

# CHALLENGE YOUR OWN ASSUMPTIONS

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How many times have you talked yourself out of creating a product, service, or event, simply because you think everybody already knows this information? On a smaller scale, how many FB Lives have you canceled because you couldn't think of how to put an original spin on your chosen topic? Could it be that you're over-thinking these things?

Negative self-talk and **making assumptions** about what people will do or buy can be the downfall of any business owner. How many times have you had an idea for a signature product, but didn't follow through with it, only to see a similar product launch a few months later? How often do business owners think inside the box by not acknowledging changes within their market or buying pattern changes, only to be outsmarted with a competitor's latest innovation?

**Competition is healthy.** It means there's a need for your service or product, and there's an audience who is willing to pay for that service or product.

Have you ever looked at the number of cosmetic stores in a mall, or cosmetics products on the Shopping Channel, or available through direct sales? There are hundreds of products from multiple manufacturers, all promising to do the same thing. There are slight differences between these brands, whether it's the ingredients, the durability, where the ingredients are sourced, the company's image, or the way they advertise to their market, but basically, they sell the same type of products.

Now think of your niche and your target market. **Remember, competition is OK!** Are your competitors local? What do they offer? What market(s) do they serve? What can you offer that they don't? What makes you different? How does your experience differ from theirs? Do they have better name recognition than you? What is your niche and what does your target market need from you? What problems does your market have? How can you connect with your target market? What makes you similar to them?

In the end, **your clients will seek YOU out for your personality.** They will learn to know, like, and trust you. You need to learn how to speak to them authentically, so they will turn to you instead of a competitor.

**How do you do this?** You do this by being real and not hiding your secrets or your knowledge. By not believing that you have to be **PERFECT**. By giving, and serving, and by trusting that your right-fit clients and customers will find you and become your fans.

*Shelli is the woman behind the brand SheConnex. As a Career & Leadership Coach, she specializes in helping people find or create their dream careers and their dream teams. She successfully created her own Encore Career after 25 years with Procter & Gamble and now serves employees, entrepreneurs, and corporations who have a desire to lead with purpose. Visit her on [www.sheconnex.com](http://www.sheconnex.com)*

