Why should You Reverse Engineer Your Competitors’ Videos?

Let’s get one thing clear if you want to go a head start in the video marketing game, you have to reverse engineer your competitors. There are no two ways about it. This is not an option because the alternative is just going to take too much time, effort and money. Worse yet, even if you go through all those hurdles, there is no guarantee of success.

At least when you reverse engineer your competitors’ videos you focus on what works for them. You start out with their advantages. This fact by itself is probably not going to put you on top, but at least it gives you a head start.

Let's put it this way. It prevents you from making common rookie mistakes that could otherwise torpedo your online video marketing business. That's the advantage that you get. You get a head start you. You at least start within the ballpark of success as far as your competitors are concerned.

Reverse engineering your competitors enable you to find the industry standard in your niche. This is crucial because you need to find a way to speak to the people you're trying to reach. You have to speak their language. You have to appeal to their needs. You have to appear like you know how to solve their problems.

Let me tell you the answer to these very important questions are not something that you stumble upon. They definitely do not fall on your lap. They require a tremendous amount of research and if you were to avoid reversing engineering your competitors, you might very well come up with the wrong answers.

Let's get one thing clear. You may come up with videos that you think are the best things since sliced bread. You may be all excited about how hot, amazing and insightful your videos are. They may very well be, but the problem is if they don’t appeal to your target audience members in a tried and proven way, you probably would have been better off if you had not made those videos in the first place. That's how bad things can be.

This is why I really have to emphasize that you have to reverse engineer your competitor’s videos. This is the first thing that you need to do when doing video marketing. This is where you start.

The bottom line is by reverse engineering your competitor’s materials, you build on their strengths while avoiding their weaknesses. This gives you a great head start and this puts you in a position of strength as far as the competition goes.

You're not stuck with taking shots in the dark and going with your hunches. Let's get one thing clear. Everybody's got hunches. Everybody’s got intuitions. Everybody's got wild guesses.

However, those things will not ensure that you get money in the bank. Those things will not ensure that you will hit the target nine times out of ten. In fact, nine times out of ten, you will come up short if you were to rely on your gut instinct.

Focus instead on what works. Find the industry standard by reverse engineering your competitors’ niche videos.