



TaGeRs of Abundance

# In Coopertition to Build Your Business

- Courtney DeMatteo

It was music to my ears. The first time I was introduced to the concept was at the end of my Reiki I certification class. My teacher was reviewing the precepts every Reiki practitioner is asked to hold. One that really stood out to me was to always maintain the utmost respect for other Reiki Practitioners. “Don’t see them as competition, you are now part of a brotherhood and sisterhood of healers all working toward the same goal.” I loved that thought! I had every intention of going into business for myself and didn’t understand how to gracefully set up shop in the same town as my teacher and fellow classmates, until now. This was it, this was the answer!

I am unique. What I offer cannot be offered by anyone other than me, *if I am staying true to my purpose*. There are people out there meant specifically to work with me and they will come to me, if I am open to receiving them. Therefore, my clients cannot be “stolen” from me, nor am I stealing someone else’s clients. Everyone who works with me is meant to work with me for the specific amount of time they have worked with me. The best thing I can do for my business is to be the best Me I know how to be.

*Competition breeds more competition*

*Business is cut-throat. If you don’t do it quickly, someone else will get there first. Your client base is limited, so be sure to gain the largest market share you can. Nice guys finish last. Did it ever occur to you*

that these thoughts are blocking your abundance? Each of these thoughts comes from a place of limitations or lack, based on fear. The Laws of the Universe work outside the parameters of limits; work in favor of those pushing through their fear. You don't have to run a business with these abundance blocks as your guide to growth.

When we're first introduced to the Laws of the Universe, phrases such as, "Like attracts like," "Thoughts become things," and "Ask and it is given," are all thrown around by the gurus spreading the message. But did you ever stop to think about what these really mean?

Your thoughts, day in and day out, create your reality. Every *thing* in existence began first as a thought. When you think about a circumstance or a situation in a certain way, you are signaling to the Universe to bring it to you in that form. An example of how this works to our detriment is when you believe that to be successful you have to be cut-throat. Holding this belief ensures you are creating situations in which you will have to be cut-throat.

### *The spirit of Coopertition*

What if you could create in the other direction? Wouldn't it be amazing to work in a spirit of cooperation with your competition? Imagine sitting around a table at your local coffee shop bouncing marketing ideas off of your closest "competitor." Who knows better the challenges you face and the target audience you are trying to reach?

All it takes is a shift in perception, beginning with the concept that we live in an abundant world. There is always enough. Taking your piece of the pie doesn't take pie away from someone else, the pie is always growing. Next recognize that we are each born with a gift, a purpose for being here. If you've found that purpose and are living it, there are people who specifically need you. They will only be able

to hear your message in the words you've chosen. If this is true for you, it is also true for your competitors. There are people out there who are meant to work with them. If you have Faith in yourself, your Purpose and your Universe, there is no reason to be threatened by the success of someone else.

In fact, by supporting your competition you can actually grow your own business. Imagine a reciprocity existing between you and everyone else in your market. We all have those clients that just don't feel right. No matter how hard we try, we can't connect with them, or serve them in a way that feels right. What if you offered this client the business card of someone else offering the same service or product as you, but with their own unique thumbprint? You would raise your own credibility with this client, thereby escaping a bad google review, you would bring business to a competitor, creating trust in your relationship, and you're paving the way for your competitor to reciprocate when they are faced with a similar situation. Best of all, you no longer have to deal with the stressful situation created by the tense relations between you and this client, and you let go of them in a graceful way with the utmost integrity. It's a win-win-win situation.

When you're working in the spirit of *coopertition* with your competition, you are sending signals of integrity and service above profit.

### *But Competition fuels me!*

Excellent! Competition still exists, but it's time to understand the virtues of intrinsic vs. extrinsic motivation. You *are* in competition with someone; Yesterday's You. Wake up tomorrow with the intention to be better, stronger, more motivated and more productive than you were today. You are the only person you need to concern yourself with when it comes to competition. It doesn't matter what the other guy is doing, what matters is that you are becoming the best version of You.