



## Looking Within Yourself, Your Business And Your Competitor

Hi! I'm Sharon Jurd and I'm from Sharon Jurd Events and today I want to talk about your competitor. Now, I don't normally focus on your competitor but what I really wanted to touch on today was looking within yourself and your own business. And working out what's really wrong with your business before your competitor does, because once your competitor works out what is wrong with your business they can target your insecurities and really improve their business at the expense of yours.

Now some of the things might be your customer experience. If you are not giving great customer experience your competitor will. So they will be watching you. The other thing is, if your products are not delivering what you say it's going to deliver they will let your potential customers know how their product is better than yours. They may not bag you but they'll point out your failings in your product with the benefits of theirs.

And the other thing is your overall marketing. Who you market to, you may be marketing to the wrong person and if you do that then your competitor will be talking to those people who are your ideal client, who are most likely to buy from you. Make sure that you know exactly who your ideal client is and that you're talking to them on a regular basis.

Look within your business, work out what is wrong with your business first before your competitor does and make sure that you fix it up, make those little tweaks, fix it all up before your competitor can come in and take advantage of you.

So I'm Sharon Jurd from Sharon Jurd Events and I'll talk to you soon.