

## A whole new way of looking at things

Do you know where the competition habit comes from? I mean, why do people think this way?

Well, it's like this: The invention of agriculture allowed humans to collect themselves into towns and villages. This allowed specialisation instead of all members of the tribe being hunter gatherers.

As an "exchange medium" between the various specialists, including the farmers, money was "invented".

Now, in order to survive, each specialist needs a minimum number of customers. The actual number varies, of course, with the specialisation: The baker, for example, needs a lot more than the house builder could possibly ever manage. This is called commerce.

As this came into being it became very rapidly clear that, with the given population size in the town/village, only so many of each particular specialisation could, commercially, survive. It, therefore, became imperative to, in some way, regulate the "professions" so that the maximum number of practitioners in a given locality never exceeded the viable demand for their services. Many ways to do this have been used: The guilds, "royal" permission, bureaucratic licensing and dog eat dog, cut-throat competition.

We've been doing this for a few thousand years now and we've sort of gotten into the habit.

When the internet came along nobody (except possibly some guru in the Himalayas smiling sweetly into his beard) ever gave a single thought to the possibility that internet commerce could be any different. So the competition habit lives on. But it doesn't work.

What's the biggest problem on the internet at this time? Spam! Where does this come from? The competition habit! The belief that I've got to go out there and hunt my customers in order to survive. What is everybody who spams learning? It doesn't work! Not only is everybody against spammers but also almost nobody who seeks to get customers this way can break even let alone make a living out of it! It is incompatible with the true nature of the internet. As soon as this is generally grasped, spam will disappear.

So what is the essential distinction which makes internet marketing so radically different and, if the competition habit doesn't work, what does?

With the Internet we have the converse of the problem which gave rise to the competition habit: The market is too big!

The one way in which the internet has forever changed the face of commerce lies simply in the size of the market. Let me give you a real, live example.

One of the products which my company manufactures has a potential market in the city where I live of around 80,000 units. The potential market on the internet for just one niche application is around 700 million units. At maximum production capacity, the market in this city would be exhausted in 16 months. To supply the internet market would take me 11,666 years, seven months 27 days, 14 hours and 24 minutes! As, each year, old customers die and new ones are born, you can see clearly that it is absolutely impossible to supply the market.

Competition thinking says that I have got to protect my potential customer base from others offering similar products. On the internet this is sheer stupidity. What I need here are partners to help me supply the market.

The successful internet marketers have already recognised this and act accordingly. They say "I don't have competitors; I have colleagues offering similar products who help me to supply the

market demand." This works simply because it acknowledges the true nature of the internet.

Let me give you another example: I have one info product which I know at least 100 million people are looking for. There is probably no server in the World which could cope with that number of downloads. Ours certainly won't. Even if I could reach all potential customers myself, at \$37,- a time that would give me 3.7 billion dollars! What on Earth am I going to do with that sort of money? It would take, literally, several generations to spend it! Almost anywhere in the First World, the government would confiscate 80% of it and waste it on something stupid. What's the point?

So why haven't I sold many of them? It's the problem of getting noticed. With a market this big, that's going to be the problem. Again, the solution is doing it together instead of in competition with each other.

Each internet marketer is going to be in several such groups. Why? Well, simply because "his/her" customers also have needs and desires which he/she cannot fulfil but someone else can. It pays to exchange customers.

Let us take a simple example:

A group of internet marketers sells the following products, i.e. each member of the group sells just one of them:

Insurance, cosmetics, water purifiers, auto accessories, health care books and computer software. If the insurance salesman has 1,000 customers in his file, the odds are that 30% of them are women using cosmetics, 20% want better water, 90% of them own a car, 40% are interested in taking personal responsibility for their health and 60% of them have a computer. Now the insurance salesman has no expertise in these other products and so can't sell them effectively himself. What he does have is 1,000 customers who know him and, maybe, trust him more than they would a stranger. So when he/she says "here's a good deal on cosmetics - take a look" it is the trust in him which he transfers to the cosmetics sales man/woman. It is this transferred trust which makes the sale more

likely. Similarly, of course, the cosmetics marketer has customers who also want insurance, etc.. Together, these marketers have a pool of maybe 10,000 customers which, because not everyone buys every day, will give a steady income to all the members.

A different sort of illustration is where, traditionally, two marketers and two products would compete with each other. A real live example is Joe Vitale's book "The Attractor Factor" and my E-course "The doorway to yourself - [www.thedoorwaytoyourself.com](http://www.thedoorwaytoyourself.com)". In competition, i.e. limited market thinking, we would each say "mine is much better than his. You need to buy mine". On the internet we can see that there are three possibilities:

- 1) Some people are going to find "The Attractor Factor" the most wonderful and fulfilling book they've ever read.
- 2) Some people are going to find "The Doorway to Yourself" the key to universal happiness.
- 3) Some people are going to find that using both of them is really the bee's knees in personal development.

Even if point 3 is only 10% of the potential market (and it's much more likely to be 40%) it pays us to market each other's products. Simply thus: Those customers who feel pulled to "The Attractor Factor" are not, instead, going to buy "Everything you Want". The converse is probably also true. If, however, each of us tells "our" customers that the other's product is what you need to get the maximum benefit from the book/course you purchased from me, then up to 70% will purchase both products. Competition thinking on the internet reduces potential sales by up to 70%! Is this a good idea? I think not.

A little while ago I did a joint promotion with Joe Vitale for his book "The E-Code". I got some stick from some of my distributors for offering them something which "has nothing to do with the Harmony Chip". Well, yes, it does but not if you're still into competition thinking.

If you're marketing the Harmony Chip online then a good way of increasing your personal customer base is going to help you sell

more Harmony Chips (and any other product or service you're offering). There can be no doubt about this. Joe Vitale is a very accomplished internet marketer. I am one of his paying students! If he can help you to expand your business then you are going to sell more Harmony Chips and I, as the manufacturer, am going to get the benefit from that.

This is part one of this monologue.

Part two: "Where is internet commerce going"  
is available online at  
[www.quantummarketing.com](http://www.quantummarketing.com) or [www.quantumrktng.com](http://www.quantumrktng.com)

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