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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Define Yourself to Find Market Share

By Bill Platt

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Sometimes, finding the right product or service to make your own is to find someone else's version of the same product or service and discovering ways to deliver it in a different way.

Someone once told me that I could not make it in a business because there were already people in that particular business!

The thought struck me as stupid. That is why we have other restaurants right. It was not enough to put a McDonalds in town, we also had to build a Burger King, Wendy's, Carl's Junior, Braums, Sonic and several more all of the local variety. All of them offer us hamburgers, so why do we need more than one of them?

Because diversity sells. They all make hamburgers, but each one delivers the hamburger to us in a slightly different fashion. Every single one of them are successful and have been for years.

Just the other night, I read a story on the history of Root Beer. They stated that in the 127+ years of history surrounding the beverage, that there have been 8000 documented variations of the same product. They believe that there may have been 100,000 variations of the same product, though they could not verify the larger majority of them.

In today's market, there are just over 2000 variations of Root Beer on the market. What differentiates one from another? They all have the same basic ingredients, though they offer

some small differences in the ingredients. These slight differences in the recipe makes for slight differences in taste.

In the end, it is not the differences in taste that sells more of one than the other. The difference that defines market share is packaging and marketing.

So, make a determination of what your product or service will be, then package it and market it in such a way that people want your version as often, if not more than your competition! Market your differences, not your similarities.

Diversity is the key to success. Packaging and Marketing are the tools.

WHAT MAKES A MARKET "HOT"?

By Gary Onks

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As online marketers we are always looking for the "hot" market. We want to be where the action is. We want to sell to who is buying and we want to do it right now!

But what defines a "hot" market? After the recent dot com crash and burn we just witnessed, perhaps it is time to re-evaluate what's hot and what's not.

First, a hot market is one where people **can** buy. If you've been selling for more than two weeks, you have encountered that person who really wants your product, they just can't buy it. Well intentioned though they may be, they don't take intentions at the grocery store. In a hot market, people have money and will spend.

Second, a hot market is one where people will buy the way you sell. If you have the greatest widget in the world, but people won't buy it because they are afraid of buying online ... you'll end up with a garage full of widgets. In a hot market, people will buy where and when you are selling.

Third, a hot market is one that will keep growing. As marketers we work very hard to test our ideas and prove our theories in

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order to find what works. The reason we do this is so that, when we find the right formula, we can roll it out to the masses. To succeed in this, there have to be masses to roll out to. The best definition of failure is to get an increasing share of a shrinking market. In a hot market, the market potential is growing.

Once we clearly define our market, making sure it's a hot one, we can begin with confidence to build marketing strategies that will ensure our long term success.



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