Twitter Thread by Joe Speiser ■■



Joe Speiser ■■
@jspeiser

The dirty inside secret most first-time entrepreneurs don't know.

14 tools I use to steal from competitors, and build million-dollar businesses.

Housekeeping note:
Don't do anything that destroys your reputation. Copying what works is a simple & practical strategy, but don't cross any boundaries.

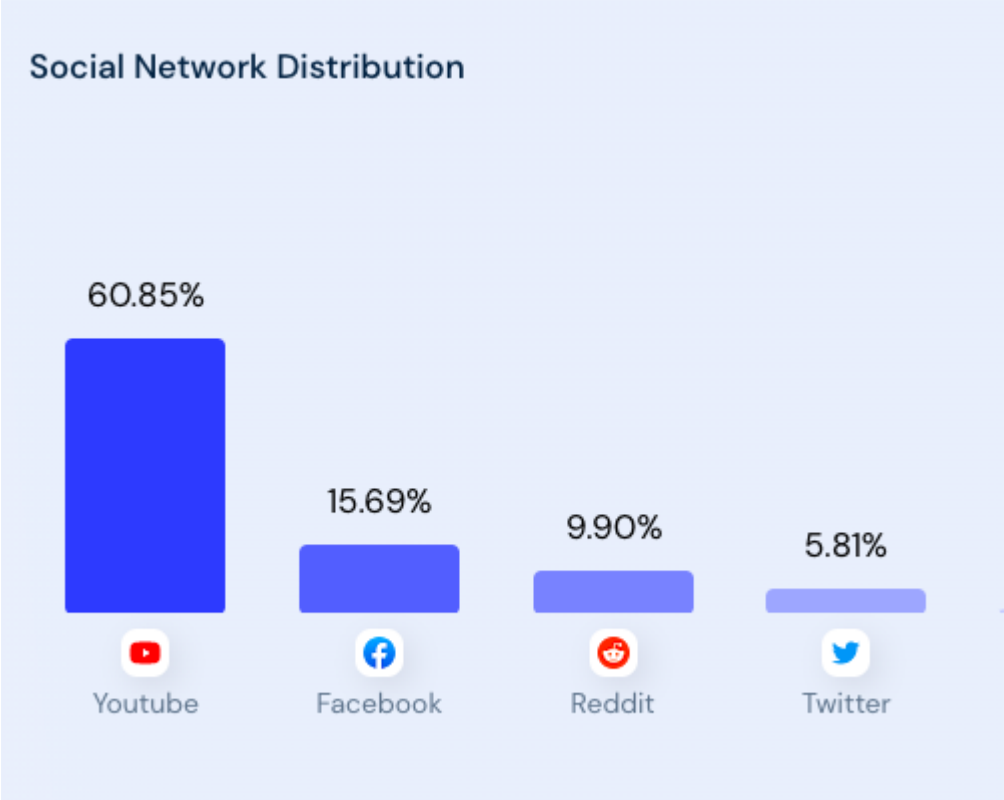
In this thread, I'll show you how to steal your competitors' traffic, product ideas, and customers in a 100% fair way.

1. Steal their social media traffic

Drop your competitors' url in https://t.co/n4squ8fjHh

It will tell you what % of their web traffic comes from which social media platform

Looks like this



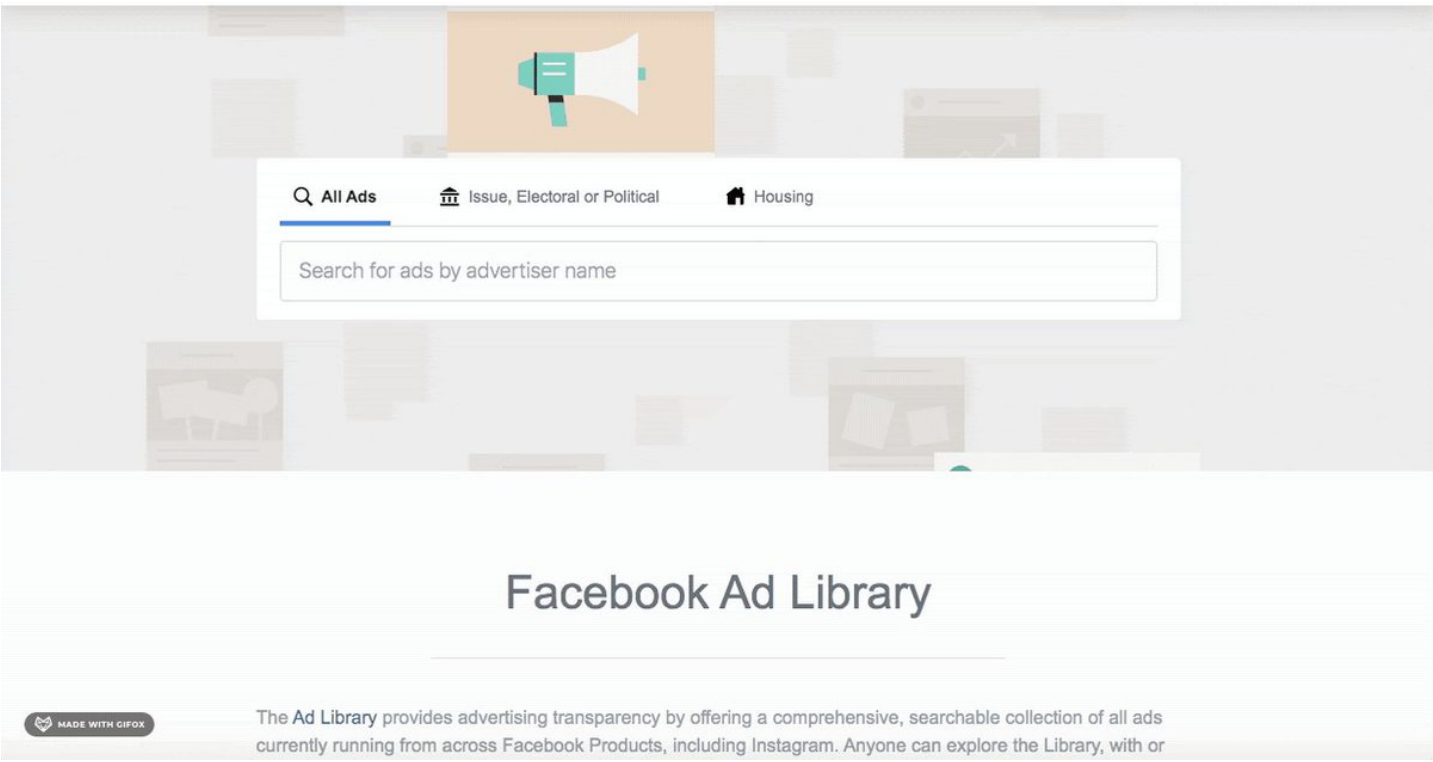
Generally, this traffic will be from ads and not content. To steal their social traffic, you'll need to steal their ad strategy.

