



Monthly Inspiration

Better To Be First



IT'S BETTER TO BE FIRST THAN TO BE BETTER

If you can't be first, create your own category and be first in that.

The first two immutable laws of marketing as referred to in the wonderful book by **Al Reis and Jack Trout** are what we are referring to in this **Monthly Inspiration**. See the other twenty in the article [The 22 Immutable Laws of Marketing](#) on our website.

The first immutable law of marketing is **'It's better to be first than to be better'**. This means that if you feel you have a unique value proposition you should use it immediately rather than trying to turn it in to something extraordinary. This loss of time may only cause you to miss the boat and someone else may **take your place and therefore becomes first**, and you run second.

If you find it difficult to be the first in your field, then create your own category and be first in that. **Amelia Earhart** was the third person to fly the Atlantic solo. She was, however, the first women to do so. So in that sense, **she created her own category and was first in that.**

The most important and unique product that a sales professional has to sell, is themselves. Ask yourself the question – **What do I do as an individual that my competitors don't do?** This is your unique value proposition and it is the basis on which you can create your own category.

The rest of the 22 immutable laws of marketing are not only educational, they are inspirational. There is little rocket science in what **Al Reis** and **Jack Trout** spoke about many years ago. We must all understand the importance of marketing ourselves as a unique and amazing product. This is the only point of difference any of us will have in the modern era of constant and extraordinary product development. **Remember you have been created differently anyway**, as no two humans are exactly alike.

Remember, it's you that will make the difference in how well you perform. You will give yourself direction, you will determine when you slow down or stop, you will determine how fast you take the corners, and in the end you will determine whether you win the race. **You are an extraordinary and unique human being**

Have an "inspirational week"
all the best from the team at The International Sales Institute.

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