



## Savvy Strategic Alliances

### *Creating Powerful, Fun & Profitable Partnerships*

What is a “Strategic Alliance?” It is a mutually beneficial relationship with formal agreements in place that enhances the growth and prosperity of your businesses.



It’s about creating an “Equal Energy Exchange” or “Win-Win”

These are **the Biggest Challenges** to Finding and Creating a Great Partner

1. Picking someone you like or admire, but has a different Ideal Client
2. Finding someone who resonates with your “peeps” and vice versa
3. Finding someone who wants what YOU want
4. Find someone willing to give as much as they get
5. Choosing someone willing to work on the relationship to stay in alignment if things get sticky

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**These are the “6 C’s” to Savvy Strategic Alliances**

(Yes, you need all 6 for a really successful long term Strategic Alliance)

“Click”

Character

Compatible

Currency

Client  
(Shared)



Complement  
(vs.  
Compete)

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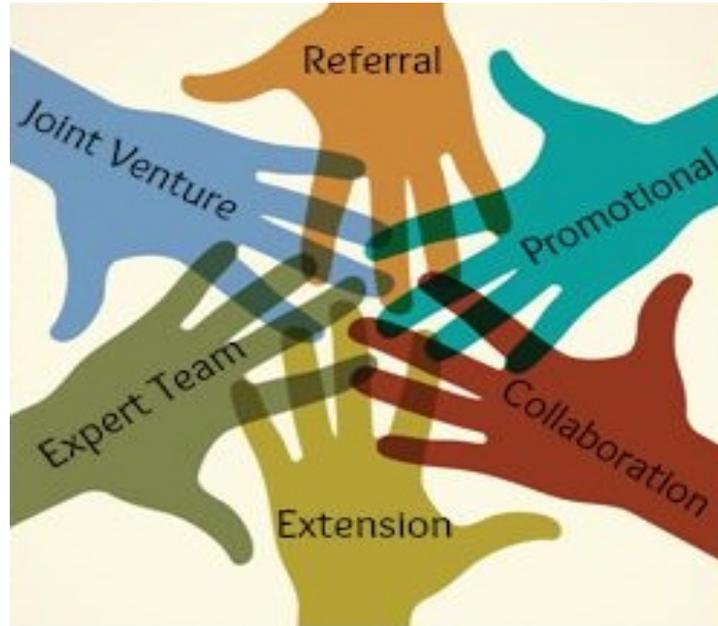
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**There are 6 primary ways that Coaches can partner in their businesses:**



1. Referral Partner – send referrals to one or the other. Can have referral fees of 10-30% or a flat fee.
2. Promotional Partner – promote for the other & possibly vice versa. Can have affiliate fees of 10-50%.
3. Collaboration Partner – collaborate on projects that are mutually beneficial – such as: team up for a joint presentation; create a workshop together; co-sponsor an event; co-write a blog or book; co-host a podcast or interview series.
4. Extension Partner - Provide business opportunity under one company's umbrella. Umbrella company takes 30-75% cut for providing opportunity.
5. Expert Team Member - Provides consultation and fee-for-service that are needed outside the realm of expertise of the primary partner. Ex: A Fertility coach could have a naturopath, an acupuncturist, and/or nutritionist on their “expert team”. You can include this as part of your package or have each expert bill separately
6. Joint Venture Partnership - Otherwise known as JV Partnership. It is a legal, separate entity of which two (or more) partners have equity and investment stakes and is typically LLC or C Corp.

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It all starts with **Exploration**...to insure you are building on a strong Foundation



### **My Free Gifts to you:**

1. A Free Strategic Alliance Exploratory Interview Guide

<http://broadviewcoaching.com/strategic-alliances-video/>

2. A Complimentary 30 minute Business Breakthrough Session

<http://broadviewcoaching.com/businessbreakthrough/>

### **Reflect and take some notes:**

- What do you want in a Strategic Alliance?
- In what way would you like to partner?
- Who are some possible strategic alliances that you think would share the 6 C's with you?
- What next steps will you take towards creating savvy strategic alliances?