu

- Rewrite the website headline and call to action around the market gap.
- Publish a short educational video that answers the most important unanswered “why.”
- Create a one-page checklist, guide, or property-condition resource and offer it through a clear lead-capture path.
- Invite a brokerage, lender team, or partner business to a practical lunch-and-learn.
- Propose a shared webinar with a complementary Marketing Partner.
- Send a benefit-led outreach message to five qualified contacts.
- Request a specific testimonial that supports the authority position.
- Create a dedicated offer or evaluation that addresses the validated gap.

Seven-Day Action Sprint

1. Define the action, audience, message, and one success measure.
2. Create the minimum useful asset or outreach list.
3. Validate the wording with a trusted client, partner, or qualified reviewer.
4. Publish, send, schedule, or present the action.
5. Record the response and decide what to keep, change, or test next.

ACTION	DEADLINE	AUDIENCE	SUCCESS MEASURE	RESULT

Challenge Report and Share-Back

Complete this page after your research. Be prepared to share your top competitor and the opportunity gap you uncovered, as requested in the May 26 coaching session.

Top competitor and type: ____

What they do well: ____

____

What the market still needs: ____

____

Evidence supporting the gap: ____

____

Authority position I will test: ____

____

Visibility action and deadline: ____

Result or early response: ____

Completion Checklist

- I identified direct, indirect, and hidden competition rather than looking only at price.
- I recorded the sources and dates behind my observations.
- I separated verified facts, personal impressions, and AI-generated inferences.
- I validated that the gap matters to real clients or partners.
- My authority claim is specific, credible, and supported by proof.
- I completed one visibility action and recorded the response.

The Decision

Continue the position if the audience understands it, the gap proves important, and the action creates relevant conversations. Refine or replace it if the evidence does not support the claim or the market does not respond.