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Invisible Competitors

By Arleen M. Kaptur

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In any competition, sides are clearly marked and the participants are visible. This allows both sides to have an equal advantage at the quest to becoming the victor.

Marketing on the internet, however, is quite a different story altogether. You do not actually see, in most instances, who you are competing against, and the rules are written in sand, easily washed away and changed at a moment's notice.

Under these circumstances, how do you successfully compete for a person's attention, and become part of their purchasing agenda?

It's not as simple as face to face competition, but then the challenge of facing invisible competitors can boost your undertakings to a higher level, enable you to push a little harder toward excellence, and make success a victory of choice, and not simply occurrence.

When you are not fully apprised of all the conditions facing your sales presentation, you make sure you cover all angles, fully answer all possible questions, and handle any concerns right now – not later, not when the customer has a choice to make, and before they push that Buy button.

In essence, selling on the internet presents a very special challenge, but one worth taking, overcoming, and knowing that you have done your very best and now it is up to the consumer. If you have explained your product, given a fair and honest analysis of the pros and cons of purchasing your product against that of other similar products, and have given the guarantees of totally unquestionable integrity, then you have done what is expected of any highly motivated, dedicated, and successful salesperson.

Internet selling is basically challenging yourself to outdo what you have previously done, shine your product to its absolute brilliance and let faith and honesty rule. You will sell your product and be able to sleep at night knowing that buyers out there know that what you are selling is the best there is, and you will stand behind your product.

If anything less, then the invisible competitors win and yet another marketer bites the dust of failure. Don't let that happen to you and your product. Stand up to the challenge, face the unknown, and prevail. Marketing on the internet – ENJOY!

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That;s Funny, You Don't Look Like You have a Disability

By Lynda Appell

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That's Funny You don't Look Like You Have a DisABILITY

Editorial about how invisible disabilities are just as much disabilities as visible ones.

>Th's funny, you don't look
like you have a disABILITY.by Lynda Appell

Any one who can see that
a man, woman, boy, girl who is in a wheel chair has a visible disability.
Like wise seeing some one using a cane either as a walking aid or as help
for someone who is blind.

Conversely someone who has
an invisible disability, be it a learning disorder, a mental illness under
control with treatment, a person with chronic debilitating pain and many
other examples, too numerous to mention, are seen unless their disability
is known as not having anything disabling about them.

I am not implying that persons
with handicaps that are not readily seen are more disabled than those with
a handicap that is readily visible.

What I am saying that both
visible and invisible disabilities can both be a hardship and at times
even devastating to the individual.

Just because a disability
can not be seen doesn't mean it's any less disabling than one that can
be seen by most people.

This doesn't doesn't necessarily

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mean more so. It means that a visibility of disability should not be the sole criteria of who is considered disabled.

To me there is one very important exception to the above. The person with an invisible disability

has to deal with not only their disability but the public's attitude toward it. For it's easy to realize some one who is physically challenged as being impaired. It's harder to realize that a person who may look normal may also have an impairment.

Disabled disability activist for over twelve years in my local Community Support Program and Artists for Recovery.

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