Copy Success!

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Don't be ashamed to be a "Copycat". Most everything that is
worthwhile today is an approximate copy of something that came
before it.

Examine the sales materials of your competitors and notice what
is selling for them, then copy it. There is nothing illegal
about this. If something is selling for the other guy, then
that same "something" should sell just as well for you, all
other factors being equal. However you must recognize that when
too may people try to sell the same product, using the same
advertising tactics, etc., a vicious competitive circle often
develops. Therefore you should vary your programs just enough so
that you are not locked into such a situation.

When you examine the program or product of your competitor, pay
particular attention to any weaknesses, then when you "copy" it
you can make yours superior.

What your are really doing is copying a successful idea and
making your product or service better than the original put out
by your competitor.

Since most people will not necessarily switch from one product
to another unless they have a good reason, such as price or
quality, they will purchase your product only when they think it
is better priced or is superior. By making a small change in
the right direction in your "Copy" you can capture the market.

So remember both sides of the "Copycat" equation... find out
what others are selling successfully and how they are
accomplishing it, then be slightly different in compiling and
selling your own products or programs. If you can convince
people that you are the exclusive source for a particular
product or piece of information, they will be looking toward
you, not your competitor.