

Two Big Problems with Copying Your "Competition"

Are you copying your competition?

In the book, "[Create Distinction](#)," I examine the aspect of "copycat competition" extensively — however, here's just a thought for today:

If your approach — organizationally or individually — is based on imitating the competition, then you've got two big problems:

- 1. If you successfully imitate them, the best you can hope for is second place in the market.*
- 2. You will be bound by their success and level of innovation, because you aren't focusing on creating your own.*

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