



Figuring Out What your Customers Want. The Hack.

Step 1: Create a list of 3-5 competitors.

- Make a list of your competitors or businesses in your space that are doing well.

Step 2: Go to their Google listing and read their reviews.

- Write a list of what they're doing well and where they're missing the mark.

Step 3: Turn this into a list of action items for your business.

- Go to work immediately to recreate what your competitors are doing well and fix some of their mistakes if you are also making those mistakes in your business.

