

Twitter Thread by Joe Speiser ■■

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@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.

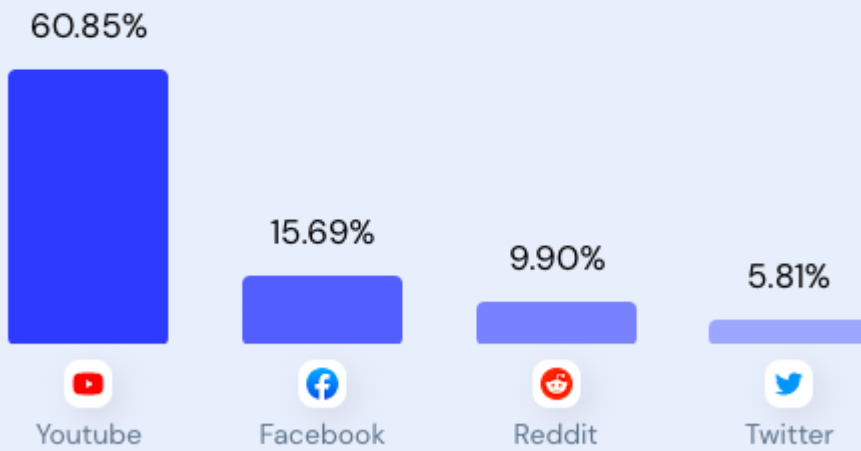
1. Steal their social media traffic

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

Social Network Distribution



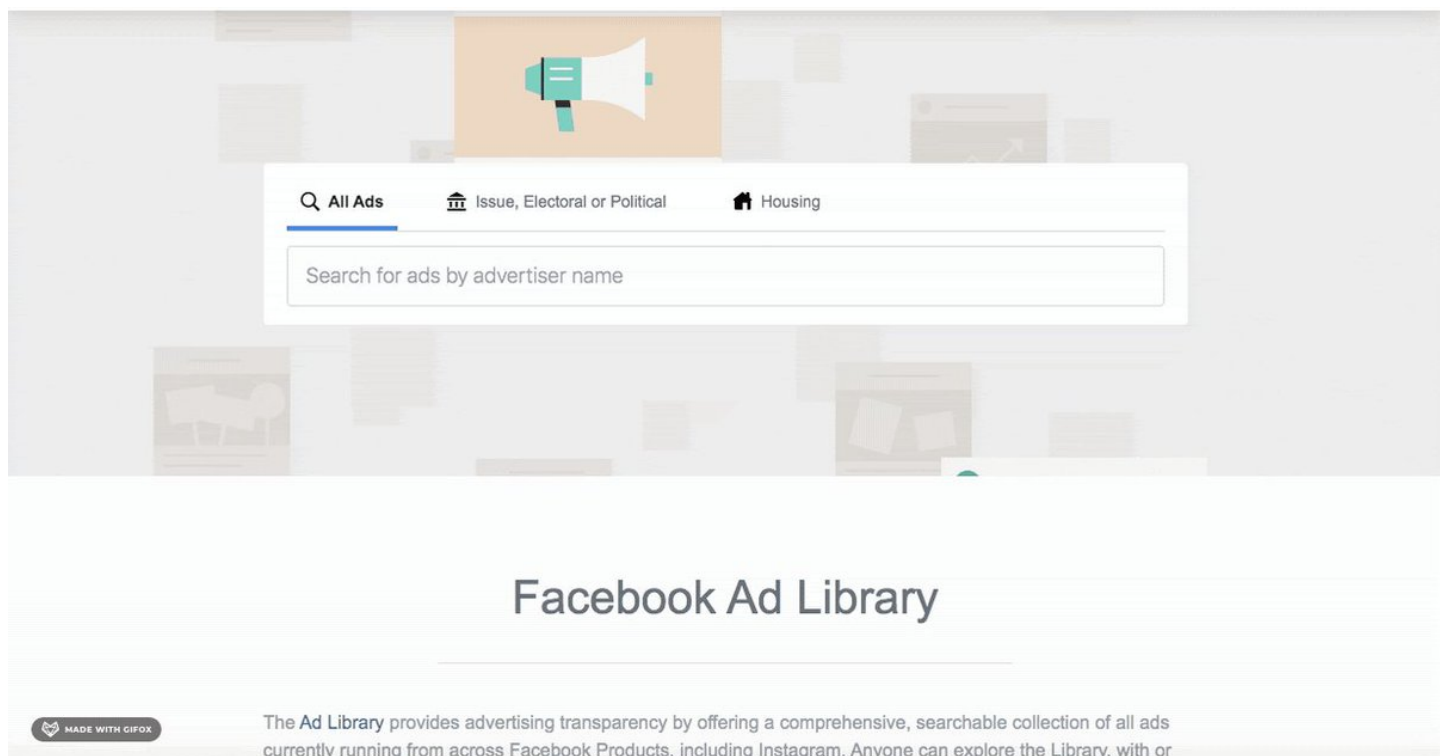
Generally, this traffic will be from ads and not content. To steal their social traffic, you'll need to steal their ad strategy.

