BIG SHOES
*Make Your Mark.*

# Assess Your Competition©

Competitor Name:_____Date_____

| | |
|---|---|
| Visual | |
| Message | |
| Value Proposition | |
| Mission Statement | |
| Balance – copy/text layout | |
| Graphics Effective/dull | |
| How they address customer pain | |
| Top messaging | |
| Calls to action | |
| Educate/ tell | |

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| | |
|---|---|
| Offers | |
| Social Media:<br>Linkedin: Profile, number of contacts, posting how often, followers<br><br>Instagram:<br><br>Facebook: | |