



PUBLIC SAMPLE · Structure matches live Front9 reports · All names fictional

FRONT9 SIGNAL REPORT — Sample Client

Week of: Sep 7, 2026 | Category: Life Coach | Tier: Sample

TOP MOVE THIS WEEK

Rival A launched a time-boxed intro offer that undercuts your entry package by ~18% — lead with a Monday response before their creative gets fatigued.

COMPETITOR BREAKDOWN

Rival A — Metro coaching brand	
Pricing & packages	Core group offer unchanged. New 14-day intro at a clear discount vs prior month.
Promotions	Intro offer pushed on LinkedIn + Stories; referral bonus still live.
Reviews & reputation	Steady 4.8-ish rating; two new 5★ themes around accountability; no 1–2★ cluster.
Ads & social	Organic cadence up; creative concept = transformation + brotherhood framing (paraphrased). Paid presence unverified in this sample.
Notes	Strongest short-term pressure on your top-of-funnel offer.

Rival B — Peer / mastermind substitute	
Pricing & packages	Annual membership band stable; chapter recruitment active.
Promotions	Guest-pass style recruitment week.
Reviews & reputation	Low public review volume; reputation lives in member referrals.
Ads & social	Amplified via local business media mentions.
Notes	Substitute threat more than direct 1:1 coach clone.

Rival C — Boutique fitness / hybrid	
Pricing & packages	Hybrid online + in-person; mid-tier pricing unchanged.
Promotions	No new aggressive promo this cycle.
Reviews & reputation	Small uptick in Google volume; themes around coaching quality.
Ads & social	Reels-heavy; form tips + lifestyle. Cadence consistent.
Notes	Quiet week — watch next cycle for package refresh.

MARKET BENCHMARK

Intro offers in this metro are clustering 15–25% below standard entry packages when rivals need pipeline. Rival A is inside that band. Peer-group substitutes remain sticky on annual billing. Narrative ownership this week leans Rival A on social reach; Rival B on status/network positioning.

OPPORTUNITY FLAGS

- Counter Rival A’s intro with a scarce, time-boxed offer that protects full-price positioning after day 14.
- Publish one proof asset (client outcome / process detail) this week — information gain rivals are not showing.
- Audit your Google + LinkedIn review velocity vs Rival A; ask for 3 fresh reviews from recent wins.
- Treat Rival B as a substitute in sales calls: script why weekly signal + accountability beats quarterly peer theater.





NEXT CYCLE WATCH

Confirm whether Rival A's intro extends past 14 days. Watch Rival C for a package or pricing refresh. Re-check review clusters if any 1-2 ★ spike appears.

Want this weekly for your market? Comment or email SIGNALS — Front9 monitors multiple public signals and delivers Monday-ready Opportunity Flags.