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/qYJLGVOTZy>

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.

TOP KEYWORDS FOR JUMPFly.COM IN GOOGLE

Keyword	Ad	KEI	CPC (\$)
+ keyword management		99.98	7.95
+ google web advertising	2	99.96	14.63
+ pay per click programs	4	99.8	9.99
+ free affiliate pay per click programs	2	99.52	0.05
+ top paid search	4		0.05

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.

Overview

Keyword ideas ▾

- All
- Phrase match
- Having same terms
- Also rank for
- Search suggestions
- Newly discovered **NEW**

Traffic share ▾

- By domains
- By pages

MY LISTS ▾

- MACTAN RES... 4

Overview: car rental singapore Metrics dated 9 Mar '18 Update

Keyword difficulty ⁱ

18

You'll need backlinks from ~20 websites to rank in top 10 for this keyword ⁱ

Search volume ⁱ

12K

With clicks 75%
Without clicks 25% ⁱ

Trend since Sep '15

Return rate ⁱ

1.5

Clicks ⁱ

22K

Paid 23% ⁱ
Organic 77%

Trend since S

Parent topic ^{β i}

car rental singapore

Its volume

12,000

Traffic potential ⁱ

5,800

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.

Websites using Calendly calendly.com

Download a list of all 230,963 Current Calendly Customers

Website	Location	Sales Rev
proprofs.com	United States	
wegiveyoutheedge.webgains.com	United States	
feedly.com		
partners.policygenius.com	United States	
campgroundsolutions.goodsam.com	United States	
merchants.fiserv.com	United States	
blog.grabcad.com	United States	\$32k+
gibson.com	United States	\$515k+

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>

A lil embarrassing, but worth it! 📧 Inbox x



Joe Speiser <joe@brax.io>

to Omar ▾

Omar,

I told you I was serious about working with you. I've been using your knives already (well my wife has), and together, so here it is.



Give me 5 minutes to hear where you guys are capping out on Native, and I'll see if I can help expand your

Either way, I get to keep enjoying these knives, so thank you for that. =)

Best,

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).

Owletter Captures, Stores & Analyzes Your Competitors' Emails

Owletter automatically captures all emails sent from a website to their mailing list. It then takes a screenshot, stores it and analyses it, alerting you about the email if it's important to you. You'll never lose another email and you'll learn loads about your competitors' email behaviour.

✓ Learn from, and beat your competitors ✓ Get design inspiration ✓ Free your inbox

Learn why you should use Owletter, not your inbox



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/eW1Bmcq0U8> to find what tools are integrated with their website and never fall behind.



Find out what websites are Built With



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

A search filter interface for the query "Amazon hiring". The search bar contains the text "Amazon hiring". Below the search bar, there are five filter categories, each with a dropdown menu:

- How often: As-it-happens
- Sources: Web
- Language: English
- Region: United States
- How many: Only the best results

@amazon 10. Use <https://t.co/B48olxRAMq> 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.

The image shows the MOAT by ORACLE ADVERTISING website banner. The MOAT logo is in the top left, with "by ORACLE ADVERTISING" underneath. Navigation links for "Solutions", "Customers", "Resources", and "About" are in the top center. "Log in" and "Sign up" buttons are in the top right. The main banner features a group of diverse people sitting together, looking at laptops and tablets. The headline reads "Measure consumer attention across channels, devices, and platforms". A yellow "Get a demo" button is positioned above the group. Below the image, there is a search bar labeled "Moat Ad Search" with the placeholder text "Search by brand" and a magnifying glass icon. Below the search bar, it says "Recent ads: AARP, Disney, Semrush".

@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!

Competitor insights at your fingertips.

Mention enables brands and agencies to monitor the web, listen to their audience and manage social media.

