

Unfair advantages

Covered in this section:

Figuring out what your unique quality is

- An unfair advantage is something you have that cannot be repeated by another competitor
 1. You are an expert
 - it will be hard to match your knowledge in the field
 2. Dedication and availability
 - other people might not be able to spend that much time on their business
 - you can move faster
 3. First mover's advantage
 - if you start something that's never been done before, you're going to have more time to develop the product
 - if you're in a niche market with limited resources, you can make exclusive partnerships
 4. Flexibility
 - big companies are called “aircraft carriers” because they need a lot of time to make changes
 - you can do it today