If they're getting their traffic from Facebook...

2. Steal their Facebook ads

Go to Facebook Ad Library and find ads that your competitor has been running for 6+ months.

All of these ads are likely profitable https://t.co/bgqtSOvAe2



Copy your competitors' ads comprehensively.

Steal the ad copy, and the offer, and get similar pictures and videos shot to recreate their ad for your brand.

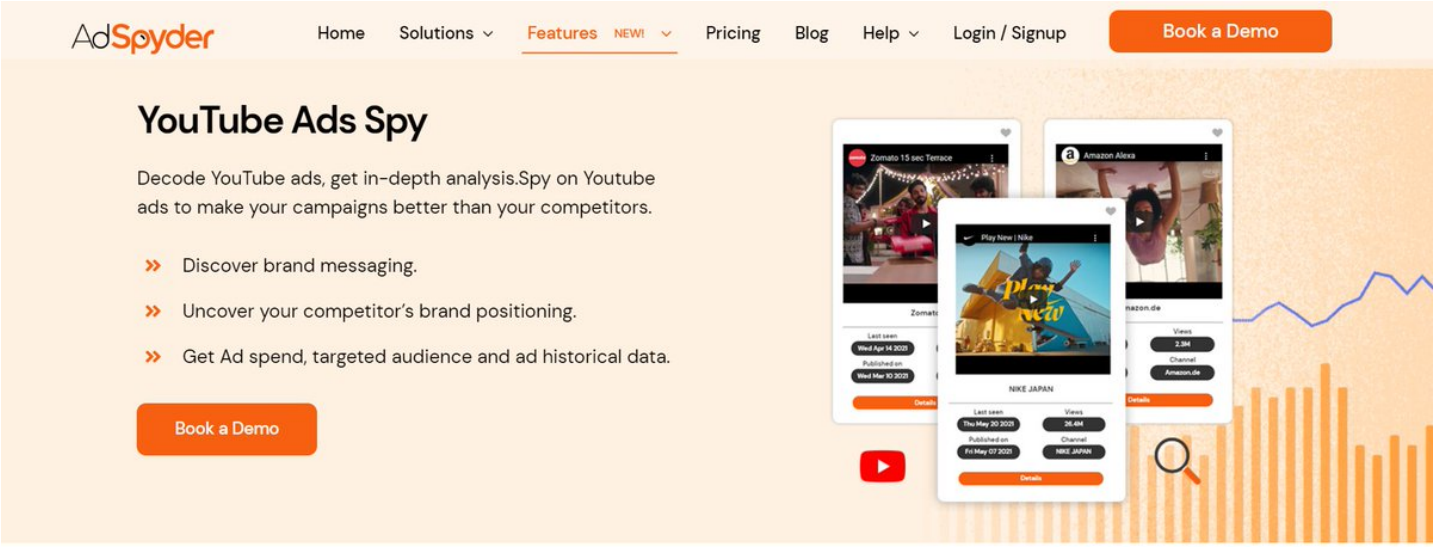
In case they're getting their traffic from YouTube...

3. Steal their YouTube ads

Go to https://t.co/gYJLGVOTZv

And study & steal ads they've been running on YouTube for 6+ months.

All those ads are most likely profitable.



4. Steal their google ad traffic

Put your competitors' website into https://t.co/h90R6qbsLs to see which keywords they are running ads for.



It will show you their top-performing ads.



