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**3 Ways To Beat Your Competition**

**By Bob Leduc**

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3 Ways To Beat Your Competition  
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You will always have competitors. You cannot control their activity. But you can minimize their impact on your business. Here are 3 ways you can position yourself to generate sales with little or no competition.

**1. Use Unconventional Marketing Methods**

Most businesses use the same marketing methods as their competitors. Adapt some unconventional marketing methods to distinguish yourself from your competitors. Your unique marketing will attract more attention and get more sales.

For example, most online businesses only use online marketing methods to generate traffic to their website. By including some offline marketing, they can bypass the heavy competition online and produce more traffic – and more sales.

Tip: Print your best small ad on a postcard and mail it to prospects in your targeted market. Postcards are inexpensive and easy to use. Most recipients will read a brief message on a postcard.

**2. Uncover Overlooked Markets**

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You cannot avoid competition when you market to the same prospects as your competitors. Look for some new niche markets you and your competitors overlooked. You may uncover a market you can dominate with little or no competition.

Revise your ads, web pages and other sales messages so they appeal specifically to the unique interests and needs of prospects in your new niche market. For example, I recently spoke with a network marketer who singled out the following 3 niche markets. She customized her sales approach for each market to emphasize a different major benefit.

\* Stay at home moms: emphasizes the advantages of working part-time at home.

\* Corporate employees: emphasizes the opportunity to escape the corporate environment and build your own business.

\* Retirees: emphasizes the benefits of generating extra income without schedules or supervision.

### 3. Establish Yourself As A Specialist

One of the most effective ways to beat your competition is to establish yourself as a specialist in a narrowly defined area of your business. Prospective customers perceive a specialist as an expert in their field – someone with special insight who can help them in a specific area.

You do not have to abandon your current marketing to establish yourself as a specialist. Just select a unique product you offer or a service you perform especially well and emphasize it in your marketing. Include testimonials from customers and endorsements from other experts to prove you are one of the best.

Tip: A service business that specializes can often charge a higher fee. Customers or clients expect to pay more for specialized service. Some will even consider your higher fee as evidence you are the ultimate expert.

You will have competitors as long as you are in business. But these 3 ways of positioning yourself will minimize their impact and allow you to generate sales with little or no

## 3 Ways To Beat Your Competition

competition.

Bob Leduc spent 20 years helping businesses just like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards* and several other publications to help small businesses grow and prosper. For more information: <mailto:BobLeduc@aol.com> Subject: Postcards  
Phone: 702-658-1707 after 10 AM Pacific Time/Las Vegas, NV

### **Using Your Controllable Advantages**

**By Kevin Bidwell**

Good news: You can beat your competition.

You can beat them, even if they were there first, have more money and are king of the hill right now.

How can you beat them? You can beat them by taking charge of your "controllable advantages."  
Here's how you can do that:

1. Work harder than they do.

People are lazy. One of the reasons your competitors got into web business in the first place was so they could "relax."

Well, don't relax. Instead, pour your energy into your business. Spend your time really working, not just goofing around. Most of them are only spending 20 hours actually getting anything accomplished—the rest of their time is spent chatting, "surfing" or in other non-productive activities.

2. Work smarter than they do.

In addition to working harder than the competition, you can also take time to become an expert. Read the best resources on marketing your products.

For example: You have been hearing me talk a lot lately about Brad Fallon's search engine techniques. Brad is a regular guy who simply applied his knowledge and in just a few months built a store generating over \$100,000 per month in sales.

(You can get the full story on Brad's techniques here:

)

3. Use leverage.

### 3 Ways To Beat Your Competition

If you want to make \$100 an hour, don't spend time doing everything yourself. Instead, hire someone to answer your phone and sort your emails. Spend your time doing the one thing that actually makes you money: Marketing your site and products.

If you want to make \$150,000 per year, you have to be spending 30 hours per week doing \$100/hour work. Refuse to do things where you can hire someone to do it for you.

#### 4. Make Weekly Progress.

Most of your competitors have made their week routine: They answer the emails, send out the products, maintain their site.

You need to make sure all these get done (see #3), but you also need to do one more thing: Move ahead. Set a goal to create a new product, explore a new marketing channel, make a new affiliate connection.

And then progress in that area every week.

You can beat your competition—you just need to do the things they aren't doing.

For more ideas on how to beat the competition day—in, day—out, see these resources:

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by Kevin Bidwell

Kevin Bidwell is owner of

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Using Your Controllable Advantages

10 Amplifying Ways To Turn Up Your Sales Volume

If you can't beat em?

**BEAT YOUR COMPETITION WITHOUT CUTTING YOUR PRICE**

12 Ways To Outsell Your Competition!

62 Ways To Beat The Gas Pump Monster

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