***Competitor context***

Do this alone, or with a group of up to four people.

1. Write down the reasons people might buy from you in the following categories (one per sticky note):

**Jobs you do**

Basic practical needs your brand/product solves. For example, for a Harley Davidson: “I need a motorcycle" or "I need a fast way to commute to work”.

**Emotional needs you fulfill**

Emotional needs your brand/product might solve. For example, a Harley Davidson "gives me a feeling of freedom" or "fixes my midlife crisis”.

**The purchase context**

The situation in which someone might buy from you. For example, I'll buy a Harley “when I retire” or "when I get promoted”.

2. Gather your answers for each category. Next to each answer, list the most top-of-mind alternatives you can think of.

3. Shortlist the 4-5 you find the most compelling. These are the alternatives that your brand is truly up against.