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**"5 Surefire Ways To Drive Your Competition Crazy"**

By "Dangerous" Debbie Jenkins

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Taking an aggressive stance to your competition is not the most productive way of running a business. However, there are times when some people just get a little too cocky and need knocking down a peg or two. If you want to put an annoying competitor in his or her place then these tips are for you.

1. Keep Friends Close – Keep Enemies Closer  
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Befriend your competitors and learn all you can about their business needs, challenges and wants. In essence "Know Your Enemy" but don't give away too much about yourself. Then, if they get too big for their boots, go for their weak spots to undermine them.

## 2. Give Your Competitors Your Business

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"What?!?" I hear you cry! Yes, give your competitors all the leads you don't want. That means pass on the desperate-blame-meisters and long-term-tyre-kickers. Your competitors will think you're nice and harmless. But you'll be sending them a Trojan-Horse-Load of trouble!

## 3. Own Customer Brain-Time

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Make sure what you're saying is more memorable and more in

tune with your customer's needs than what your competitors are saying. The easiest way to do this is to describe things in your customer's terms and shut up about yourself.

Also, make it your job to stay in touch with your customers and your competitors' customers, by providing highly valuable freebies at regular intervals. A newsletter or eZine is ideal for this purpose.

## 4. Patronise Your Competitors

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Yes, in both senses of the word. If they're doing well, tell them you're impressed with the "effort" they've put in recently. In fact, tell your prospects (ie their customers and yours) that it seems they've come on leaps and bounds in recent months. All the time be sure to imply that if they keep this up they may even be as good as you some day.

Another way of patronising your competitors is to actually give them your patronage. That is buy something that they've got in order to really check out how good or bad they are. And if you're feeling really mean become the customer from hell and complain tirelessly.

## 5. Steal Their Customers

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Nothing works better than this for causing trouble. If your competitors are worthy then you'll have trouble coercing their best customers away but it's still possible. Even if they're doing a bad job, people will need a pretty good reason (ie they mess up or you offer something much better) to do something different.

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So a stealthy approach would be to seduce a member of their team (preferably with a customer-facing/sales role) over to your company. If the person you head-hunt has good customer relationships, then customers will follow them as if by magic. If you think this approach is unethical then it probably is – don't do it. I don't believe I'm in a position to judge your morals or ethics so I include this tactic so that you can decide for yourself.

Another trick that works is to set up Free trials/audits designed to point out flaws in the work of your competitors without ever naming them. Then, once you've scared the customer enough, they'll be more inclined to consider the better alternative – ie you.

### A Final Word Of Warning

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As you can imagine, these dangerous tips can quite easily cause a war with your competitors – which is almost always destructive. So take my advice; only use my dangerous tips if you're attacked first and when you've struck a telling blow, let it go and get on with being your best.

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### **Why The Surefire G2 Flashlight Is A Great Buy**

**By S. Arya**

The Surefire G2 flashlight is an excellent buy. The G2 is the most cost effective flashlight Surefire manufacturers and provides the same light output as Surefire which cost four times as much.

The Surefire G2 comes in an indestructible Nitrolon body which is basically a reinforced form of plastic. Do not be fooled this light is lightweight, powerful, compact and pack a punch. It puts out sixty lumens which is equivalent to other Surefire lights such as:

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· Surefire 6P · Surefire G2Z · Surefire C3

The above mentioned lights are much more expensive than the G2 because of the aircraft aluminum used versus the Nitrolon.

The Surefire 6P puts out a clean, focused, tactical beam that produces four times the average two D Cell flashlights. The Surefire G2 has the capability to temporarily blind an attacker and also has the ability to disorient someone who has adapted their vision to the night. An optional Surefire P61 lamp assembly is available which doubles the run time however the battery life drops 66%. The Surefire G2 is supplied with the standard P60 lamp assembly which provides 60 lumens for 60 minutes, however with optional P61 a searing 120 lumens is produced but the run time is a mere 20 minutes.

The Surefire G2 requires 2 CR123 batteries and comes in four colors:

· Black · Desert Tan · Yellow · Olive Drab Green

The Surefire G2 flashlight features the following:

· Weatherproof body with O Ring Seals · Tail cap switch when pressed is a momentary light however when twisted it is constantly on · Turn the switch two full turns from the on position and the safety is engaged to prevent accidental lighting when being packed or traveled. · Supplied with 2 CR123 Batteries

The Surefire G2 is 4.9 inches long and 4.1 ounces heavy. Optional accessories include:

· SC1 Spares Carrier for carrying bulbs and batteries (spare) · Z33 Lanyard · FM37 Beamcover and Lens protector · V70 Speed holster · V20 Fixed Loop Holster · F28 Traffic Wand

The Surefire G2 as mentioned earlier is the most cost effective light and yet provides the equivalent performance of much more expensive Surefire lights. If you do not want to shell out the big bucks for a Surefire this light is an excellent choice.

ProductWizard.com has been involved with the sales of Surefire Flashlights for over six years and has a well rounded knowledge handheld illumination technology. For further information go to



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