

weren't interested in the additional benefits of her services.

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“One of the key lessons from Tara is that she developed a very specific ideal client. She knows what her ideal client values and how to make a big difference in their lives. She could go after other types of clients, but she's focused on delivering high value to a client with a specific lifestyle. That's what I mean when I say your big clients would be different from my big clients. Personally, I target three or four types of clients. One of them is medium-sized businesses that have a retail presence and untapped online distribution. I know exactly what they value and how to help them. I have so much expertise with them and that makes it hard for someone to match what I do.”

“But,” Steve said, “somebody could come along and match your service, right? You're always going to have competition. In Tara's case, couldn't another dog walker do what she did? Wouldn't that put competitive pressure on her prices?”

“Someone else could try to do what Tara does,” Karen said, “but in all likelihood, they wouldn't do it quite the same way. In the service world, we all have