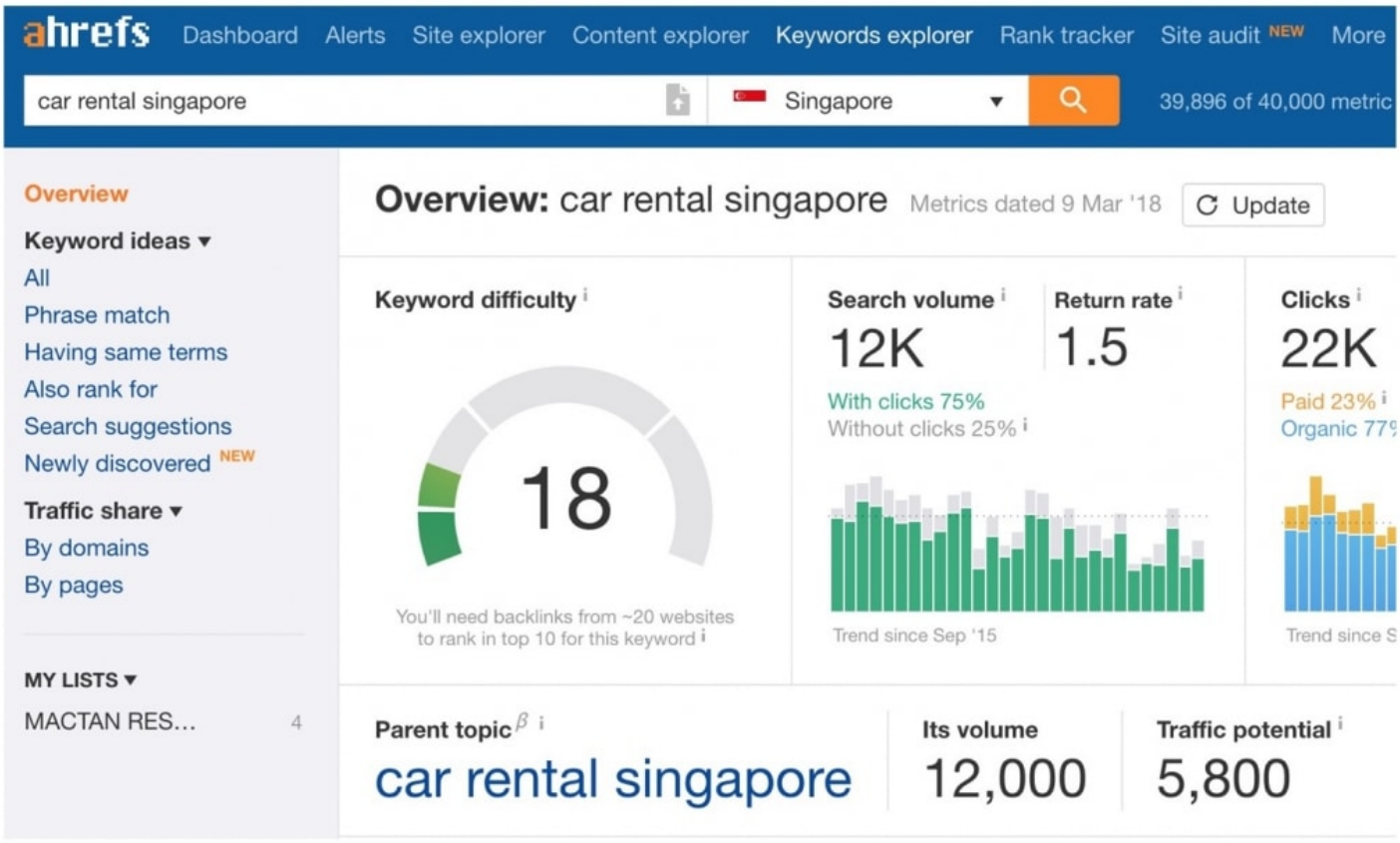
Every top-performing ad is taking visitors to a landing page.

Something about that landing page - Google ad combination works for them. Copy it.

5. Steal their SEO Traffic

Use https://t.co/3VfS1DcFFO to find keywords with 10K+ traffic that your competitors are ranking for with less than 15 links.

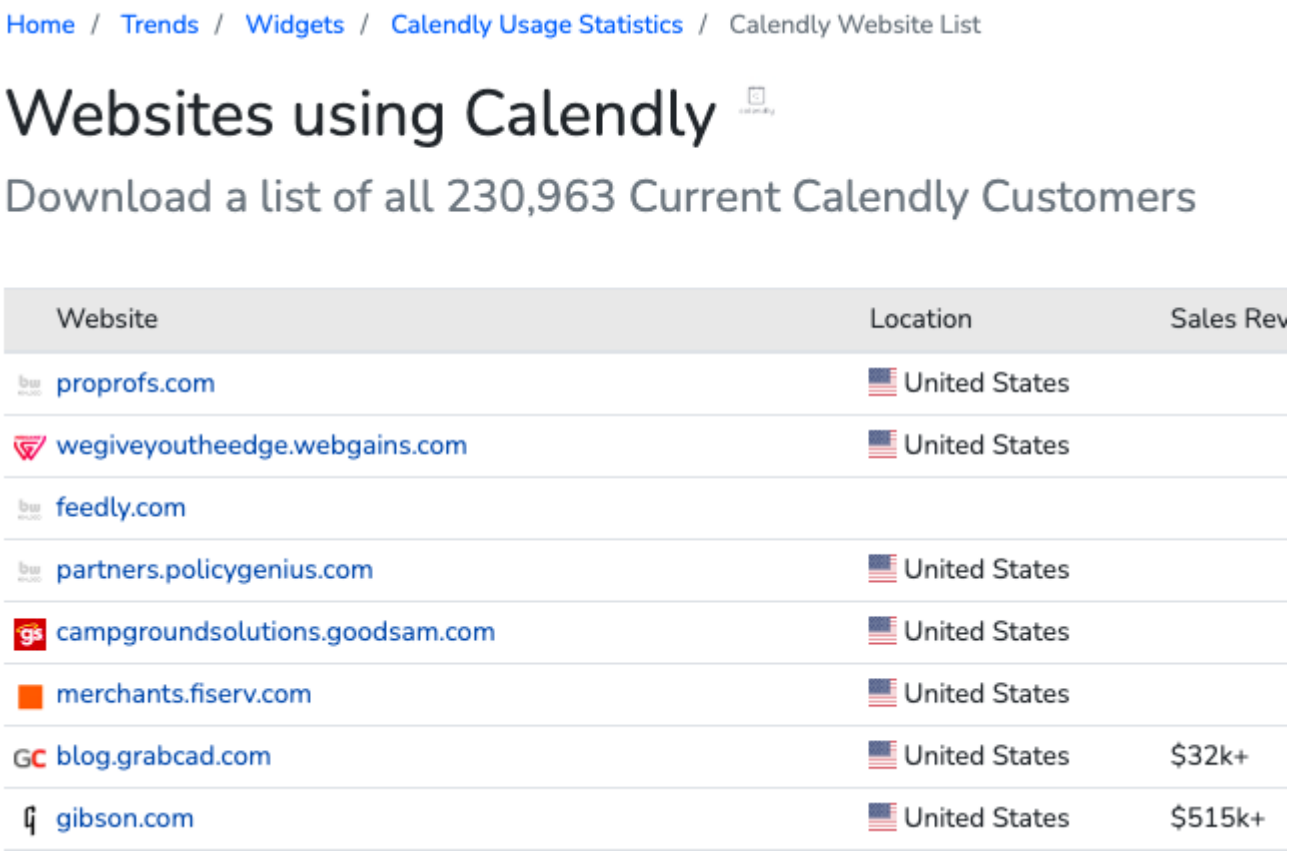
You can hire good blog writers, build more than 20 links and steal that traffic. Rinse and repeat for more keywords.



