

What is Co-opetition?

By Charles Lewis

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Saving money is a key issue when promoting your on-line business. And, as you may or may not know by now, I have yet to spend a single penny on paid advertising. Amazingly, I have built a substantial on-line income (about \$50,000 per year) from nothing. My site receives over 30,000 visitors per month, and the traffic just keeps on building with the passing of time.

As you read the following paragraphs, please keep in mind that I am not opposed to paid advertising in any way, shape, or form. I just don't use it, because I prefer not to.

Thinking of ways to build my business on a \$0 budget keeps my brain working 24/7 (yes, believe it or not, I often dream about this stuff), and I will never have to worry about losing money on an ad. Call me crazy, call me stupid -- but please... don't call me lazy. Do we have a deal? Good. Let's get right down to business.

Fundamentals of Co-opetition

Co-opetition is a combination of the words 'cooperation', and 'competition.' This term is often used among search engine optimization specialists when referring to the trading of links between two competing web sites. In my mind, however, co-opetition means a great deal more than your basic everyday reciprocal linking.

Co-opetition, in it's most basic form, is the trading of ads between two web sites or eZines. If you don't have an eZine, or your web site receives little to no traffic -- what do you do?

Compensate.

Yes, compensate for your lack of traffic or subscribers with sheer brainpower. There is a solution to every obstacle you will come across on-line, and overcoming it is almost never a simple task.

If you haven't guessed by now, my favorite Internet marketing strategy is (drum roll, please) Co-opetition. There are literally thousands of eZine publishers and webmasters out there, just like you, and many of them are desperate for an extra source of income. Think of a way for your competition to make some money from your idea, and you have a strong foundation on which to build. A word of caution...

Don't be greedy.

Convincing a webmaster or publisher to join in on your plan is more difficult than it may seem. People with a high volume of opt-in subscribers and/or traffic are not stupid. It is plainly obvious that he or she did not get where they are by making poor decisions. Make your idea easy to implement. Offer an overwhelming number of benefits. And most importantly, don't be overly self-promoting. People like to hear about themselves -- not you.

Your e-mail will be ignored by the great majority of those you contact. Half the time, your e-mail will "slip through the cracks" (or so they will tell you, when questioned). The only way to deal with this, is by simply being helpful and persistent. Do something to save your potential partner time and money. Everyone has their own skill. Use it to be of help to your co-opetition, and create a business relationship that may very well last a lifetime.

In order to persuade others to join you in co-opetition, you must bend over backwards. A difficult task? Yes. Incredible results? Yes. Can you do it? Yes. But, the real question is this: *Will* you do it?

The choice is yours to make.

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