

## Episode 34: What About the Competition

Competition is one of those driving forces that can either serve you or stall you. In First of all with getting straight, there are 7 billion people on this planet you alone cannot serve all of them and nor do you want to because some people are just not the right fit for what you're doing. You want to be really clear on what you were focused on and what you want to accomplish.

Competition can be a good thing. What happens when people start competing or looking at their competition? Competition keeps you on your toes figure always looking for ways to improve and innovate and be cutting-edge. Competition pushes you to see how well you'll do under pressure. Your performance gets fine-tuned and productivity can skyrocket. The value that comes out of competition is the ability to step back and learn from the competitors. Take time to learn what they're doing well and also learn what they're not doing well. What do you need to be doing differently to get similar results in your style?

**“Anytime you find someone more successful than you are, especially when you're both engaged in the same business - you know they're doing something that you aren't.”**

**— Malcolm X, The Autobiography of Malcolm X**

When you have competition it forces you to step outside your comfort zone to you don't get too comfortable to point that you get complacent. Complacency leads to decreased efforts and motivation. When there's competition this could mean that you're truly on to something and there is a demand to the marketplace. Why not you? What will you do to stand out from the crowd and create a memorable experience for your customer?

Where competition gets bad is when you start comparing with a viewpoint of lack of what you have to offer. If you start thinking and believing your competition is better than you, you will lose motivation and not put in the effort required. When you start thinking this way you will create imaginary obstacles and roadblocks that will stand in your way from moving forward and actually stall you. This is where you may self-sabotage your own success.

**“If we can keep our competitors focused on us while we stay focused on the customer, ultimately we'll turn out all right.”**

**— Jeff Bezos**

You'll start focusing too much on your competition on ways you can improve in the fact of beating someone versus focusing on your own business or whatever you're working on. This could be detrimental because you're not in line with your why. What also happens when some people get into a competitive state is that they feel that if they can't

win or be the best they don't put in the effort because they feel there's no point. These people tend to focus on the prize rather than focusing on improvement to become their personal best.

Don't let the competition get you down. What I want you to do is use this to fuel you?

**Get to know your competition.** What are they doing well? What are they not doing well? What makes them currently stand out? The more you learn about your competition the more you can learn about yourself and how to better position yourself.

**Know your avatar.** Know who your ideal client is and how you can best serve them. The more you know about them, the more you can serve their needs.

**Increase your marketing efforts.** You want more people to know about you, you need to increase your marketing efforts to get more exposure. No matter what the economic climate when people have seen marketing materials or have heard testimonials about a company they are more likely to work with someone based on a referral. Ensure that you have testimonials available on your website and marketing materials. Testimonials build trust.

**Collaborate with others to be stronger.** Look for ways to collaborate with others. You do not have to grow your business all alone. Look for people who complement your services and how you can join forces in marketing and promotion.

**Show up at your best.** First impressions are long-lasting. Look for ways to update your image. You are your brand. What you want people to remember about you?

Sometimes to be on the cutting edge in your industry, you need to put your blinders on. You need to stop focusing and comparing yourself to the competition attempting to learn from them. If you think you've been beaten you already are. It is time to build an unstoppable mindset in which you believe strongly in personal mastery and being on top of your game. Use competition to fuel you. Focusing on competition entirely is not sustainable. Focus on improving yourself. As the saying goes, be so good that they can't ignore you.

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***DEBRA KASOWSKI, BScN CEC is an award-winning best-selling author, transformational speaker, blogger, and Certified Executive Coach. She has a heart of a teacher and is certified in Appreciative Inquiry and Emotional Intelligence. Her writing has been published in a variety of print and online magazines. Debra Kasowski International helps executives, entrepreneurs, and***

***organizations boost their productivity, performance, and profits. It all starts with people and passion. Sign up the Success Secrets Newsletter and get your free mp3 download today! [www.debrakasowski.com](http://www.debrakasowski.com)***

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