6. Steal their customers

Go to BuiltWith and find which websites are using your competitor's product.

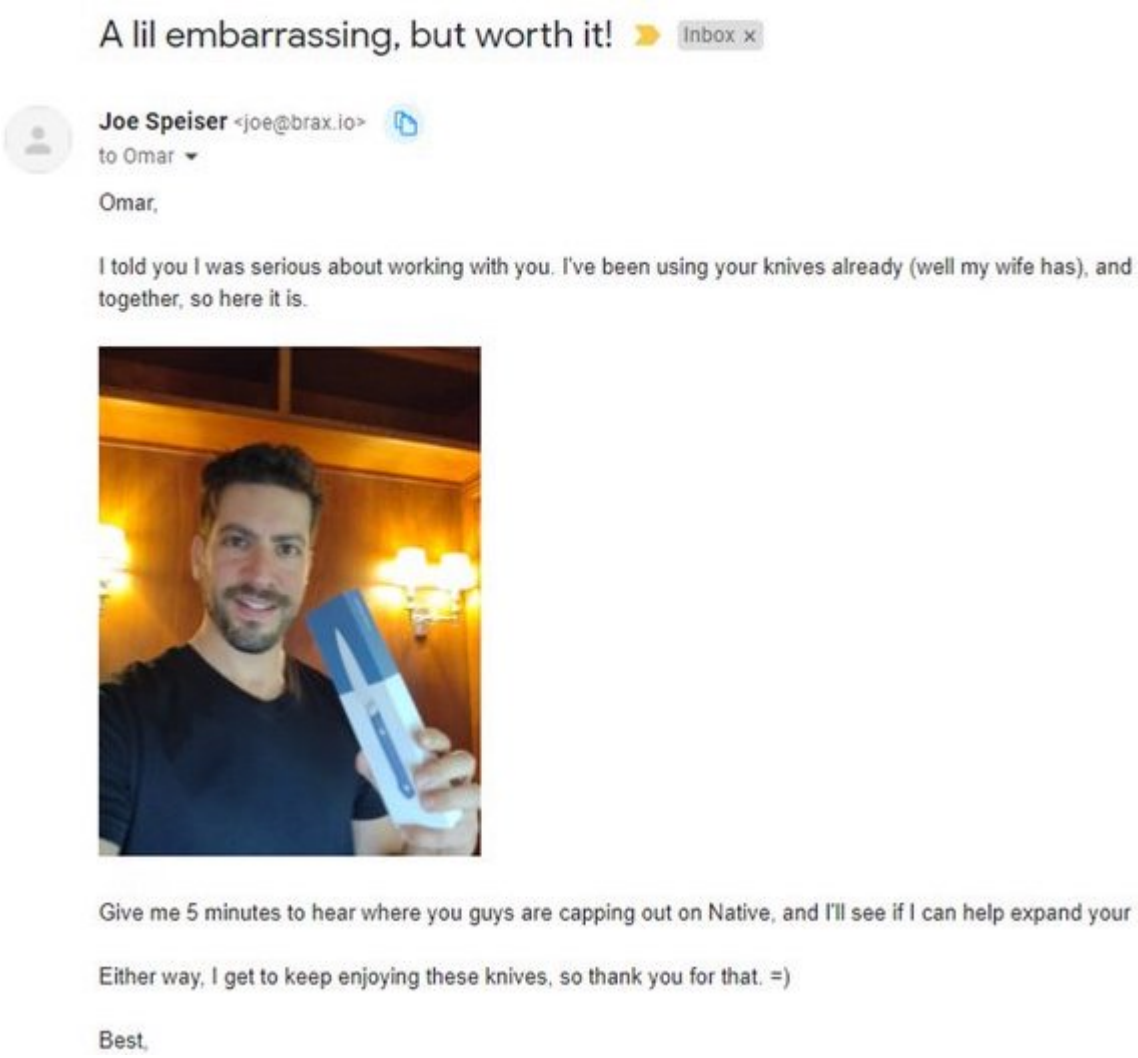
Download the full list with all their emails.



Email every prospect with a hyper-personalized email.

Take a picture of you holding a card with their name on it. This photo is the difference between a 1% and a 10% response rate.

