

What Would You Do If You Had No Competition?

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What Would You Do If You Had No Competition?

By John Colanzi

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Imagine waking up one morning and you had no competition.

Well I hate to eliminate one of the internet's favorite myths, but you really don't have any competition.

Before you tell me I'm living in a fantasy world, listen to the facts.

Fact # 1

95% of internet marketers make no money.

Fact # 2

Most marketers are looking to get rich quick and get while the getting is good.

Fact # 3

The majority of online marketers already know what to do. They don't do it because it's too much work. They know there has to be a shortcut.

There's a story by Larry Williams the Super commodity trader that could just as easily apply to running a business on the internet.

In an interview Larry was asked, "Larry aren't you worried that after one of your seminars your system will have so

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many followers that it will no longer be effective?"

Listen to Larry's reply and I'm sure you can see why Larry can teach his system to thousands of traders and most will never make money.

"Most traders will take my system and make changes, which they think will improve their results."

"The rest of the traders will use my system for a week or two and switch to some other system."

So what happens?

Many of them can't understand why his system didn't work.

It didn't work because they either made enough changes that it wasn't his system any more, or they never gave it time to work.

The same thing happens online. A new marketer just knows that he can market better than Terry Dean or Ken Envoy or Allen Says.

Why follow their advice when he knows so much more than they do.

Why keep marketing a product when you can hop on a new program every week or two.

Well I'll tell you a secret. There are two times you can make money with a product and you'll have little or no competition.

When a product first comes out you'll make money, just because it's new. After a few weeks every marketer on the net will be promoting the same program.

Sales will dip.

What happens then?

All the "Get Rich Quick" boys and girls will jump ship.

Guess What?

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95% of your competition has just jumped onto their new million dollar venture. You're on your own, with little or no competition.

There are new opportunity seekers coming on the web every day and as the news keeps announcing the economic downturn, the rate of new opportunity seekers will continue to increase.

They've never seen your program and lo and behold you're one of the few marketers still promoting it.

Pick a few of these gems that everyone has abandoned and you'll have a nice steady income with little competition.

I'm sure you're reading this and saying, "John has gone off the deep end."

Great! I like having no competition.

You can keep swinging for the fences. I'm happy just making contact with the ball.

Wishing You Success

Understand the Keywords that Your Target Market Uses

By Mike Sam

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Understanding for which keywords there is heavy competition can help you identify gaps where there is little or no competition. These gaps provide opportunities for marketing your site for substantially lower costs than would otherwise be achieved. For instance, it is often the most obvious terms that attract the most heated competition, while the less obvious terms have little, if any, competition. By matching these gaps with an understanding of which keywords customers actually use, it is possible to locate these significant opportunities.

Once you know the best keywords, the next step is to see what your competitors are currently doing with them. If your sites or your competitors rank higher than yours, or offer more enticement for the customer to visit, then it is more likely that they will be attracting the customers and not you.

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