

Rising Above the Competition

By Jullieanne Matheson

Exactly how do you rise above the competition?

You must create a niche for your business. A niche is something that makes your business different from your competitors. To compete with other businesses nowadays (especially online) you need something that nobody else can copy. One of a kind!

First you must know who your competitors are.

Is your business the only one of its type? I doubt it. If so, it won't be for long. Do you know your exact target audience? If not, you will have to find out this information before creating any kind of niche. Below are two ways to come up with a competition eliminating niche.

1. Just Ask! The first way to come up with a niche is to think like your target audience or customers.

Know their exact needs, wants, goals, problems and interests. There're two ways to do this: The first way is to put yourself in their shoes, think like them. The second way is to give them polls and surveys to find out what they're thinking. Pick a niche that none of your competitors are using. If you can't find one that your competitors aren't using pick one to improve.

2. Just Think! The second way to come up with a niche is to use your brain power.

Ask yourself questions like: How can I set myself apart from my competition? What could I offer that they can't? Imagine or daydream that your business is on top of all your competitors. What niche put your business at the top in your head? Now, if you keep asking these questions your mind will eventually start shooting out more ideas than you can handle.

One of those ideas may be the niche you're searching for.

Now that you have your niche that's just half the battle. You must test it. Does your niche appeal to your target audience? Will it attract people away from your competition? If it does, you're done, until your competition comes up with a better niche. If your niche doesn't, than repeat the process above and test a new niche until it works.

If you want to eliminate your competition and be successful you will use this process several times in your business life.

About the Author

[Jullieanne Matheson - Online Since '99](#) Publisher of [News from Jules Marketing Ezine](#) Jules and Eva offer their expertise and exceptional customer service while creating outstanding marketing campaigns at the popular [Ezines-R-Us Directory & Ad Placement Services](#).