

# “The Secret to Winning Every Single Time... In Everything You Do”

By Jim Edwards



Exactly how to rise above the competition in every aspect of your life so you can enjoy all the happiness, prosperity *and* MONEY you want... **any time you want it!**

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## About the Author



### *Jim Edwards*

Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients worldwide since 1997.

Jim is a frequent guest speaker nationally at conferences and seminars on such subjects as search engine and directory traffic generation, “shoestring online marketing” and more.

Jim publishes a **FREE** no-holds-barred, “tell it like it is” multi-media newsletter at [www.IGottaTellYou.com](http://www.IGottaTellYou.com) - listen and watch online as Jim teaches you the secrets to making “real” money online!

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He is the author and co-creator of numerous successful ebooks and “info-products”:

- [“Turn Words Into Traffic”](#)  
The secret to Non-Stop, FREE, Targeted Website Traffic!
  - [“eBook Secrets Exposed”](#)  
How to make massive amounts of money with your own ebook...
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Jim lives in Williamsburg, Virginia with his wife, daughter and four dogs where he enjoys writing, walking, softball, playing video games and listening to Elvis, Frank Sinatra, and Willie Nelson.

## If you feel like you're struggling way too hard to get ahead... I wrote this report specifically for you! 😊

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Very few things really rate as “secrets” anymore in business.

In fact, more often than not the word “secret” gets used in false, confusing, or even misleading ways.

It seems dozens of books (more like 10,000 books) exist to explain the “secrets” for everything from how to crush the competition in business, make more money, have a better life, create better relationships... but do any of them really contain any “secrets” or are they just rehashing the same old stuff? 😊

It makes you wonder...

**Are their really any secrets that, if you learned them, would truly enable you to separate yourself from the competition and WIN virtually every single time you stepped into any arena of life?**

Yes!

There is a secret... and it's so simple you'll wonder why you never saw it or thought of it before!

By the way...

**I'm not talking about some lame theory** of “winning” where you “win” just by showing up and feeling good by contributing and then count on the universe to pay you back through some mystical, unexpected ways.

NOPE! NO way... that takes way too long and most people quit before that approach ever kicks in... let alone puts money in your bank account!

## The Secret to Winning Every Single Time... In Everything You Do

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The type of “winning” I’m talking about is butt-kicking, money-making, bottom-line winning... **the kind of winning that puts money in the bank**, clothes on your back, a nice car in your driveway and shoes on your kids’ feet!

### **FACT:**

There really is a secret that not one in 1,000 people knows which, when you *use* it, can elevate you so far above your competition that you’ll wonder why you never thought of it before -- and I’m going to reveal it to you right here... right now!

A major problem most people face in business or in life (online or offline) comes down to answering the question “What am I selling?”

**What are you selling in exchange for the money or results you seek from others?**

Now some (maybe even you) might say “I don’t sell anything. I’m a \_\_\_\_\_ (teacher, mother, fireman, cook, fill-in-the-blank)”

But if you want to market online, sell your ebooks, succeed in any form of business, or be happy in other areas of life, **you must accept that fact that you ARE a salesperson.**

You constantly “sell” people on why they should:

- Accept your ideas
- Accept your point of view
- Keep paying you as an employee
- Respect you as a father / mother
- Hire you for a new job
- Keep you as a spouse
- Pay you money for any type of service
- ... and much, much more!

But there’s a problem...

... the problem is **\*You’re probably doing whatever you’re doing the same way everybody else does it!\***

## The Secret to Winning Every Single Time... In Everything You Do

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There's a certain way most employees act...  
a certain way most people sell online...  
a certain way most people behave with their kids...  
a certain way most people treat their spouse...  
a certain way most people decide *what* to sell online (usually based on what they see others doing)...

Here's the root of the problem...

By doing things the *same* way others do them, selling the *same* things others sell, behaving the *same* way others behave, you create for yourself a little problem we call – **competition!**

**FACT:** A state of competition exists when customers (or family members) look at you, then look at other people, and compare the two of you against each other.

As soon as others think they can make a comparison between you and someone (or some thing) else – *you LOSE!*

It doesn't matter if it's a fair or even comparison – “apples to apples” be damned!

In fact, it doesn't even matter if the comparison has absolutely NO basis in reality.

None of that matters!

**As soon as your prospects, customers, or family members look at you and someone else and, in their minds, see you as equal -- you have LOST! GAME OVER!**

Why? Because not matter how good you are, if you choose to compete directly with others in any arena of business or life, there will ALWAYS be someone who is

- bigger
- better
- faster
- richer
- smarter
- nicer

## The Secret to Winning Every Single Time... In Everything You Do

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- more fun
- better looking
- earlier
- flashier
- quicker
- or cheaper than you are!

It's a fact... if you live in the world of competition, you WILL (not might or maybe)... you WILL eventually lose to someone else.

With competition in every day life, you hear things like:

*“Why should I buy your widget when Joe Blow sells his for \$50 less?”*

*“Why should I hire you to sell my house when Mary Jane will sell it for 5% instead of 6% commission?”*

*“Why should I listen to you when Billy's mom lets him play with firecrackers in the backyard?”*

*“Why should I buy your book about copywriting when I can buy one of the hundreds of others that cost less / promise more / were written by somebody famous.”*

### **Want to know what's even worse about living in this state of competition?**

In most cases, you'll never even get a chance to respond to these objections because people won't verbalize them to you... those objections often never make it past their subconscious evaluation phase.

When you live in competition with others, prospects and customers will ELIMINATE you *without* a second thought... and they often won't even know why they've eliminated you.