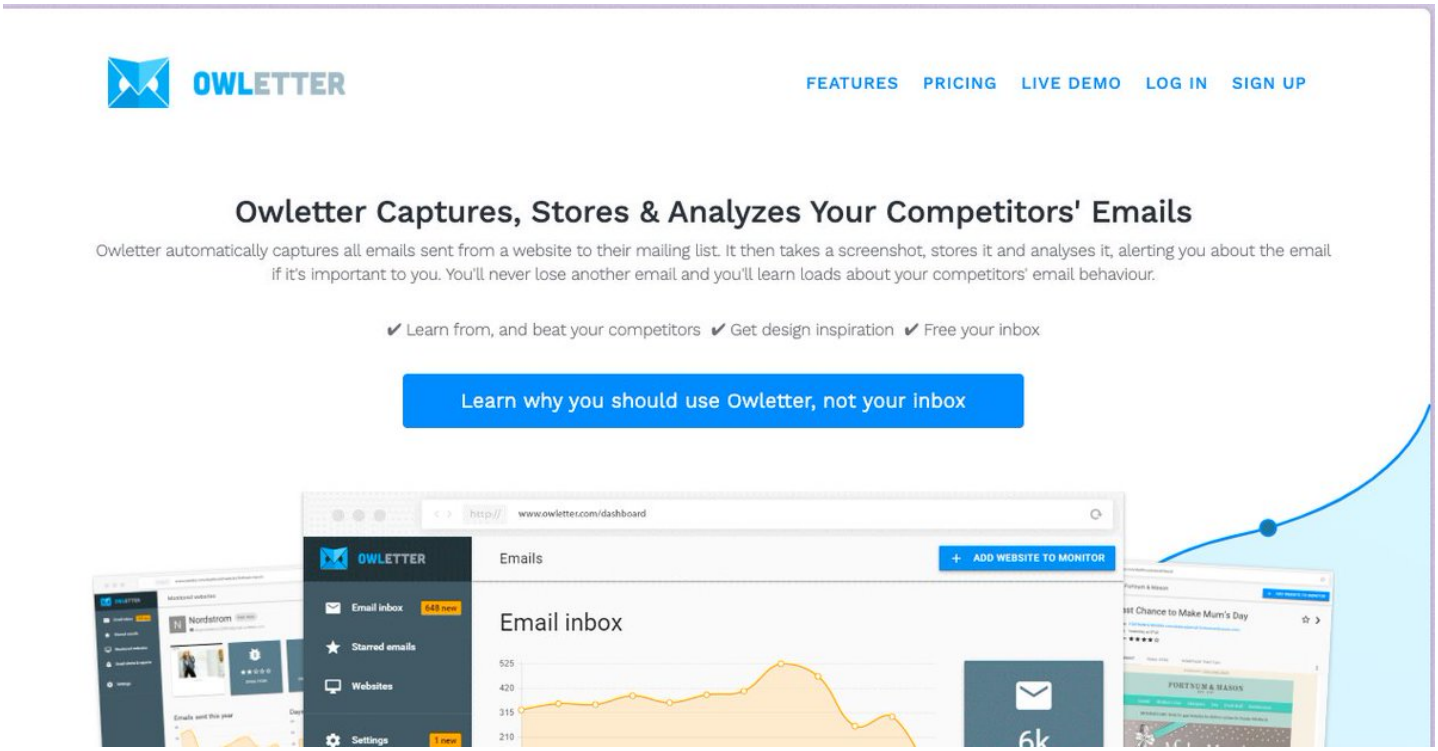
I've done this and added $50K in MRR for a startup I used to run https://t.co/xBrXTsyj3O



7. Steal their Email Campaigns

https://t.co/s3gWhAqFii captures every email your competitors send to their mailing list.

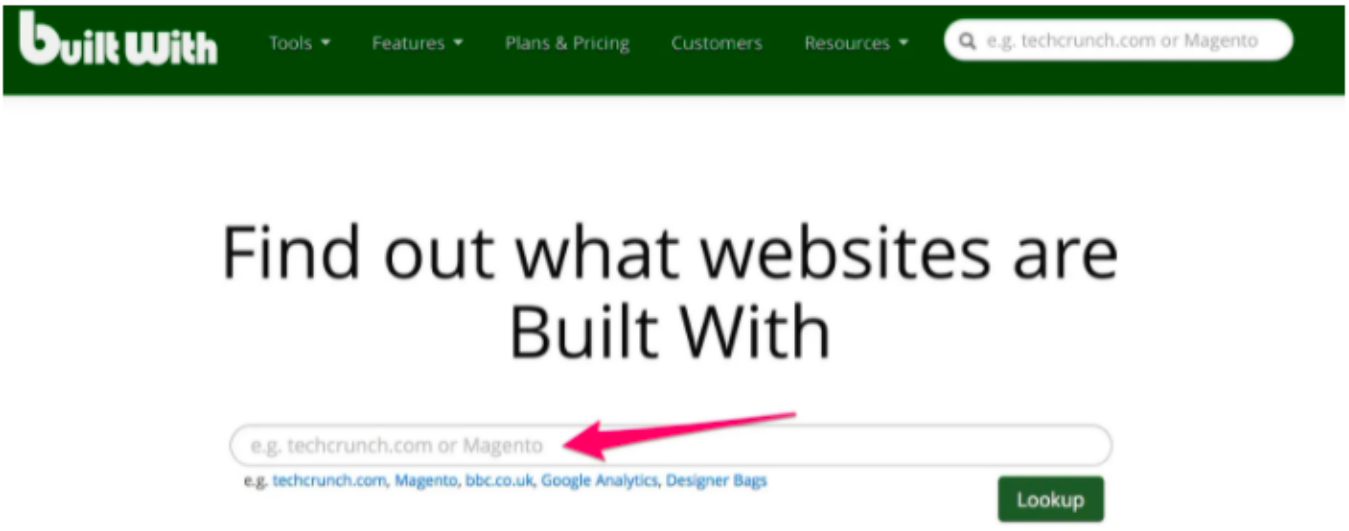
They've spent months perfecting conversion on these email campaigns. Study and Learn. (Maybe copy).



8. Steal their tech stack

Sometimes your competitors are winning just by using better tools than you. (Like some of the tools mentioned in this thread)

Use https://t.co/eW1Bmcg0U8 to find what tools are integrated with their website and never fall behind.

