Women's Prosperity NETWORK
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Creating Strategic Alliances

What is a "Strategic Alliance?" Dictionary.com (after all, who today pulls out an actual Dictionary?), defines it as:

> *"An arrangement between two companies who have decided to share resources in a specific project."*

The two companies we focus on here are YOU and another professional or business who provides services to your target market. The "specific project" is to provide greater value and service to your common client.

For example, let's say you were a psychologist and specialized in marriage and family issues. Where else is your potential client seeking support during such challenging times? Perhaps they've consulted with a divorce attorney, or the counselor at children's school.

How about if your business is in providing weight loss or nutritional products? The mindset of your client is someone who's uncomfortable with their body. Perhaps they've started going to the gym. You could create a relationship with the owner of the gym and offer to do a free seminar on nutrition and weight loss.

Warning: Be cautious of ruling out your "perceived" competition.

Although you may be selling the same product or service, your target market may be different, based upon the specific niche you've decided to develop. For example, I have two clients that are in the Send Out Cards business, same product, same service, yet they focus on two completely different markets. One focuses on businesses and shows business owners how to improve their customer relations and the other's focus is on

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stay at home moms who are looking for extra income. Both are viable and thriving markets to pursue and these 2 clients do not perceive each other as competition! Rather, they work together in a sense of “coop-etition” to provide support, accountability and even referrals to each other.

I have 2 other clients that are both in the skin care business, each working for different companies. Now, one could easily assume since they are both skin care and make up, that they would be in direct competition. No, No, No! These 2 incredible women have joined forces and are now doing “In Home Spa Treatments” for their clients.

Open your mind to the limitless possibilities that exist to create alliances with other professionals who serve the same client as you. Always know that there is more than enough business to go around and that those who provide quality service, with integrity and exceed their client’s expectations are those that reap the greatest rewards!

Use the below worksheet to brainstorm some ideas on Target Rich Environments where both your ideal client and other professionals who serve your client are likely to be.

Where to Network
Target Rich Environments (Places where your target market is likely to be)

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Strategic Alliances:
What Other Products/Services Does Your Client Use?
Who Do I Know in Those Businesses?
What Can We Do Together?
Teleclass / Webinar
Postcards at location
Seminars and workshops
Co-Email Marketing
Referral Arrangement

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