



whitehotcenter™
inspired success

The WhiteHotCenter Guide to Building a Competition Proof Business.

Six strategies for creating
unparalleled competitive advantage.

by Thomson Dawson
Managing Partner, Pull Brand Innovation
Founder, White Hot Center.com

www.whitehotcenter.com

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unparalleled competitive advantage
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introduction

Seemingly in every business category today, more businesses are being commoditized by the sheer abundance of choices customers have. This is true if your business sells products or provides services. This is true for businesses large and small.

Customers have abundant choice. It's customers who decide who leads and who fails.

When customers have abundant choice, the competition is always fierce. How do you differentiate your business in ways that matter to your customers? How do you command premium prices and greater profit margins when everyone else is fighting to break even? More importantly, how do you, a creative entrepreneur, gain radical advantage over your would-be competitors in an ultra-competitive marketplace? If you are serious about the growth and success of your business, I'm sure these questions swirl around in your head on a daily basis.

In this overview, I'll share with you six strategies that are fundamental to building a competition-proof business that is aligned to your greatest passions, talents, vision and personal life goals. For many entrepreneurs, (myself included) creating value for people is a burning passion, and a very cool way to travel through life's journey.



And make no mistake, embedded in these strategies, you'll experience greater challenges which require the mastery of playing a bigger game! As you expand your thinking, your actions will need to expand accordingly. Have no fear, as an entrepreneur, you naturally embrace a good challenge. You are an entrepreneur because you desire to create a life of greater significance, meaning and freedom. And you know the more financially blessed your business becomes, the greater your opportunity and capacity to provide even more good to people.

None of these strategies require you to invest massive amounts of capital, or human resources to implement. You already possess all that is necessary to put these ideas to work in your business right now. It's simply a matter of opening up your creative mind and developing the discipline to implement them as a practice in your daily life.



STRATEGY ONE

**As you think, so it
becomes!**

The seed of all great innovation is thought.

1



Thinking is the basis of everything. What you think determines what you experience. To create a competition-proof business, requires the right type of thinking. As an entrepreneur, you can't create value if you are not thinking inspired thoughts. Take a look around your business right now. What do you see as your current results and circumstances? What ever you see right now in your business and in your life is what you've been thinking about. Thoughts become things.

If you fear your competitors, and believe their presence controls your success, they will. On the other hand, if you believe there is an abundance of opportunity always available, and your thinking is always in that inspired direction, opportunity will always be present for you.

If you want to transform your business, you must first transform your thinking. A competition-proof business is one where all the participants in the enterprise– top to bottom, share in this frame of mind. Inspired thought must be an inherent component of the culture you build in your organization. When this is so, everyone involved will see nothing but opportunity to create more value for customers. Customers love this.



STRATEGY TWO

Do what matters to you and serves others!

What do you love?

2



What really matters to you in life? What do you love? Don't underestimate the power of these questions. To be competitive-proof, your business must reflect two essential elements: what matters to you, and what serves customers. One is no good without the other. They are two sides of a coin. The creative combination of these two elements powers an ever-evolving process for solving problems and increasing your value to customers. This creates powerfully satisfying results for customers, greater loyalty to you, and sustained profits for your business.

You must engage yourself in what you love—in what brings meaning and joy to your life. More importantly, what brings meaning to you must serve the good of others as well. Your business is a creative venue for this expression. When you do this, you begin to realize there are no limits to your growth and success. You delight in asking yourself "how far can I go?"

You have enthusiasm, confidence and unbridled energy for proposing creative ideas to grow your value and contribution to people. It's an attractive energy to be around. Lest we forget, customers are people too. Who wants to do business with someone who could not care less, and only wants to close the sale?



STRATEGY THREE

Be different, and make a difference!

What do you stand for?

3

What do you stand for? What does your business mean to people? How is your business perceived by your customers? There are only two positions in a customer's mind you can occupy: leader or follower. In a commoditized world with abundant choice, "good" means the same as everybody else. Everything is good. Good is the slush pile.

To be competitive-proof, what you provide must be highly valued by your customers—and different. Radically different! To radically differentiate your business from the slush pile of good, you must position your value proposition (what you provide to people) within a deep and narrow focus.

Your business must be specialized. When you are known as the best at solving specific problems, your expertise and capability is sought out. Customers come to you! You remove competition. You don't bid for jobs, because your expertise allows you to be selective! You only engage with clients who are a good fit for you—who are a joy to work with, and gladly pay a premium to work with you. Thus enhancing your position in the buying cycle, and strengthening your competitive advantage. Be really good and really different! That's the only way to make a difference!



STRATEGY FOUR

**Provide more
use value than
you receive in
cash value!**

The source code for zero competition.