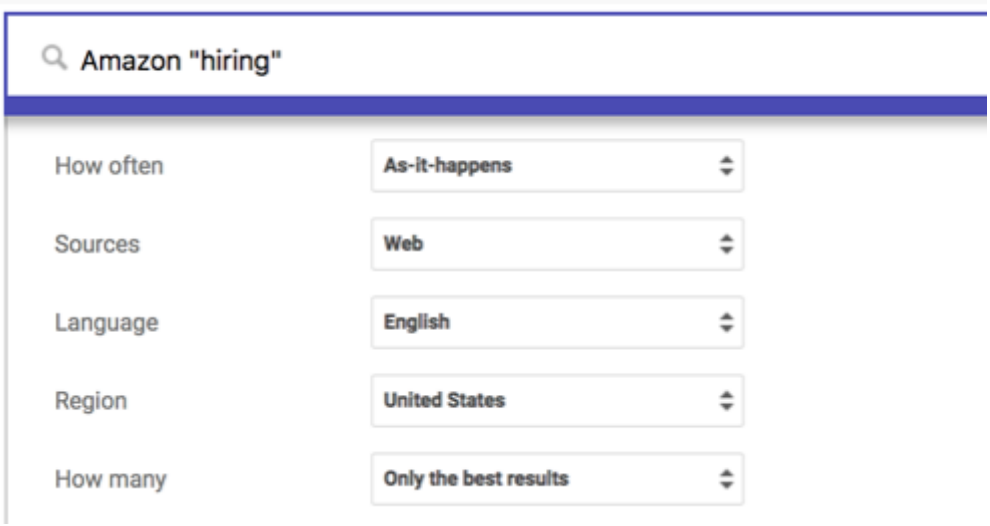


9. Set Google alerts to track every strategic move of your competitor

Imagine one of your competitors is @amazon.

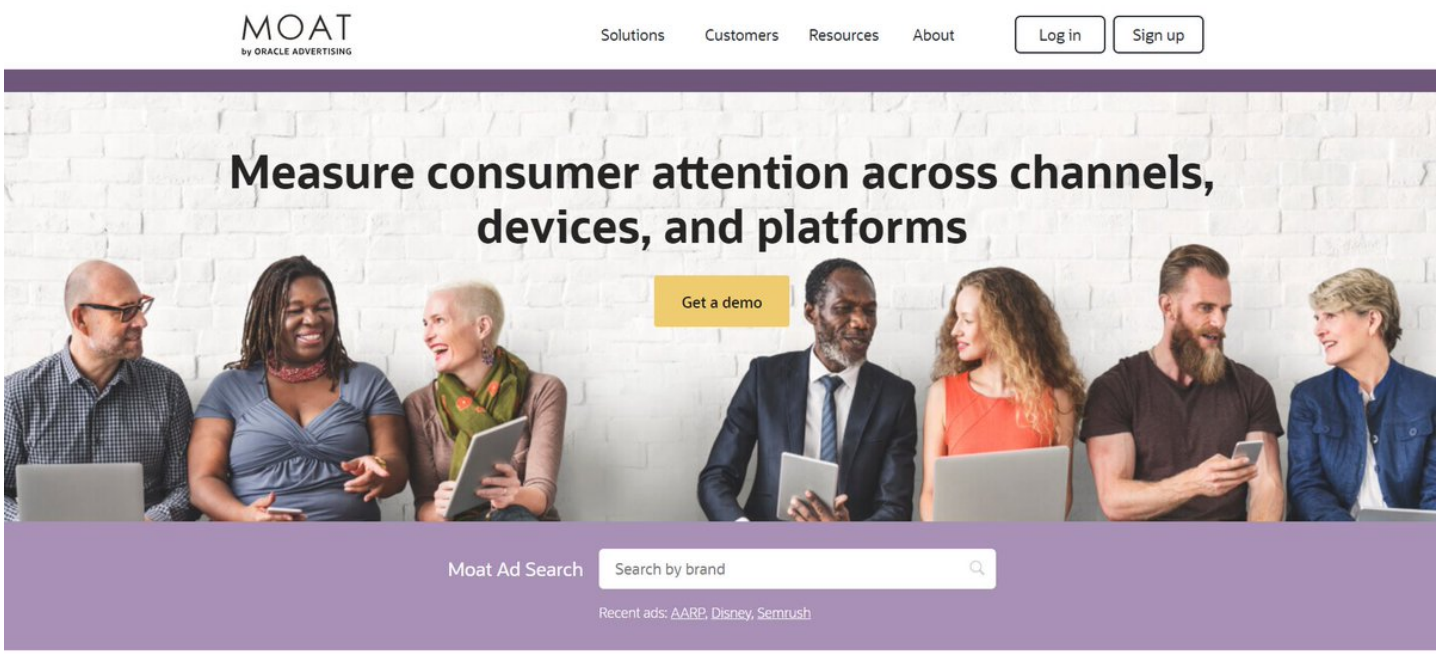
You can set up alerts for

- When they post a job online
- When they push a product update



@amazon 10. Use https://t.co/B48oIxRAmq and set up alerts for all new ads that your competitors roll out.

