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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!

Knock The Heads Off Corporate Giants

By Joseph Plazo

Are you a starting entrepreneur? Is it your first month of operation?

I can hear your knees knocking. Do you wonder whether you can hold your own against the giants that dominate your chosen industry. The entrenched enemy tend to have vast resources, a strong marketing machinery and of course, a powerful brand presence.

How can one compete against that?

It's easy: with a little bit of entrepreneurial guerrilla skirmishing. Microsoft did it. Gateway did it. IBM did it. Do you think these companies started out big? Of course not. Microsoft started out from Bill Gate's backyard.

You can be a Bill Gates. Here's how.

DOMINATE A NICHE

There's no sense selling soap, candies or match sticks to the general public. Everyone from Jack to Jill sells this product. Unless you have economies of scale and a whopping system to keep costs low, you can't fight against the Unilevers of this world. Let the giants sell the commodities. Stick to a well differentiated product that caters tp a small segment of society. For instance, you can market organic dog shampoo to Doberman Owners. Or you can offer custom body kits to Honda Type R aficionados.

Serve a small market segment which the bog boys overlooked. You'll quickly grow loyal customer base.

DIFFERENTIATE THE PRODUCT

Do you sell pizza? If it looks like Yellow Cab, tastes like yellow Cab and smells like Yellow Cab, your customers would rather go to Yellow Cab. You'll be regarded as a second rate imitator.

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Rather than imitate, differentiate. Provide value adding features to a product that everyone considers commoditizes. If the features are unique and helpful enough, you'll inspire repeat purchase and massive word of mouth marketing.

Take the example of Hammer Baking Soda. Instead of selling their product as simple baking soda, they positioned it as a super product that removes cooler smells, cleanses, deodorizes and everything else a housewife might need.

Apple wasn't just another PC. They positioned themselves as a lifestyle.

And Tony Robbins wasn't just a speech coach. He was an Empowerment Guru— who charges \$2000 a seminar.

COST LEADERSHIP

People fight tooth and nail to gain market share. That can be a problem when competition boils down to price wars. Margins diminish and profits sink below the horizon.

Compete on cost leadership! Source your raw materials and labor from third world countries. This allows you to cut prices, but maintain margins. Plus, you give people jobs!

Entrepreneurship can give a high that will make many businessowners forsake sleep and social life just to grow the business. I know— I've been an insomniac entrepreneur for years. Maximize your company's longevity by following the three rules of entrepreneurial guerilla skirmishing. You might just end up the next Microsoft!

A master of manifestation to his associates, Joseph R. Plazo offers intense executive coaching so people can find jobs and build careers.

<http://www.xtrememind.com>

<http://jobcentralasia.com>

<http://www.powerconsultants.net>

New York Giants 2006 Preview

By Jason A. Martin

The New York Giants were 11–6 last season and made it to the playoffs as the NFC East champions. All year long the talk was about quarterback Eli Manning. Was he just like his more successful brother Payton? That question was answered in the playoffs when, just like his brother, Eli failed to show up. The Giants were absolutely destroyed in their lone playoff game. Eli was nowhere to be found. They are hoping to turn things around this season.

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Quarterback

Eli Manning is starting to mature. Initially, he had real problems with road games. He's starting to get over his infancy in the NFL and become a more stable quarterback. Manning still has issues with completing passes, but he's expected to grow more this season. If he stays healthy and improves his play, he will be a good asset for the team. As quarterbacks go, he's about middle of the pack.

Running Back

It's no surprise that the backfield is the strength of this team. Last season Tiki Barber had a tremendous year. He rushed for 1,860 yards and gave Sean Alexander a run for his money. Blocking for him is Jim Finn. The Giants have one of the better backfields in the league. It's not the best, but it's darn close.

Receiving Core

Any receiving crew that has tight end Jeremy Shockey is bound to be at least decent. He's a monster tight end that forces better coverage than a defensive end or linebacker. The Giants added speedster Sinorice Moss. He was drafted this year in the second round. The Giants are hoping that he adds a bit of flash and helps stretch the defense even more. The receiving core of the Giants is definitely above average. If Manning can start putting together the pieces, the Giants have an offense that can score and run time off the clock.

Defense & Special Teams

The defense of the Giants was so-so last season. They really didn't show up in the playoffs at all. To help sure up the defense, the Giants have added LaVar Arrington, who played in Washington last season. They did lose their big nose tackle Kendrick Clancy. This key loss might kill them against the run. We will have to see how the replacement does. Still, the Giants figure to be right above average for defense. I don't think they will crack the top 10 in defense, but they shouldn't be too far below that overall. The Giants have a great special teams unit and that won't change in 2006.

2006 Prediction

The Giants are going to have to battle for the NFC East this season. The Cowboys are expected to fight for it. The NFC East could be one of the better divisions in football. Look for them to make another trip to the playoffs. Hopefully Eli Manning will show up this time and Giants fans can enjoy a real playoff performance. The Giants have potentially a tough schedule. They could wind up 10-6.

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