

There's no such thing as competition...

By Lynn Terry

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Self-Starters Weekly Tips <http://www.SelfStartersWeeklyTips.com>

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"What!?" They say, "I'm not going to help them with what I know - I learned the hard way and I'm not going to make it easy on them!"

I think one of the biggest reasons for that mentality is 'fear of competition'. I've adopted an attitude - accurate or not - that keeps my true focus in front of me:

I've decided that I have no competition.

What I offer - as a complete package - is truly unique. While its true that there are plenty of webmasters, web designers, e-publishers, ebook designers, graphic designers, programmers, marketing specialists, etc etc etc out there... Well, there's only one Lynn Terry, and no one can match what I do - when I am at my best.

As for that "when I am at my best" comment... well thats why I *choose* my clients. I dont promote my web development services anymore - pulled my yellow page ads and closed my storefront years ago. I work by referral only now, or work with people that I come in contact with that I specifically want to get involved with.

So all that said, I offer free consultation... and then - if I choose to work with a client, and they me - I give them a quote based on their project. What I charge, and how I charge it, is based on a wide variety of details... including complexity, viability, time involved - you get the idea.

I consult for free because I have faith in my ability to share a person's vision... to convey my ideas and concepts to them clearly... to give them solid information and advice - and resources to back it up.

Still - in the end - if its not a match for *me*, I will pass the project on to one of the designers I am mentoring. I dont even take so much as a referral fee - and offer myself to both parties should either of them need to consult with me through various phases of the project.

As odd as it sounds... and I'm sure you're seeing several holes where I'm leaving money on the table... it works for me.

Not to mention publishing SSWT - and I do have quite a number of webmasters and aspiring webmasters on my list. Sometimes they'll even email me and ask me a specific question about code or for a resource - no problem! There's room for everyone in this industry!

Lynn Terry, Editor/Owner
Self-Starters Weekly Tips
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p.s. Speaking of MONEY, and how we create it, product/service pricing issues, etc:
I was listening in to The Mary Goulet show one Thursday... top of the hour, Becky Hagel and Mary Goulet were discussion Money and their philosophy on Wealth Creation...

I just had to call up and throw in my two cents... on the air! They didnt agree with me, of course...
You can listen in to the two segments by clicking on the links below - they'll open in Windows Media Player -

<http://easylink.playstream.com/worldtalk/mg/mg030424a.wax>

<http://easylink.playstream.com/worldtalk/mg/mg030424d.wax>

I'd love to hear more opinions on the topic!

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