

# Soul 2 Soul News

Sept 19, 2017

Vol. 1 – Issue 1

**The only monthly newsletter created to help visionary thought leaders Connect and Collaborate with others on a Soul level to make the Impact of their Cause happen faster.**

FREE! Subscribe at [www.Soul2SoulNews.com](http://www.Soul2SoulNews.com)

“As soon as you open your mind to doing things differently, the doors of opportunity practically fly off their hinges.”

- Jay Abraham, World's Top Joint Venture Expert,  
CEO of The Abraham Group

## In This Issue

Stay Open To Collaboration – It Can Happen Any Time!	2
Strategic Alliance Tip: Grow Your Profits With Partnerships	3
Strategic Alliance Opportunities	5-7

# **A note from the editor**

## **Stay Open To Collaboration – It Can Happen Any Time!**

Bevan Bird, The Soul 2 Soul Connector

September 9, 2017

As you know, strategic alliances, joint ventures and other host-beneficiary relationships are powerful tools for growing our businesses. We can attract new customers, leverage resources we need but don't own and sell more to our existing customers, thus increasing their lifetime value and allowing us to spend more to attract the best customers in the world and lead our field. Collaboration gives us many ways to gain competitive advantage. Benefits of collaborating are numerous and we are limited only by our imagination. I love the creativity involved in putting together profitable and impactful alliances.

Recently I formed a strategic alliance with Matthew Sikich. Together we build a quick simple website that sells for our client. I bring the ability to create a simple, light and fast website in HTML. He brings his expertise on “The 5 Buying Habits” of Americans so that the language connects with our client's customers and is in alignment with who they are. We split the fees fifty-fifty.

It's interesting how this partnership evolved. Here's the back story. Matthew joined my Do What You Love group nine months ago. When I asked what he was looking for, he said he wanted to partner with someone who would market his product online for him. Matthew has helped my clients during the group calls. He served first, coming from generosity and giving. On our group call of the 6<sup>th</sup> I thought of some done-for-you service providers who could be a good fit for him. On that same call, he gave me a new positioning that's working very well because it's in alignment with who I am: The Soul 2 Soul Connector. I bought the domains for that during the call. He also said he would help me apply his 5 Buying Habits program to transform my business. That was a very generous move! Right after the call, I created a quick simple website which you can see at [www.soul2soulconnector.com](http://www.soul2soulconnector.com). I showed it to him and he said it was great and wanted to know how he could get a simple site like that too. Since I knew Matthew was very generous and seriously helpful – he'd already proven himself – and he was going to give me his program which I knew would benefit me, my business and my clients, I decided to just make a website for him, no strings attached, as a gift. Each of us gave to the other, starting with Matthew (good on you!) Yesterday we created a quick, simple website together, each contributing his skills, expertise, experience and perspective. You can see it at [www.the5buyinghabits.com](http://www.the5buyinghabits.com). Once we had created the site and Matthew was happy with it, we realized we could meet a need in the marketplace by building these simple websites for other business owners. So in this case, we formed an alliance out of something real, rather than from an imaginary potential. The partnership also arose naturally as a result of our caring, giving and generosity.

I hope you enjoy this first-ever issue of Strategic Alliance News!

# Strategic Alliance Tip

## Grow Your Profits With Partnerships

You can grow your list, business and profitability by creating alliances with those who already built relationships with your ideal clients, and with those who meet other needs your clients have, but which you do not meet because they are outside the scope of what you do.