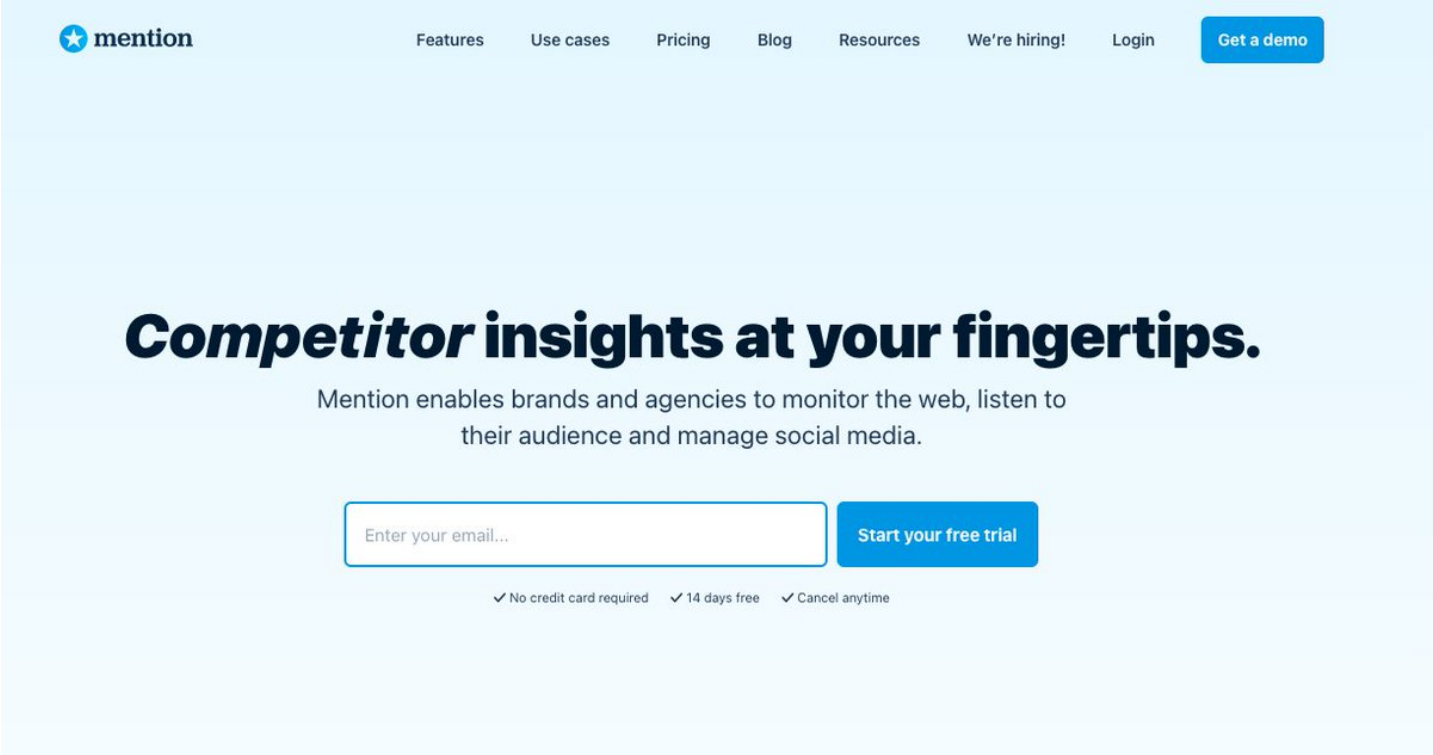
Get notified when your competitor sets up new ads and keep an eye on what is working for them.



@amazon 11. Track their social mentions

Use https://t.co/ABpWCtXBT9 to track what their customers love & hate. Mostly track what they hate.

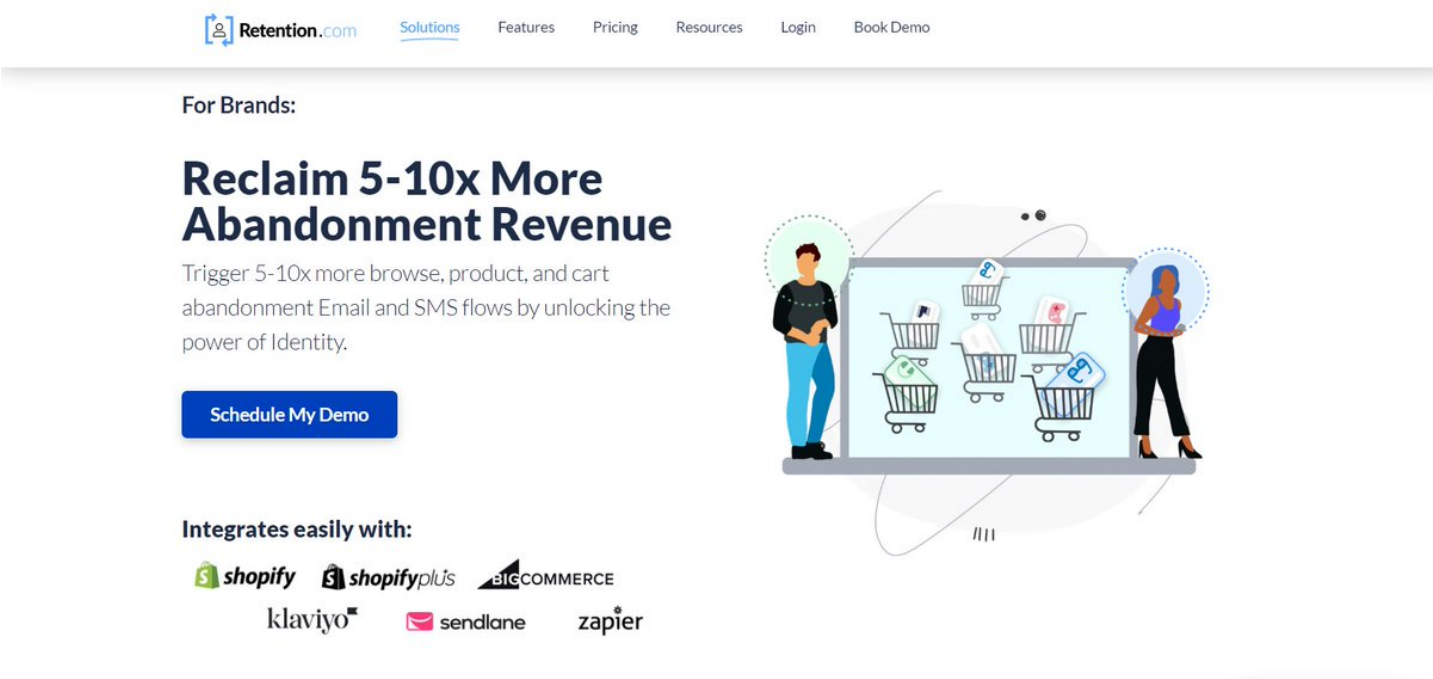
Comment on frustrated customers' posts with a solution - your product!



