



## RBS Anti-Mimetic Market Analysis

**You Don't Have a Messaging Problem.**

**You Have a Mimicry Problem.**

Your competitors are using your words. Your promises. Your positioning.

And you probably don't even know it — because you've been in the market so long it all sounds normal.

It isn't. And it's costing you deals.

### **Why Good Businesses Become Invisible**

Every market starts with differentiation.

A few pioneers stake out original positioning. Buyers respond. The market grows. And then — without anyone deciding to — every competitor starts sounding the same.

Same promises: *"results-driven," "personalized approach," "proven system."*

Same story: *"We started this business because we were frustrated with the industry."*

Same proof: *"We've helped 1,000+ clients achieve [result]."*

Same enemy: *"Most [competitors] do X wrong. We do it right."*

This is mimetic convergence. It's not a strategy failure. It's a market physics problem. And it happens to every market, in every niche, at every price point.

When buyers can't tell you apart, they default to price.

Someone always goes lower.

And you lose on a dimension you were never supposed to compete on.

The businesses that escape this trap don't out-shout the market.

**They out-position it.**

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### **The Anti-Mimetic Market Analysis**

A forensic, research-driven competitive intelligence report that maps your market at the desire level — not the feature level.

Most competitive analysis compares products, pricing, and features.

This one answers the question nobody else is asking:

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

Built on René Girard's mimetic desire theory. Used by the world's most sophisticated brand strategists. Delivered in plain language you can act on in 48 hours.

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## **[WHAT YOU GET]**

**Three documents. Five business days. One 60-minute debrief call.**

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### **Document 1 — Anti-Mimetic Differentiator Analysis**

Where has your market converged? Where is the open space?

- 6 convergence dimensions mapped with evidence from actual competitor marketing
  - Where YOU have converged (with proof from your own marketing)
  - Genuine structural differentiators — provable, not aspirational
  - Open positioning territory that no competitor currently occupies
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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 contested desire zones you should STOP fighting for
  - The underserved desire zones you should OWN immediately
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### **Document 3 — Your Desire Profile**

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

- Your current desire mediation strengths and gaps
  - Side-by-side comparison against your top 4–5 competitors
  - Where you win and lose in mimetic terms
  - The specific open territory that fits your authentic positioning
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### **Plus: 60-Minute Debrief Call**

Walk through every finding with Gene directly. Ask every question. Leave with a clear understanding of what to do first.

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## [PROOF / WHO THIS IS FOR]

### **This Works Because Most Competitive Research Misses the Real Question**

Standard competitive analysis tells you what your competitors charge, what features they offer, and what their customer reviews say.

It doesn't tell you what desire they're selling — or whether you're accidentally selling the same one.

We've used this framework to analyze markets ranging from professional sports leagues to real estate agents to MSPs to political campaigns.

The finding is consistent: **in every crowded market, at least 30% of the desire territory is completely unoccupied.** Competitors are so focused on fighting each other for the same buyers that nobody has claimed the adjacent territory.

That's where you go.

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### **This is for you if:**

- You're in a crowded market and feel invisible despite doing the work
- Your ads and content aren't converting the way they should
- You're about to launch a new offer and want to position it correctly before the market copies you
- You know your positioning feels generic — but you don't know exactly why or how to fix it
- You're a coach, consultant, agency owner, SaaS founder, or professional service provider

### **This is NOT for you if:**

- You want someone to validate your current positioning
- You have fewer than 5 direct competitors
- You're not willing to act on findings that might challenge your assumptions

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## [PRICING]

Contact Us.

What's included:

- Live web research — not training data, not templates
- 5–7 competitor desire profiles
- Three fully formatted documents (Word + PDF)
- Delivery within 5 business days
- One 60-minute debrief call

No retainer. No ongoing commitment. One clear deliverable.

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## [FAQ]

### **How is this different from a regular competitive analysis?**

Most competitive analysis compares products and pricing. This analyzes what *identity and desire* each competitor is selling — and maps the specific territory in your market that nobody has claimed. It operates at a completely different level than feature comparison.

### **How long does it take?**

Research begins within 48 hours of your intake call. Delivery within 5 business days.

### **What do I do with the findings?**

Most clients use them to rewrite their website positioning, brief their copywriter, redirect ad spend, or build a new offer into open territory. We include implementation guidance in the debrief call.

### **Do you offer implementation support?**

Yes — positioning rewrites, ad copy, offer architecture, and sales page copy are available as separate engagements. Many clients start with the analysis and move to implementation immediately.

### **What markets have you analyzed?**

We've run this framework across real estate, sports and entertainment, MSPs and IT services, political campaigns, professional services, digital marketing, and higher education. The methodology applies to any market with 5+ competitors and identifiable buyer desires.

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### **The Open Territory Is There. Nobody Has Claimed It Yet.**

In every market we've analyzed, at least 30% of the available desire space is completely unoccupied. Your competitors are too busy fighting each other to notice it.

The analysis takes 5 business days.

The debrief takes 60 minutes.

The positioning advantage is permanent — until someone else figures it out.

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*Rocket Business Solutions | [rocketbizsolutions.com](http://rocketbizsolutions.com)*

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

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