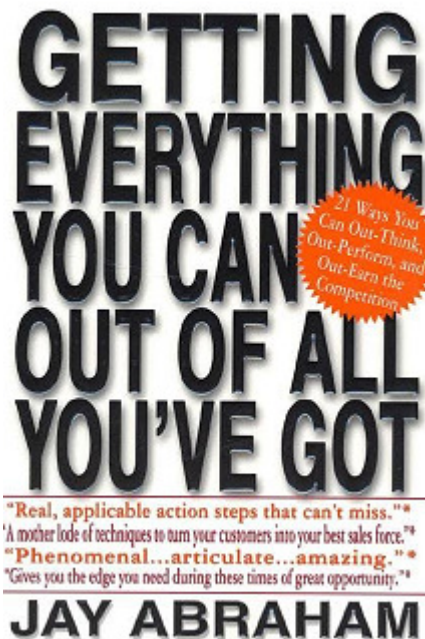
Here's how to start: make a list of products or services that either complement, precede or follow your product or service. Then make a list of businesses that sell those products and services.

Third, contact those people or businesses and suggest setting up a partnership or alliance. It's a process. They don't have to say yes immediately. Send a letter, have a phone call, and meet in person if possible. Repeat until they agree with your logical proposal.

Finally, carry out the intention of the partnership or alliance.

Modified from original source: p. 187 of this issue's featured book.

### Featured Book



This issue's featured book is Getting Everything You Can Out Of All You've Got by Jay Abraham.

"This book is inspiring, powerful, simple and actionable. Chapter 10 is on Joint Ventures, Strategic Alliances and other Host-Beneficiary Relationships. I highly recommend this supremely helpful book."

– The editor.

# **Give Us One Week and We'll Help You Do One Million in Strategic Alliance Deals, Guaranteed.**



From left to right: Tom Matzen, Bevan Bird and Frank Bria at  
The Million Dollar Strategic Alliance Summit in Scottsdale, Arizona, August 25, 2017.

**“The most life-changing event I’ve been to!”  
– Bevan Bird, Editor of Strategic Alliance News**

**Presenting Australia's first ever Million Dollar Strategic Alliance Summit.**

**Five days of deal making, leveraging time, money and influence.**

**Nov 5th-10th, 2017 on The Gold Coast, Australia.**

**Register Today!**

**<http://soul2soulnews.com/go/mdsas2017>**



# Strategic Alliance Opportunities

## **Direct Mail Advocates: Campaigns Done For Your Clients**

If you are a direct mail advocate, then we have a great recurring income opportunity for you. How would you like the #1 agency recommended by Dan Kennedy to orchestrate direct mail campaigns for your clients? Here's an example to demonstrate the potential power of an alliance we can create for you. For just one of his referrals, Dan has received \$47,000 in commissions over 7 years. This is a long term play and pays commissions on the lifetime of the referral. Contact Bevan Bird at [birdify@gmail.com](mailto:birdify@gmail.com) for more information and to be introduced. Quote opportunity #10001.

## **Leadership Gurus: Accelerate Your Audience's Spiritual Development**

If you influence leaders, then we have a great income opportunity for you. Our partner, a Master Intuitive with 25 years of experience, helps leaders quickly connect with their deeper spiritual self and discover their awakened purpose of LEADING. This opportunity pays commissions on the lifetime of the referral. Contact Bevan Bird at [birdify@gmail.com](mailto:birdify@gmail.com) for more information and to be introduced. Quote opportunity #10002.

## **Information Marketers: Your Audience Will Have Their First Online Course Created**

If your audience includes information marketers, coaches, authors, consultants or thought leaders, and you like the idea of getting paid every time you promote a webinar, regardless of sales results, then we have a great income opportunity for you. The offer is an actionable online course creation training program from the top entrepreneur's success training company in Canada. This is a results oriented 8 week training and students will finish the program with their first online course and members area completed. Within a week of promoting the webinar, you'll be paid \$5 for each attendee on the webinar at peak attendance. This is applied against your 50% commissions on sales they close for you to make sure you make money quickly instead of waiting for the normal 30 days that affiliate commission take to process. Contact Bevan Bird at [birdify@gmail.com](mailto:birdify@gmail.com) for more information and to be introduced. Quote opportunity #10003.

