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Want to learn the ideas in Oversubscribed better than ever? Read the world's #1 book summary of Oversubscribed by Daniel Priestley here. Read a brief 1-Page Summary or watch video summaries curated by our expert team. Note: this book guide is not affiliated with or endorsed by the publisher or author, and we always encourage you to purchase and read the full book. We've scoured the Internet for the very best videos on Oversubscribed, from high-quality video summaries to interviews or commentary by Daniel Priestley. Overview Nowadays, there are so many options for consumers that it can be hard for new products to take hold. To succeed, you have to create your own market and make customers loyal enough to want all of your future products. There are a lot of different ways to keep your brand ahead of the competition. Some brands have managed to do this, and others haven't. The following key points will explore how some brands have done it and what you can learn from them. You'll learn that having a small group of dedicated fans is enough to keep you afloat; why music festivals sell early-bird tickets; and what made the iPod such a huge success when it was released in 2003. Big Idea #1: Successful businesses create more demand than supply and find niche markets to generate desire. Every year, there will be some new device that people don't really need but they'll still want it because of its popularity and scarcity. This is because when something becomes popular, everyone else wants to get it too. When there's a limited supply of an item, the demand for it increases even more so people want to have one as well. In the past, supply and demand were important. However, nowadays they're not as critical because of oversubscription. This is actually a good thing because it's a powerful way to make money. The iPhone is a great example of this. When Apple releases a new version, they sell out quickly due to long lines and demand. This works for them because it gets the phone in front of people's faces and shows how popular the product is. The iPhone is a great product, but it's facing increased competition. One of the biggest challenges for Apple is to maintain its market share even as Samsung and other companies get more competitive. In the 1980s, plastic surgery was a very popular industry. But after thousands of other doctors joined in, prices had to be greatly reduced in order to remain competitive. So one way of remaining oversubscribed is to carve out your own niche market with loyal customers. Moët & Chandon are a good example of this strategy because they've managed to build a luxury brand that people turn to when they want something special. Big Idea #2: Disrupt the market by being more innovative and convenient, or less expensive. Finding a niche market is easier said than done. It's also difficult to come up with a truly unique and innovative product. Nevertheless, one of the best ways to start an oversubscribed business is to create something that appeals to a specific niche market or customer group. Being truly unique and inventive means you have no competition. This is what happened when the iPod came out, since it was the first MP3 player to be user-friendly and well designed. There was no market for the iPod before it came out, so there wasn't any competition at all. When a competitor enters the market, you can make sure your customers stay with you by building strong relationships. One way to do that is through contracts. If you're looking for a phone carrier and compare plans carefully, once you pick one and sign a contract for two years, then you are committed to the relationship while others no longer matter. Another way to oversubscribe is to make something more convenient than the existing version. Amazon is a great example of this. It's an online store that sells anything from tires to toys, and you can buy them all with one click. For other companies like Woolworths and Kmart, it's hard to compete with the convenience of online shopping. For a successful example of this, you can follow the methods of UNIQLO. This clothing company has been able to provide quality clothes at lower prices by making deals with suppliers so that they can buy fabrics at wholesale prices and pass those savings on to customers. Oversubscribed Book Summary, by Daniel Priestley Get full access to Oversubscribed, 2nd Edition and 60K+ other titles, with free 10-day trial of O'Reilly. There's also live online events, interactive content, certification prep materials, and more. Learn how to get your business oversubscribed in a crowded marketplace to make your business stand out and get people lining up to do business with you Are you constantly chasing customers? Why does it seem like some businesses have their customers begging to purchase their goods or services? Think about it for a moment. When a new iPhone is released, why do customers camp overnight to be the first through the door? In cities with thousands of great restaurants, why do some restaurants require reservations months in advance? Why is it that some consultants, accountants, lawyers and healthcare professionals can charge exponentially more than others? In the modern marketplace, consumer options are virtually endless, intense competition is rife and so much is given away for free online. Often businesses are left scrambling to attract enough customers to make a small profit. Yet the opposite is true for a small number of businesses that do things differently—customers chase them. They have buyers who gladly queue up, pay more, and eagerly wait for the chance to hand over their money for the next thing. How do these businesses do it? More importantly, how can you become one of them? Oversubscribed is the guide to transforming your business into one which customers fight over! Author Daniel Priestley, a successful entrepreneur who has built and sold businesses around the world, shares proven, real-world methods that will not only grab customers' attention, but will also have them lining up to buy from you. This invaluable guide will teach you how to drive demand for your products or services far beyond supply and will dramatically increase the success of your business. Now in its second edition, this updated version offers new insights and motivating examples that are right for the 2020s. This book will show you: The principles and philosophies Oversubscribed businesses live by that are often the opposite of what most businesses do Specific steps for getting into the mind of your customer so they only want to buy from your business How to structure campaigns and product launches that systematically get your business Oversubscribed How to implement a process of signalling to market, and collect signals back from market to build up desire and demand for your products and services The new edition of Oversubscribed: How to get people lining up to do business with you is a must-read for entrepreneurs, marketers, business leaders and owners, team managers, and business students. COVER INTRODUCTION PART I: PRINCIPLES FOR BECOMING OVERSUBSCRIBED PART II: THE CAMPAIGN-DRIVEN ENTERPRISE METHOD: TURNING PRINCIPLES INTO STRATEGY PART III: YOU, YOUR TEAM AND THE TIMES WE LIVE IN ACKNOWLEDGEMENTS ABOUT THE AUTHOR INDEX END USER LICENSE AGREEMENT Learn how to get your business oversubscribed in a crowded marketplace to make your business stand out and get people lining up to do business with you Are you constantly chasing customers? Why does it seem like some businesses have their customers begging to purchase their goods or services? Think about it for a moment. When a new iPhone is released, why do customers camp overnight to be the first through the door? In cities with thousands of great restaurants, why do some restaurants require reservations months in advance? Why is it that some consultants, accountants, lawyers and healthcare professionals can charge exponentially more than others? 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