Let me say it one last time just to recap and then we'll move forward...

**Competition SUCKS!**

**Competing against other people creates internal struggle within you...**

**Internal struggle leads to other negative feelings like anger, resentment, inferiority and worse!**

**If you try to win through competing with others... ultimately, your bank balance will SUCK!**

(Sorry if you're offended by the word "SUCKS" but hey, that's reality ☺)

You can't win this way (nobody can)!

**Even if you succeed for a while by competing with others, ultimately you will lose** because once you become #1, people naturally try to knock you off... pull you down... or otherwise climb over you in *their* quest to take the #1 spot.

Unless you possess an unlimited budget, incredible good looks, or psychic abilities that let you see into the future, **competing with others is NOT the way to win in life or in business over the long haul!**

At this point, you probably have a question on your mind (or at least you should)...

"If better, faster, quicker competition isn't the answer, then what's the secret to winning?"

**"How do I WIN every time I step into the arena of life?"**

Simple! Don't play the game everyone else is playing...

**Don't compete.**

**Instead... you should "Create!"**

**THE SECRET you've been waiting for:  
Creation -- not competition -- is the secret to winning in everything you do!**

Creation is the process of finding, inventing, discovering or originating something new. It's doing things in a different, more creative, more beneficial way than others currently do them.

Creation means coming up with new solutions to problems and doing things in a way that immediately separates you from the competition in the minds of your prospects.

In fact, being a creator rather than a competitor separates you so much that they won't even make a comparison... **you stand alone** in their minds.

Creation means being different... and people who are different stand apart from the crowd and don't face the struggles that naturally come along with competition.

Creation means being the only game in town if people want what you offer... and that means a whole lot more sales, more satisfaction, better relationships... and more money!

But creation comes with a price... a price most people are mysteriously NOT willing to pay.

But if you pay the price... the world will deliver *anything* you ask.

### **What's the price?**

In order to create instead of compete you must cut yourself off from the mentality of the "crowd."

Now by "cut yourself off" I don't mean you should become a hermit living in a cave with no human contact. What I mean is that you must separate yourself from the "crowd" mentality.

You must be willing to make mistakes.

You must be willing to take chances and be vulnerable.

You must be willing to open yourself up to criticism.

You must be willing to work through the doubts that will inevitably bubble up from your subconscious mind as you experiment with new and better ways to help others get the results they want.

You see, it's easier to just do things the way everyone else does them.

It's easier to stay part of the crowd...

After all, even if you don't *like* the crowd, it still feels safer as part of the crowd than not – especially in the beginning when you first try to break away from the group mentality.

But once you break away from the crowd, you'll find your creative rhythm and discover how to put your own unique creation skills to work.

Then the sky truly is the limit and you'll wonder how (or why) you ever bothered with the crowd in the first place. 😊

**Creation – not competition – holds the key to your happiness and success, not only in business, but in life.**

So *how* do you create?

<sidebar> By the way... here's where most self-help "gurus" fall on their butts.

When it comes to giving specific instructions on how to do something, they just give you a bunch of generic, general, hard-to-follow advice. NOT HERE!

Follow the formula I lay out here and you will amaze yourself at the results you achieve.

**How do you remove yourself from the crowded arena of competition and get into the fresh air of creation?**

Simple.

Here's my 4-step formula for getting out of competition and in to creation...

### **Step 1 – Decide**

*Decide* that you will no longer act and think just like everyone else.

*Decide* that you will no longer do things the exact same way, sell the exact same things, do your job the exact same way, or treat your kids the exact same way as everyone else.

Just because everyone else does it that way doesn't make it right... or better... or more valuable... or even sane!

Earl Nightingale termed it best when he said most people play "Follow the follower." People blindly following the person in front of them... who follows the person in front of them... and there's no leader at the front, just an endless line of followers... doing the same old thing... the same old way... with the same old tools... creating needless competition.

And remember – **Competition SUCKS!**

*Decide to be different.*

### **Step 2 – Innovate**

Innovation is simply the process of taking something old and creating something new from it.

Innovation means finding a new use for an existing tool or technique.

Innovation means taking two seemingly unrelated things, putting them together and creating a whole new way to do something or solve a problem.

**Innovation means sticking your head above the crowd, doing a complete about-face, and heading in a totally different direction looking for new answers to old problems.**

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Innovation means being different... it means trusting yourself and your abilities...

### Step 3 – Mix in the “magic” ingredient – YOU!

Decide to always look for ways to inject your individuality and unique talents into everything you do.

There's only one you... *therefore nobody can compete with the only you!* 😊

By embracing your talents, developing yourself as a person, and valuing your contributions – you unleash the creative genius we ALL possess inside us.

You simply create needless competition and struggle when you try to be like others without injecting your own uniqueness into what you do and how you do it.

### Step 4 – Trust

*Trust* that you do contribute value.

*Trust* that you can always improve over yesterday.

*Trust* that everything that happens in your life happens with a purpose and it serves you.

*Trust* that creation, not competition, holds the secret to lifelong success in business and your personal life.

*Trust* that, like anything, you'll get better over time with practice.

### “Jim's Law of Creativity & Competition”:

Creativity makes you unique... uniqueness makes you indispensable...  
indispensable people have no competition! 😊

Start today... start right now.

## **The Secret to Winning Every Single Time... In Everything You Do**

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Get creative with your kids and how you interact with them in their lives.

Get creative in how you contribute at work and in your business.

Ask your customers or your boss or your co-workers what they want... and then constantly look for creative, innovative ways to serve them better.

Create, innovate, and use your imagination... you were born to do it! ☺

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