

5 Tips on How to Do Less and Earn More

(Growing your business by developing Strategic Alliances)

- 1) Understand what the alliance really is.** Is it an added value alliance, which increases revenue and adds value to existing clients? Is it a marketing alliance, which creates new clients?
- 2) Pick alliance partners carefully.** Explore where their interest and heart lies. Does it fit your desires and values and the needs and wants of your clients? Look for an ideal fit with culture and brand.
- 3) Manage and nurture the alliance.** Invest time and energy in building the relationship between you (2/3 or 4 way). Remember this is a WIN/WIN situation.
- 4) Be prepared for unexpected spin offs** and unforeseen benefits which can be greater than the strategic alliance itself.
- 5) Look for new angles** on existing products with strategic partners. Also seek out new angles for finding strategic partners.

Extra Tip:

Think less and go with the flow more. In the 'flow' state you are your natural, creative self, intuitive, incisive and with abundant ability. The less you consciously stop and think, (that is working things out logically and sequentially), the more you will arrive at your outcome - perhaps in ways you never "thought" of!