4

This strategy is the source code for building a competitive-proof business. It's also a key to wealth creation. Providing your customers with more "use value" than they pay you in cash does not mean you do something for less money. On the contrary!

This strategy simply proposes that whatever the amount of cash your customer pays you is always reciprocated with an experience of greater use value.

Whenever customers perceive greater value in the use of a product or service than they paid in cash for it, they become raving, loyal customers, if not outright non-paid advocates of your business. To implement this strategy in your business, you must believe that value is never created in the competitive realm (think hard bargains and lowest price), rather it comes from the creative realm (inspired thought, innovation, etc.).

There is a higher principle at work here. Provide customers with more use value, than you take from them in cash value and you will be adding to the life of the world, not to mention competition-proofing your business once and for all.



Focus on your genius, delegate everything else!

The force multiplier in value creation.

5

Regardless if you know it or not, you are a genius! You have within you a unique blending of talents and capabilities with the inherent wisdom to use these unique gifts to competition-proof your business. There are two types of entrepreneurs: rugged individualists who do everything all by themselves, and those who recognize their unique genius, focus only their expression of it in the world, and delegate everything else to others.

Your unique genius feels so natural to you, you hardly give it any attention at all. You are so good at it, you don't even sense its power in your life– and you have never been without it.

It's like breathing. You do it automatically underneath your awareness. This strategy becomes more powerful when you place your focused attention on the things you do that provide you with endless joy, energy fulfillment and growth, while attracting others who are at genius levels of capability in the areas of your weakness. Of course this will liberate you to engage in thinking about more innovative ways to serve people. This is a force multiplier in your productivity and personal effectiveness. Not to mention your ability to create a competition proof business. Delegate everything except your unique genius!



STRATEGY SIX

Turn your customers into your non-paid sales force!

To attract opportunity, create value for others.

6

Don't think because you did an outstanding job on your last project, your customer will sing your praises. It's not that simple. To competition-proof your creative business requires more than loyal clients. It requires clients who are non-paid advocates (sales people) of your business. Advocate clients are the ones who believe they are receiving more compelling value doing business with you as opposed to your competition, and they wouldn't think of working with anyone else because it would not be in their interest to do so.

The marketplace will reward those who earn and deserve, never because they desire or need. Always make the customer successful first! When you do, your customers will be ambassadors for your success.

Remember this—from the big stuff to the little stuff— it's all about them and never you! Enlightened entrepreneurs know that opportunity in business (and life) only comes after creating value for others first. They build trust and respect— powerful and essential attributes of a value monopoly and a competition-proof business!

epilogue

When you develop the disciplined thinking and action required to implement these strategies as a daily practice, you will be astonished at how fast your breakthroughs in growth will occur. It will be in quantum leaps rather than incremental spikes.

The reason is simple. You become free to focus on your most important activities, relationships and opportunities to provide greater value to people—increased revenue and profits are the natural result.

You'll also notice that all your relationships in life will become richer and more meaningful as a result of how much value you are bringing to the world through the venue of your creative business. Indeed, the lasting reward, beyond money-making, is the knowledge that you make a difference for the good of others. You will marvel at your increased levels of energy and capacity to innovate endless ways to add greater value for people. That's how you create a value monopoly and a competition proof business.

I wish you inspired success!

Thomson Dawson

About the Author

Thomson Dawson has lived the creative entrepreneur's life for over 30 years. Throughout his successful business career, he has been a designer, writer, creative director, teacher, brand strategy and marketing consultant to businesses large and small.

He is currently the founder and managing partner of PULL Brand Innovation, an innovation consultancy helping consumer products marketers discover and pursue with confidence their best opportunities to create value. His clients have included such leading brands like Acura, Brunswick, Coleman, Energizer, Haworth, Herman Miller, Hewlett-Packard, Honda, La Z Boy, Volkswagen of America, and Wolverine Worldwide.

Thomson is also the editor and curator of the popular personal and professional development blog: WhiteHotCenter.com. The blog is an online source of inspiration and learning for creative entrepreneurs, small business leaders, and solo professionals who seek tools, inspiration and guidance to create a life of greater meaning, freedom and significance through the venue of their business.



Business Development Consulting

If you would like to explore ideas, strategies and tactics to build your competition proof business in a one-on-one private consultation with Thomson Dawson, the White Hot Center offers multiple consulting packages specifically tailored to your business. The most popular with entrepreneurs are 1on1 Power Sessions. Power Sessions are white-hot-fire-starting idea jam sessions that ignite more clarity and confidence around the issues and complexities you are currently facing in your business.



Power Sessions equip you with new ideas, insights, tactics and business development strategies you can implement immediately.

For more information: www.whitehotcenter.com/power-sessions



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