



The Anti-Mimetic Market Analysis

A Competitive Intelligence Service by Rocket Business Solutions

The Problem Nobody Talks About

Your competitors aren't beating you with a better product.

They're beating you because you sound exactly like them.

Same promises. Same language. Same "personalized experience" and "results-driven approach" that every competitor in your market uses. When buyers can't tell you apart, they default to price — and someone always goes lower.

This isn't a messaging problem. It's a desire problem.

Every market eventually collapses into mimicry. Competitors unconsciously copy each other until their positioning is indistinguishable. The words change slightly. The desire they're selling stays identical.

The businesses that break out don't out-shout the market. They out-position it.

What the Anti-Mimetic Analysis Is

A forensic, research-driven analysis of your competitive market — built around one question:

What does your buyer actually desire, who is currently mediating that desire, and where is the open territory no competitor has claimed?

Based on René Girard's mimetic desire theory — the same framework used by the world's most sophisticated brand strategists — adapted for business owners who need answers they can act on immediately.

This is not a SWOT analysis. It is not a brand audit. It is not a mood board.

It is a forensic map of your market's desires, your competitors' positioning, and the specific unoccupied territory where you can dominate without fighting for it.



What You Get

Three documents. Delivered within 5 business days.

Document 1 — Anti-Mimetic Differentiator Analysis

Where has your market converged — and where is the open space?

- 6 convergence dimensions mapped with evidence: promise, narrative, offer structure, proof type, language, and shared enemies
 - Where YOU have converged with competitors (with specific evidence from your own marketing)
 - Your genuine structural differentiators — provable, not aspirational
 - Open positioning territory that no competitor currently occupies — verified by live research
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Document 2 — Competitor Desire Theft Analysis

What identity is each competitor selling — and who is winning which buyers?

- Full desire profile for each of your top 5–7 competitors
 - The primary desire each mediates, the model they present, and the evidence from their actual marketing
 - Contested desire zones — where 5+ competitors fight over identical territory (where you should NOT compete)
 - Underserved desire zones — desires that exist in your market but nobody explicitly addresses (where you SHOULD compete)
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Document 3 — Your Desire Profile

How do you stack up — and where do you win?

- Your full desire mediation profile with evidence from your current marketing
 - Where your positioning is strong, weak, or contradictory
 - How you compare to your top 4–5 competitors across 7 dimensions
 - Where you win and lose in mimetic terms — and why
 - Specific structural advantages you can build on immediately
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What This Is NOT

- Not a rebrand
- Not a new tagline
- Not a content calendar
- Not generic advice that could apply to any business

Every finding is backed by specific evidence from actual competitor marketing, pulled during live research sessions. If we can't verify a claim, we don't make it.

Who This Is For

This analysis delivers the most value if you are:

- A business owner in a crowded market who feels invisible despite doing the work
- Spending money on ads or content that isn't converting the way it should
- Launching a new offer and want to position it into open territory before the market copies you
- A coach, consultant, agency, SaaS founder, or professional service provider who knows their positioning feels generic — but doesn't know exactly why or how to fix it

This is NOT for you if:

- You want someone to tell you your current positioning is great
 - You are not willing to act on uncomfortable findings
 - You have fewer than 5 competitors (the analysis requires market density)
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The Investment

Introductory Rate: \$2997

For the first three clients. Standard rate moves to \$4,795 after that.

What you're getting for \$2997:

- Live web research on your market (not training data, not guesswork)
 - Full competitor desire profiles for 5–7 competitors
 - Three formatted documents — ready to hand to your team, copywriter, or ad agency
 - Findings delivered within 5 business days
 - One 60-minute debrief call to walk through the findings and answer questions
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What Happens After

The three documents give you the strategic foundation. Most clients use them to:

- Rewrite their website and sales page positioning
- Brief their copywriter with a specific desire to mediate (not just a "tone of voice")
- Redirect ad spend away from contested desire zones into open territory
- Build an offer or product positioned into unoccupied market space
- Pitch to enterprise clients with competitive intelligence they don't have internally

If you want help implementing the findings — positioning rewrites, ad copy, offer architecture — we offer that as a separate engagement.

How to Get Started

Reply to this document or email Gene directly.

We'll schedule a 20-minute intake call to confirm your market, identify your top competitors, and make sure this analysis is the right fit.

If it is — we begin research within 48 hours. Delivery within 5 business days.

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