# Gig Research: Know Your Competition

A person sitting on a couch

Description automatically generated

Buyers have a lot of choice, but they are looking for the one right person who fits the budget, skill, and collaboration style they need. Similarly, you want the right clients fitting the work, partnership, and income you desire. Your gig is the first place to start.

Explore how sellers in your niche are listing similar gigs to yours and analyze what’s helping them stand out.   
  
**Instructions:**

1. Search the Fiverr marketplace for your area of expertise.
2. Look for gigs that are like yours from sellers that are Tier 2 or Fiverr’s Choice. This is your competition.
3. Choose 3 gigs that have a good number of 5-star reviews.
4. Remember: Avoid sellers who are Top Rated or prompted gigs (ads). Top rated sellers, though successful, can often use techniques that won’t work with new sellers because their profiles are more established, or they may have access to tools you don’t have yet.
5. Use the below template to note key elements of their gig. For the gig thumbnail, you can take a screenshot and copy it in this doc.

## Example:

| **Gig URL:** | https://www.fiverr.com/brynneanika/create-engaging-social-media-images |
| --- | --- |
| **Gig Title:** | I will create engaging social media images |
| **Gig Thumbnail:** | A person in orange tank top  Description automatically generated |
| **Gig Description:** | Creating a branded social media takes curated care to stand out and grow your online brand. I will help you create an eye-catching feed that helps you stand out and grow your social media organically.  Hello, my name is Brynne! I am a Content Creator with expertise in Instagram, Pinterest, Tik Tok, Facebook, and Twitter. Ive worked with dozens of big-name brands for their product photography, social media marketing, influencer marketing, and video ads.  With this all-encompassing gig, you can expect:   * **Posts for Facebook, Instagram, Twitter, Linked In, and Pinterest** * **Cohesive colors and layouts** * **Quick communication (Based in the USA)** * **Free Unlimited Revisions**   \*I do not create video or photo content, I only provide branded and cohesive designs. Each client should provide their own video and photo content.  \*Each client should provide their own video and photo content do not provide social media management.  Feel free to ask me any questions.  Lets get started! |
| **Pricing / Pricing Packages:** | $125 - 5 Design Templates 2 Custom Design Posts +1 Story – 10 Day Delivery  $170 - 15 Design Templates 10 Custom Design Posts +5 Stories – 10 Day Delivery  $220 - 25 Design Templates 15 Custom Design Posts + 10 Stories – 10 day Deliver |
| **FAQ:** | Can you work with any business niche?  Yes, I’ve worked with dozens of companies in the medical field, technology, performing arts, non-profits, fashion, food, beverages, and more. Let me know if you have any specific details you need me to know about your business. |
| **What I Like:** | * Simple and to the point. * Gig image is simple with 3 focal points – Face, What She Does + Image * Gig description clearly states what she does and what she doesn’t do. Ends with Call to Action. |

## Gig 1:

| **Gig URL:** |  |
| --- | --- |
| **Gig Title:** |  |
| **Gig Thumbnail:** |  |
| **Gig Description:** |  |
| **Pricing / Pricing Packages:** |  |
| **FAQ:** |  |
| **What I Like:** |  |

## Gig 2:

| **Gig URL:** |  |
| --- | --- |
| **Gig Title:** |  |
| **Gig Thumbnail:** |  |
| **Gig Description:** |  |
| **Pricing / Pricing Packages:** |  |
| **FAQ:** |  |
| **What I Like:** |  |

## Gig 3:

| **Gig URL:** |  |
| --- | --- |
| **Gig Title:** |  |
| **Gig Thumbnail:** |  |
| **Gig Description:** |  |
| **Pricing / Pricing Packages:** |  |
| **FAQ:** |  |
| **What I Like:** |  |