

Competition is not a dirty word - Discover how you can make competition your friend!

By Allan Wilson

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Do you have a defeatist attitude?

I'm sure we all have thrown our hands up in despair at some stage or other...

But there seems to be one thing in business that causes people to chuck in the towel more than any other... COMPETITION!

Today I'm just going to talk about the ebook industry but you can relate this article to any other business.

Quite often I read of people complaining that they can not make sales because there is just too much competition.

And of course we experts sometimes advise people NOT to get involved in an over competitive market as it can be hard to break through.

However competition is not all bad.

In fact I suggest to you today that competition is our friend.

In the resell rights business there is a lot of competition and yes it can be tough going. BUT... what does a lot of competition tell you?

It tells you that there is a thriving market for this stuff.

In my early days when I first created a resell rights site I made myself to be different from the rest and it worked for a while however I wasn't different enough.

So then I came up with a totally new concept and created reprint-rights-marketing.com and before I even released the new concept I knew the copy cats would come out of the woodwork.

Now some of these guys grabbed the idea and ran with it by creating similar yet different sites. Using their own words, initiative and adding their own unique twists they became my competitors

and I wish them the best of success.

However others were more lazy and it is painfully obvious they have copied sections of my website almost word for word... well I don't wish them well as I can't see them looking after their customers with this kind work ethic.

The point is I knew this would happen and competition is a good thing.

Because it brings the best out of you. It makes me continue to change and improve. It's amazing how many new ideas you can come up with thanks to the competition. If there was no competition then half these ideas would never come to the surface.

And the big winner is always the customer. So how can competition be a bad thing? It can only help improve both the seller and the customers experience.

Now many people give up because of competition.

Let me share with you a story from my workplace.

We have been extremely busy leading up to Christmas and the biggest pressure was in our pressing area. You see I'm in the wool industry and we have 2 types of pressing machines.

One is a great big heavy duty automatic press that crunches out 450 kg bales and we just manage to keep up to the flow of work when we have it going. However the other is a hand press. Totally manual, slow and only pumps out 135kg bales. We always get behind when we have to use that press.

We had about 6 hand press lines in a row which on the surface looked like certain defeat as far as keeping up was concerned. The pressers threw their hands in the air and proclaimed it's hopeless - all is lost and we'll never keep up.

Then I said to them your not seeing the opportunity -- the hand press is our friend!

At first they thought I was mad but when I explained how we could work overtime and stagger shifts so we could have both machines operating at once it did indeed show that the handpress had become our friend because now we could press two lots at once and instead of getting behind we got further ahead by leaps and bounds.

Competition can be our friend as well. Don't give up if there is competition. How many web hosting services to you think are out there? Wow... I can't imagine the competition - yet there's still plenty of business to go round.

The Internet is a big place and there's room for lots of competition. The challenge for you is to continue to move with the times, continue to improve and change and be different in some way.

Then one day you'll realize that you are now ahead by leaps and bounds and you owe it all to your good friend competition.

Wishing you the best of success
Allan Wilson.

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