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our differences, however subtle. What's important is that you know how you are different from your competition, and that you can help the specific types of clients you are targeting make an informed decision based on the distinctions between the choices they have. If things get very competitive in your industry, instead of trying to compete on price, which just reduces you to a commodity, look for new ways to distinguish yourself and your services. Sometimes that means learning a new skill.

“In fact, while Tara already knew a lot about dogs, she did a ton of research, took various courses and acquired a number of certificates. This has allowed her to help her clients in more ways—and stay one step ahead of the competition.”

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