***#3 Weekend Email***

***Elite Club #15 November 2016***

Subject Line: Gain More Market Share!

Happy weekend, hope you’ve got something fun planned or your feet are up and you’re relaxing! Here is a light read to kick start your week on the subject of “Gaining More Market Share”.

How can I gain market share from my competitors who have been in business a lot longer than me?

Personally, I think you should be focusing heavily on your current users that are loyal to you. To be frank, you should be letting your strongest customers do some of the promotion for you organically. “K-factor” This is the how and why you see businesses that get super big out of nowhere with practically zero marketing budgets.

One of the differences of the David vs. Goliath mentality is that people believe they need to take on Goliath. The truth is, however, you can operate at a high level by offering clients the best services, prices, quality, etc that you can and to be focused completely on the client experience.

The problem is by trying to compete with your competitors, you are wasting all of your money/time trying to beat or get market share vs. building high quality business. Focus on your business and ensuring that you have high retention, repeat clients, referrals, etc. Stay in your lane and focus on what you can do for your clients, not what others are doing.

Can you reinvent the word “Realtor” so that you are no longer a direct competitor? The rule of thumb is that you must be at least 10 TIMES BETTER than the competition to win over customers. So instead of focusing on incremental gains, focus on how you can create a small but profitable sub-market. Or a unique niche that offers something new…something that customers NEED, but are not currently receiving from the big guys. What I’m trying to say is – work smarter, not harder. You don’t have to be 10 times better, you have to be willing to get out there, be different, show your confidence and master your craft!

So this requires more research into your CUSTOMER, less focus on your COMPETION. You got this! Facebook! Marketing! Sphere of influence! Farming with a durable plan! Laser focused mindset and follow up on your leads is a great start! I am here to help!

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