

Compete vs. Create: Which One Describes Your Business Approach?

By Megan Mart

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Compete vs. Create:

Consider these definitions:

Compete: To contend with another or others for a prize, superiority, etc. Syn. vie, rival, contest, oppose.

Create: To cause to come into existence; originate. To be the cause of; bring about. Syn. make, fashion, form, produce, conceive, invent, build.

Which One Describes Your Business Approach?

Do you feel that you must compete with other businesses? Do you strive to conquer the competition? Do you think that you need to have an edge over the competition?

Take a look at all the businesses out there! How on earth can you compete with them all? Answer: You don't! You can't! Period!

So why do we listen to statements made about winning out over the competition? Because we have come to believe that in order to have it all and be successful, we need to compete and win to get the top spot. We have the notion that there is not enough success or money to go around, so we must beat down whatever or whoever gets in our way in order to have success.

To compete with someone, we have to vie with him or her for the top spot. Once that top spot is gained (if it ever is), we cannot stop! There is always someone

just waiting to contend with us to take that spot away.

It is almost certain. If we are only spending our time competing with others for success, someday, someone is going to defeat us for that success. Then someday it will happen to them, and so on.

Champions that have won the top prize will be replaced by someone else who is faster, better or smarter. It always happens and it always will. We are left sitting in the dust, wondering what happened!?!

The notion of competition is futile nonsense when it comes to our personal or business success. Look at the universe around us. There is plenty of everything to go around without taking it away from someone else. We live in a bountiful world. We do not need to stress out over trying to overthrow the competition to gain success.

We only need to be creative and produce our very own success. Not try and steal it away from someone else. Sure we can watch and learn from those around us who are successful, and we should, but we don't need to attempt to overcome them.

We only need to find our creative vision of success and keep it steadfast in our minds, then set about the process of making that vision happen. There are plenty of customers out there for our product, business or whatever. If we use our original creativity, sooner or later, they will find us!

We need to find our own way!

When we "create" our business with our very own set of skills, interests, etc., we are creating something of our very own that no one can take away. It is solely ours.

We need to take the creative approach to business in order to make our own place in the world of business a success.

We do not need to seek after anything that is possessed by someone else. We should be using our creativity to cause that which we want to be CREATED!

Inspiration for this article came from a book that was written in 1910. You can download this book for free at: <http://tinyurl.com/iifl>

I recommend anyone who is serious about his or her success to download it and read it over and over!

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