Enter your email...

Start your free trial

✓ No credit card required ✓ 14 days free ✓ Cancel anytime

@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!

For Brands:

Reclaim 5-10x More Abandonment Revenue

Trigger 5-10x more browse, product, and cart abandonment Email and SMS flows by unlocking the power of Identity.

Schedule My Demo



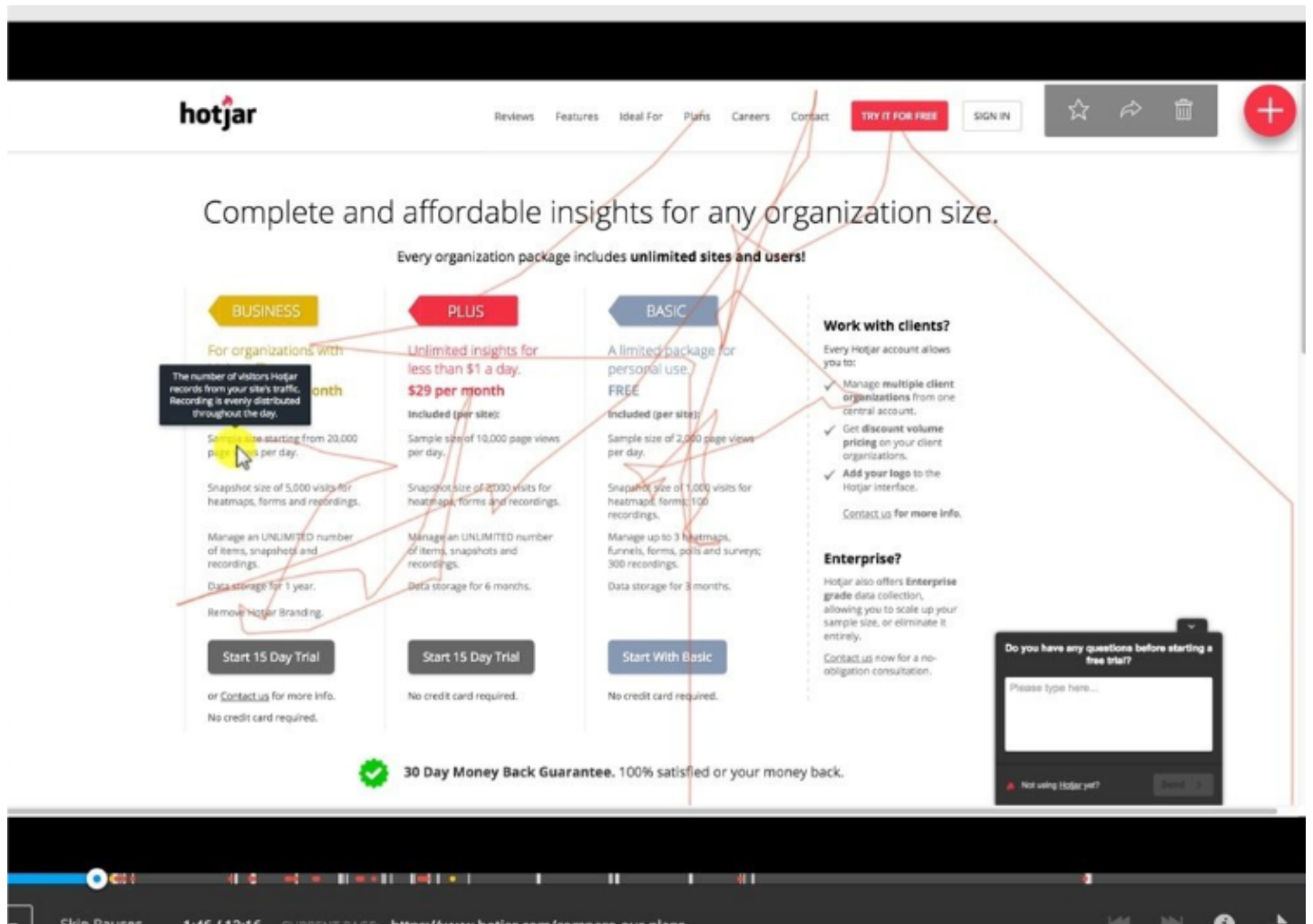
Integrates easily with:



@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>

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— Joe Speiser [\u26a1\u201c\u201c](#) (@jspeiser) [November 3, 2022](#)