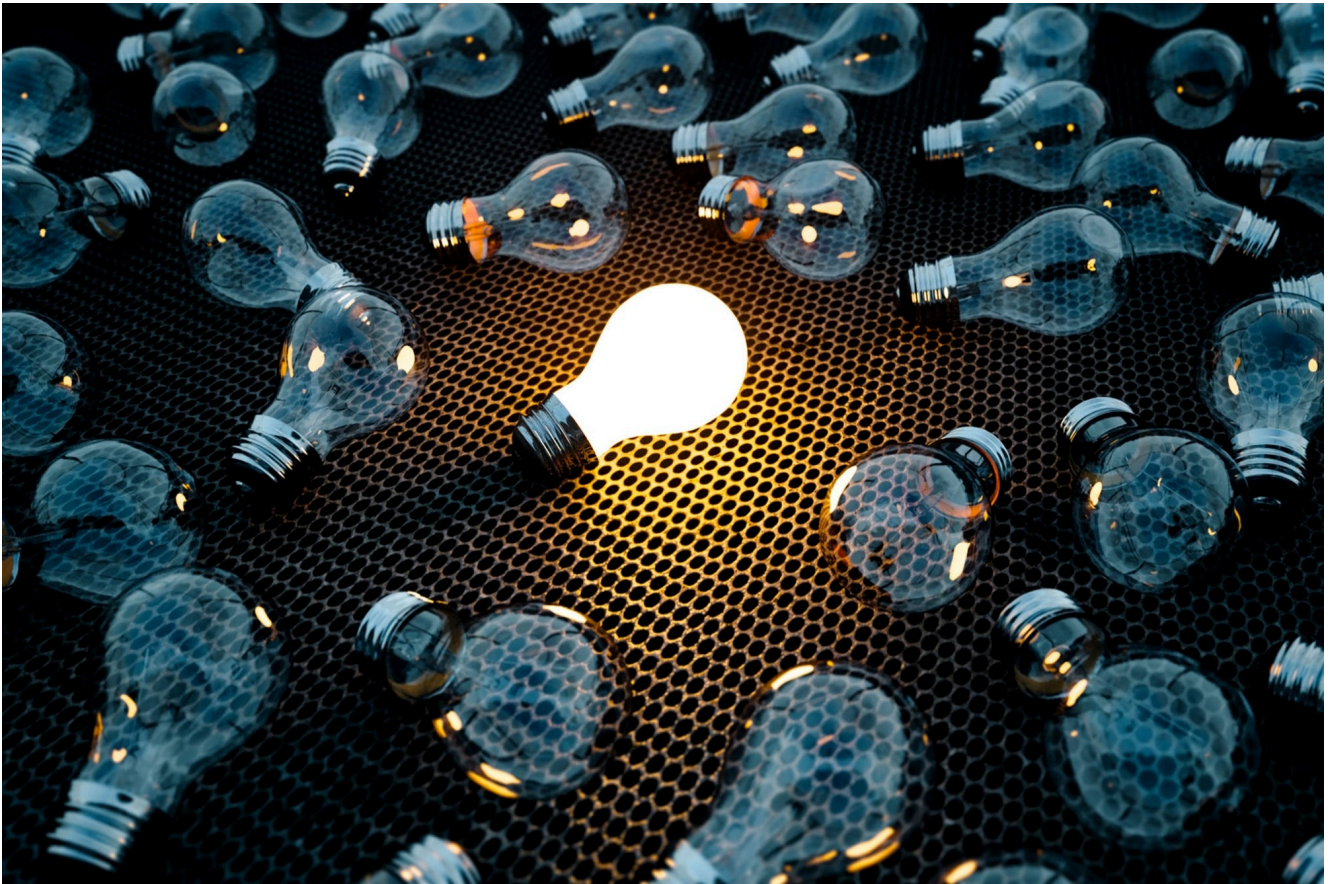


How to Stand Out As a Leader in a Saturated Online Market



Three ways to stand out in the online market.

January 9, 2021 4 min read

Opinions expressed by *Entrepreneur* contributors are their own.

Fit in, or stand out? Serve existing markets, or serve those in untapped markets? As the online marketplace becomes increasingly saturated for entrepreneurs, and the amount of information available to us online leaves us feeling increasingly overwhelmed, we reach a point where we have no choice but to pull back and reassess what is important to us.

What is commonly referred to as the red or blue ocean strategy, business owners can create an offer so unique and differentiated that they can stand out in the market instead of drowning in a blood-stained red ocean.

Here are 3 ways you can stand out in a saturated market online, more so from a humane level rather than a strategic level.

Realize what is true for you, not what is true for others

It is easy for people to follow the cookie-cutter strategies of how things have always been done. But as the world, society, and humans evolve, so does the way we do business.

Many find this challenging because they lack a deep level of awareness and trust in themselves. They're afraid that if they tapped into their own intuition and deep inner-knowing, it might not bring them the success they see everyone else achieving.

Long-lasting and sustainable success in business comes from doing what feels good to you, every step of the way. While you can achieve success following other strategies, if it doesn't feel good to you, it will leave you feeling uninspired and unfulfilled.

Related: Go With Your Gut: How To Use Your Intuition To Succeed In Business

Challenge the status quo of business

As humanity evolves into heightened levels of awareness and consciousness, we naturally begin to create a new paradigm of business.

Challenging the status quo is not a common desire amongst leaders. According to Harvard Business Review, 72 percent of leaders say they rarely, or never or rarely challenge their status quo in business.

Leading and serving from the inside out means we learn to know ourselves first and foremost. This can be a fulfilling journey of self-discovery for many, finding their own purpose and truth, which can become largely suppressed when we work in a typical traditional job that isn't aligned with our highest desires.

To challenge the status quo of business comes with making one fearless and courageous decision at a time.

Related: Is Your Status Quo Killing Your Business?

Find your “Zone of Genius”

Gay Hendricks identifies 4 different zones of genius in his book, *The Big Leap*.

In the “zone of genius,” we can zone in on and capitalize on our innate gifts and abilities that come naturally to us. In this zone, we become in flow and realize what we are uniquely gifted at, often finding ourselves skilled in a specific area more so than others.

In Hendricks' book, he prompts you to ask yourself what you do you do that doesn't seem like work, and what brings you ultimate joy, satisfaction, and abundance at the same time.

Related: 8 Reasons To Find Joy In Your Job

Ultimately, standing out in a saturated market online is about identifying what comes naturally to you and capitalizing on that unique gift and skill. We often attempt to do things that come naturally to other people, mimicking their steps and strategies while ignoring or denying our truest and inner-most skills and gifts.

To live a whole and fulfilling life, we must enjoy what we do, including how we run our business on a day-to-day basis. By focusing on what feels good to you (and not others), we can

ultimately achieve the levels of joy and freedom we are all seeking.

<https://www.entrepreneur.com/article/361590>