

The competition will eat YOU



This super-efficient Killer Phrase chews up your idea and spits it out before you ever have a chance against your competition. With naysayers like these, who needs enemies?

Such naysayers may also warn you by saying:

“They’ll clean your clock.”

“They’ll eat you for lunch.”

Defusing Strategy:

If the naysayers are fixated on your competitors, try these tips to transform your “dangerous” suggestion into the New Idea du Jour.

Examine the worst-case scenario. How badly will the competition trounce us? What’s the best-case scenario? Could we eat them alive? What happens in between? If we succeed, maybe all the competition will be eating is our dust.

Examine the past and look to the future. The naysayer has sacrificed personal opinion in favor of appeasing a more powerful group. Why? Has the dire prediction been true in the past? What’s different about this time?

Don’t accept personal attacks, which make you the target. Shift the attention back to your idea.

Toss out a few crumbs of your idea first to find out exactly how hungry “they” are. What will it take to pacify your competition long enough to give your idea a chance?