

VivaNews™ -November 2007

## A Jumping-Off Point™

### *“Get Collaborative”*

*“A person who can create ideas worthy of note is a person who has learned much from others.”*

- Konosuke Matsushita

It has been a busy month for Vivacity since I wrote the last Ezine. I was just returning from the BrandU 4-Day Intensive Workshop in Los Angeles and I hit the ground running beginning to implement what I accomplished at the 4-Day (which I plan to announce when my website revisions are complete). It seems like ever since, I have either been on the phone, emailing, networking or writing – all part of building my business and I am enjoying all of it (albeit a tad-bit bleary-eyed at times).

Yesterday, I had a phone meeting with a new colleague of mine in Louisiana and we talked for an hour about our businesses and our plans. We shared ideas and contacts and we now have new resources for our respective businesses and plans to discuss some joint ventures when I return from Los Angeles (again!) in mid-November.

Two evenings ago was the first VivaMasterMind Networking™ meeting. Sixteen women attended the event which was purposefully kept small in order for the women to be able to share about their businesses and projects. The energy these women brought to the room was phenomenal! And the ideas they generated for each other were so plentiful that I, as the moderator, could barely keep up with writing the ideas on the white board at the front of the room.

Last week, I had my first mini-Master Mind meeting by phone with two great women I met at the BrandU Workshop. Out of that call, I got a solid recommendation for a Virtual Assistant and some validation and clarification on the division of Vivacity I had just branded. I also attended the Kolbe Professional Growth Seminar in Tempe, Arizona a couple weeks ago (at the absolutely gorgeous Pointe South Mountain Resort)... more new contacts (including meeting a voice/speaking coach), more new ideas and possible new ventures with a dear colleague and fellow Kolbe Consultant.™

I have also scheduled two interviews for my new Internet radio show on VivaRadio™ that will be premiering late next month. These contacts came to me through being part of Alexandria Brown's Silver Marketing & Motivation Master Mind and through her EZine.

What all these exciting occurrences have in common is that they were the result of collaborative efforts. None of these would have occurred from my just working in

isolation typing away at the keyboard. All the new contacts, new ideas, new information, new ventures... and new possibilities for all of us...would not exist had my world and my business not interfaced with their worlds and their businesses.

I am a firm believer in the Master Mind principles that Napoleon Hill espoused in Think and Grow Rich. He wrote that the Master Mind is: "The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony." He continued ..."No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind." This "third mind" is what helps us access information and knowledge that is outside of our own narrow "bandwidth of consciousness". Two or more people collaborating, brainstorming ideas, sharing information and contacts with each other creates a myriad of new possibilities and new solutions to challenges. It is truly awesome and energizing.

Here are a few suggestions of ways in which to work collaboratively:

**Master Mind Groups** consist of a group of like-minded individuals who brainstorm ideas, challenge each other to set goals, hold each other accountable for the implementation of these goals and provide support to each other. Joining a Master Mind Group is one of the best ways to catalyze your growth either in business or personally.

**Joint Venture** (often abbreviated **JV**) is an entity that is formed between two or more parties who decide to undertake a money-making project together. The parties share expenses, control and revenues. This can be on a one time basis (sponsoring a workshop) or on a continuing basis (continual marketing of a product they created together).

**Strategic Alliance** – In this relationship, two or more parties remain independent entities but team together to offer a critical business need. The parties establish mutually agreed upon, specifically defined goals, responsibilities and time frame for the collaboration. Each party in the strategic alliance defines what resources (physical or intellectual) they will supply to achieve the goals. The hope is that their collaboration will produce benefits that will be far greater than those that would result from individual efforts. For example, I have a food product that I am launching and you have several gift stores and for a limited time, you may offer this product to your customers. If it takes off, we may go into a longer term joint venture.

**Cross Promotion** – This is where two established, reliable complementary businesses decide to team together in their advertising, marketing, or promotional efforts in the hopes of reaching a larger number of people in their shared target markets. For example, my foreign car auto repair business in the suburbs may team up with your high-end detailing business and offer flyers and coupons to each other's customers. Or my hair salon whose target market is Baby Boomer business women may team up with your local upscale restaurant and give out each other's promotional materials, sponsor discounts to each other's customers, etc. The important feature of this is that you share the same target market and want to expand your reach. And don't overlook the competition...the businesses don't always have to be just complementary.

And the beauty of these ways to collaborate is that they often don't require you to live in the same geographic area. Finding ways to work collaboratively is a true jumping off point for your growth and success.

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