



Mindshift

In Association with

Preeminence



FINANCIAL PLANNER

Here's an example where a very profitable joint venture has been created by joining forces with businesses that are targeting the same market.

We had one client who was a financial planner, and I was able to get him to go to specific attorneys, CPAs, and bankers who wanted to reach the same market and engineer a very profitable joint venture. He got all of his new power partners to put up all the money to run full-page ads in their city's business publication inviting affluent people to day-long seminars on wealth preservation, on succession planning for business owners. All four of them spoke. They were not competitive. They were complementary. He got a free ride, because he put the concept together, and syndicated it all, and they made a fortune.