@amazon 12. Use https://t.co/DW5jiRn2He to capture emails of every person that visits your site, without them entering their email.

If they come to your site, you have their email.

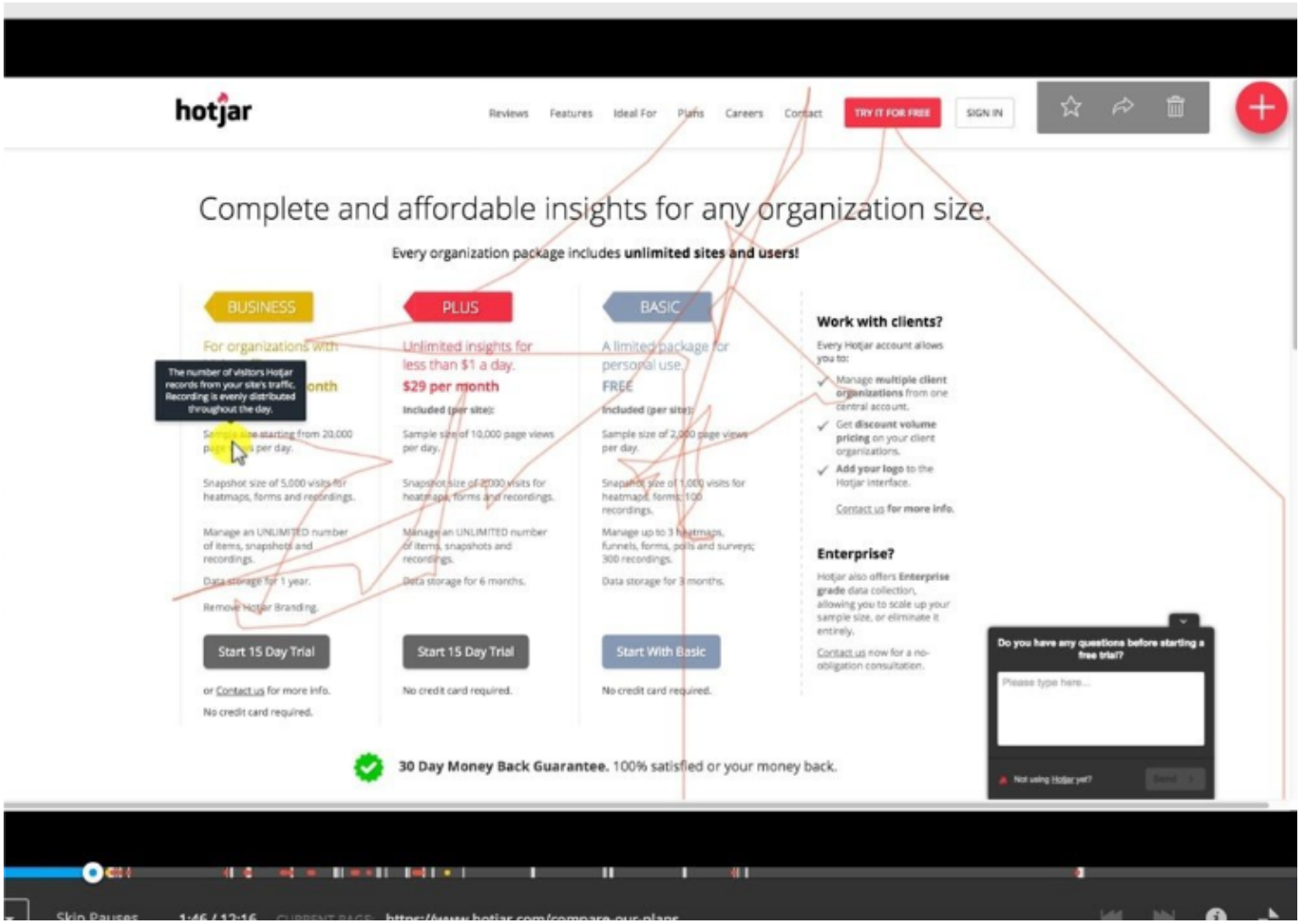
I know, freaky!



@amazon 13. Track your visitors and improve your site conversion.

Use https://t.co/rkBoDTKsQd to track every click, scroll and movement of your visitors and create a heatmap.

Redesign your site to make it easier for people to purchase.



@amazon 14. Copy early customer acquisition strategies from Dropbox, Tinder, Uber, AirBnB, Calendly & other popular apps.

https://t.co/N2kXOMKFP3 is a newsletter that will tell you how they got their first 1,000 users.
https://t.co/Dm1BrScxhw

@amazon Retweet the first thread if you found this helpful.

Follow @jspeiser for hard-earned lessons on entrepreneurship and SaaS.
https://t.co/E8UwTKXaMa

> The dirty inside secret most first-time entrepreneurs don't know.
>
> 14 tools I use to steal from competitors, and build million-dollar businesses.
>
> — Joe Speiser \u26a1\ufe0f (@jspeiser) November 3, 2022