

BEAT YOUR COMPETITION WITHOUT CUTTING YOUR PRICE

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By Bob Leduc

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One way to beat your competition is to charge less for a similar product or service. But you can also beat your competition when your price is higher. One of the best ways to avoid price competition is to become a specialist in a narrowly defined targeted market.

RELATING IS MORE IMPORTANT THEN PRICING

I recently spoke with the creator of a marketing program for new business owners. He could have confronted the established competition and competed with a lower price. Instead he decided to target prospects in 2 types of businesses he had worked with before -- insurance sales and MLM marketing. He knew a lot about the operation of each business and the people who worked in them.

He created a separate web site for each type of business and customized the content to appeal specifically to prospects in that business. The site for insurance sales people looked the same as the site for MLM marketers. But the content was totally different.

His plan worked. Sales are running almost 50 percent ahead of projection ...even with a price that's 15 percent higher than similar programs. He built a successful business in a highly competitive market by becoming a specialist.

CUSTOMERS LIKE TO BUY FROM A SPECIALIST

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People like to do business with a specialist who has a unique insight into their situation. They feel confident about getting what they expect from a product or service when it is proposed by somebody who understands them and their unique needs.

Most customers or clients will even pay a little more to buy from somebody who thinks like them. It's worth it to avoid the risk of being disappointed because they bought from somebody who didn't know anything about their special situation.

### YOU'LL SELL MORE AS A SPECIALIST

Targeting a niche market enables you to design your sales messages with great precision. You can cater to specifically defined interests of prospects and communicate with them in their own style. More people will buy when they feel you are talking directly to them about their individual needs.

**SPECIAL BENEFIT:** When you deliver results as a specialist you also establish yourself as an expert in your field. Customers will automatically refer other prospects to you. They value what you did for them and they're confident you can deliver the same results for others.

### 3 SIMPLE STEPS TO BECOMING A SPECIALIST

Becoming a specialist is easier than you may think. You can accomplish it in 3 simple steps:

1. Divide your primary market into several narrowly defined markets.
2. Take each market, one at a time, and learn everything you can about the prospects in it.
3. Revise your marketing approach and selling materials to appeal to the specific needs of prospects in each new market. Use their own unique language and style of communication.

**TIP:** Existing customers who match the profile of prospects in a market you've targeted can help you develop your sales approach for that market. Contact some of them and ask why

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they bought your product or service. What do they like best about it? Why did they choose you instead of a competitor? They'll give you a lot of information you can use to develop your appeal to other prospects who are like them.

You'll always have competitors. But you don't have to lower your price to compete with them. Instead, become a specialist and cater to prospects in a narrowly defined targeted market. Your understanding and insight into their unique situation will establish you as the expert in your field. They'll want to do business with YOU even if you don't offer the lowest price.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. For more information... <mailto:BobLeduc@aol.com>. Phone: (702) 658-1707 (After 10 AM Pacific time) Or

write: Bob Leduc, PO Box 33628, Las Vegas, NV 89133

### **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.

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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:

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### 3. Use leverage.

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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12 Ways To Outsell Your Competition!  
10 Amplifying Ways To Turn Up Your Sales Volume  
If you can't beat em?  
3 Ways To Beat Your Competition

62 Ways To Beat The Gas Pump Monster  
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