# Corporate Marketing: Video Training for Big Brands to Explode Their Following & ROI

If your audience includes Fortune 2000 companies, big brands or anyone spending \$100,000+ a year on video marketing then we have a great opportunity for you. Our partner is ranked #3 in the USA for YouTube Certified trainers and among the top 10 thought leaders worldwide for corporate video training. They've helped their clients get over one billion views and go viral on YouTube in the last three years. Recently they launched their 12-month video training program to teach corporations how to master video marketing. They get hands on training, video marketing audits, and regular mastermind sessions with 24 other top brands so they can learn from the best of the best. You will be paid \$1,000 USD for each new client that joins the program (paid via lump sum or monthly).

Ideal JV partners may:

- have an audience of CMO's, digital marketing executives, or other key decision makers in marketing departments
- discuss or feature marketing automation software for corporations, influencer solutions for big brands (e.g. Outbrain), social media monitoring solutions for enterprises
- discuss marketing strategies and training for Fortune 2000 companies
- discuss or feature enterprise level video solutions (e.g. companies offering "Explainer Videos" for \$10,000)
- have companies who follow them that have an annual revenue of \$15M+
- have companies that are investing heavily in video marketing (both in time and money) but are not seeing an ROI.

Contact Alithia Gallegos at [alithia@sonomajvpartners.com](mailto:alithia@sonomajvpartners.com) for more information and to be introduced. Quote opportunity #10004.

## Health & Wellness Experts: Help Mature Women Lose Weight, Look Great and Feel 20 Years Younger

If you are a health and wellness expert, professional or influencer and you have an audience of women in their late 40s, 50s, or 60s that are interested in looking and feeling better we have a timely opportunity for you. Our partner is launching their 90-day program in October to help women lose up to 30 pounds (and keep it off), catapult their energy, eradicate aches and pains, as well as look and feel up to 20 years younger. This program is based in functional wellness and has lasting results on those who go through it. The pre-launch starts on October 16th. The cart opens to buy the course on October 20th and will close by October 29th. You will earn \$398.80 USD for anyone you refer who buys the program.

Ideal JV Partners may:

- be a health professional (chiropractor, physician, acupuncturist, massage therapist, etc.)
- have a health and wellness focused blog, podcast, group, association, etc. (fitness, nutrition, longevity, diet specific e.g. keto, surviving and thriving despite disease, etc.)
- have a large audience of women in their late 40s, 50s, or 60s
- have a product they sell to women in that age range (slimming clothing, skincare, etc.)

Contact Alithia Gallegos at [alithia@sonomajvpartners.com](mailto:alithia@sonomajvpartners.com) for more information and to be introduced. Quote opportunity #10005.

## **Website Designers, Marketing Agencies & Consultants: Add Predictable, Repeatable and Stable Income from Existing Clients for Free Every Day**

If you are a website designer, advertising agency, marketing consultant, or you have an audience of those professionals, then we have a great opportunity for you. Our partner provides full integration and white-labeling SEO services. This means that a web designer can offer their existing clients, new clients and prospects SEO services and our partner will do all the work for them.

Our partner has a minimum fee of \$1,500 USD/month with a 6-month minimum commitment. Their white-label reseller can charge the client whatever fee they choose (e.g. SEO fee of \$1,500 USD/month for the services and the reseller charges the client \$3,000 USD/month. The Reseller keeps \$1,500 USD/month and allows our partner to do all the work).

Resellers have the opportunity to double their revenue in a short period of time by adding this extra revenue stream. It also alleviates the stress of a single purchase revenue model, such as a website design project, and allows them to make a consistent and reliable passive income stream. The reseller's clients will be in great hands, as our partner will help them to 10x their business with Google traffic and help them drive more customers to their business than any other online source.

Contact Alithia Gallegos at [alithia@sonomajvpartners.com](mailto:alithia@sonomajvpartners.com) for more information and to be introduced. Quote opportunity #10006.

Thank you for reading this issue of Soul 2 Soul News.

We recommend referring your friends, associates and partners to [www.Soul2SoulNews.com](http://www.Soul2SoulNews.com) so they can discover great opportunities to scale their impact and income too.