



## MUSE: The Creativity Unwrapped Newsletter

February 17, 2008  
Special **Competition** Issue

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**What kind of competitor are you? Learn how your style (Innovator, Maven, Persuader, Connector) affects the way you compete. And learn how your competitor's style influences them. Some companies/people will be easier for**

**you to deal with than others, and that's okay.**

**And remember, there is no wrong way to do it.  
Or anything!**

### **The Innovator Competitor**



#### **Light Side:**

- Innovators have the potential to change the marketplace in which they operate.
- They foresee a great opportunity and they go after it before the market is even aware that the opportunity exists.
- They spend money and help their slower competitors learn from their mistakes, sometimes unwittingly.
- They fail frequently, because they are not on safe ground, but when they succeed they are brilliant and can change the world.
- Competitively, they are elusive and hard to predict, so can be intimidating to less high jumping companies. They are not great communicators, and so can seem intentionally difficult to work with.
- **Examples:** Google (of course), Apple, or the first person on Etsy.com to create a music video link to YouTube for her Make-Your-Own Bead necklace kit.

#### **Shadow Side:**

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The Innovative competitor is a loner, sometimes, and doesn't always know who is a "healthy" competitor. As a result, they can be suspicious of those who are merely watching in admiration and don't have a clue what they are doing.

- They often outrun everyone, so can fail prematurely and let others appreciate the benefit of their exploration.
- So, it is important for them to stay the course and not get discouraged because the world (and the consumers' money) hasn't caught up with them.

If you are an Innovator, tell us what you do to stay in the game, by clicking on [Artist's Salon](#).

### The Maven Competitor



#### Light Side:

- The Maven Competitor is an open book. You can find out exactly what they are doing if you read their very thorough annual report.
- If you ask them nicely enough, they will actually give you their data base, because anything that expands the number of people who know about your industry and how great it is could only be good for everyone's business, including theirs.

- They perfect what the Innovator starts, and often succeed where the Innovator fails -- because they are in it for the long haul and intensely curious about how this thing they are building operates.
- **Examples:** The Artist's Way, Alcoholics Anonymous, AAA.

#### Shadow side:

- Maven competitors are not helping you to change your world. They are watching you and learning from you, but not always teaching you -- not because they don't want, but because they are not at the forefront.
- Mavens can be reclusive and prone to business as usual. Yet they are usually successful through sheer diligence and perseverance.
- Their slow, methodical approach can make them easy to dismiss, until all the new customers you have artfully courted switch over to them because their web site is easier to navigate.

Find out how to be a successful maven, and how to compete with them at [Creativity Unwrapped](#).

#### Upcoming Events

##### Free Sunday Webinars 12:00Noon PST

Study in greater depth your competitive self and how to deal with those difficult outsiders who want some of your business.

[Sign Up Today](#)



Warmest Regards,



Virginia Green, Ph.D  
Creativity Unwrapped

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