

**Network Marketing That**  
**Creates Strategic Alliances**  
**To Bring You New Leads**  
**Every Month On A**  
**Consistent Basis**



# About:



Hi I'm Duane Brumitt and I own Tri-Star Martial Arts Academy in Bradley, IL. My school is about 60 miles directly south of Chicago.

I want to first say that you are truly one of the elite if you are reading this. Why? You might ask. Well there is a big difference between the school owner that learns everything that there is to know and the ones who put it into action.

**Do you remember the old saying that knowledge is power?**

Well if you have I hope you don't believe it. What do I mean? You see it's not the knowledge that is power. Although knowledge is very important. It's the application of knowledge that is power. You see knowledge in and of it self does nothing for you if you don't apply it.

Our world nowadays is full of knowledge. We live in the information age. In fact there is more **FREE** knowledge out there in any subject than ever before. But yet there is a lot of failing businesses because knowledge in and of it's self can not help the business if it is not acted upon.

If you are still reading this than I am betting you are agreeing with me about this. And that's how I know you are an elite school owner. You are the type of school owner who hears a good idea and acts on it with action.

As an aside note one of my mentors Keith Hafer always says that "money likes speed".

**You see an "A" person with a "B" idea will always out perform a "B" person with a "A" idea.**

Now just in case you are wondering who I am and a little bit about my school. I currently have a little over 200 active students in my school. And just to let you in on a little secret that is by design.

What do I mean by design? You see it was in fact two years ago that my student count was a 287 students and climbing. I was running my self in circles servicing all of customers. I had a pretty big staff and was not really enjoying my work or workload at that point.

So I sat down and did some go old "Arithmetic" math for short ☺... and what I found out just about floored me. What was my discovery? I found out that by having 200 students paying me premium price, down sizing my staff, and not having classes on weekends that I could net just as much as I was at that time if not a little more.

So I did what I think anyone would do... I took a great big gulp and swallowed my pride of being able to say that I almost had 300 students and start losing students on purpose.

Now please don't misunderstand me... I didn't start kicking out students or down grading my services. But after two years I am finally at just a little over 200 active students. The reason I am telling all this is because I first want to be totally transparent about me and my business. Second, because I hope that by being open and honest with you that you will be compelled to give what I have to share with you an honest effort yourself.

So with that being said lets move on to the preface of this whole subject of "Network Marketing"

According to Wikipedia Network Marketing, is a business-distribution model that allows a parent company to market its products directly to consumers by means of relationship referrals and direct selling. In other words you and another small business owner hook up to help promote each others businesses.

Below is an anonymous article written on [www.gaebler.com](http://www.gaebler.com) about network marketing or what is also called strategic alliances.

## Creating Strategic Alliances

*These days, going it alone is a recipe for a small business disaster. Smart entrepreneurs know that strategic partnerships are the foundation for small business success. This article shows you how to create strategic alliances that will help your business beat the competition through access to partner resources, including markets, technologies, capital and people.*

Successful small business owners are realizing that if they are going to make it, they are going to need help, and one of the places they are finding help is through the formation of small business alliances.

### **What is a strategic alliance?**

A strategic alliance is a cooperative agreement with another company to combine resources in a way that is beneficial to both parties. Unlike a merger, both companies maintain their individual identities, goals, mission, etc. The purpose of the alliance is simply to create opportunities for the two companies to work together to achieve a specified goal - promotion, purchasing, product manufacturing, or something else entirely.

Understandably, many small business owners are hesitant to partner with other businesses, particularly businesses that operate in the same industry. After all, what good could possibly come from helping the competition?

But suppose you own a pizza parlor and a competitor approached you about joining forces to place a combined order that would reduce the cost of your tomato sauce by 35%. Sure, your competitor would reduce his expenses, but so would you. More importantly, it would give both of your companies a competitive advantage over all the other pizza parlors in the area.

That's the power of a strategic alliance. Both companies benefit and realize a marketplace advantage they would not have been able to achieve independently.

### **Where can I find alliance partners?**

The marketplace is rife with potential partners for strategic alliances. Potential partners can be competitors, although they are more often found in businesses that provide complementary goods and services. Even so, don't be afraid to look outside your industry for alliance partners. Sometimes very successful partnerships can be created between companies that have seemingly little in common.

Customers provide another source for strategic partners, particularly if you specialize in a business-to-business industry. Since a relationship already exists between the two companies, you should already have a level of trust and mutual respect for one another. If the alliance is successful, you've also given the customer an added incentive to continue to do business with your company.

### **How do I set-up a strategic alliance?**

Strategic alliances can be as informal or formal as you like. Some alliances involve long-term written agreements while others operate on a largely informal basis. The important thing is to make sure that both partners are aware of what they are expected to do and what they can expect to receive as a result of the alliance.

Regardless of how you decide to structure the alliance, it's important for both partners to share the risks and the benefits. If your company is left to carry all the risk for half the benefit, then you're probably being taken advantage of and need to look elsewhere for a new alliance partner.

### **So why Network Marketing?**

So why did I pick this topic of *Network Marketing for Enrollment Promotions*? Well it was really quite simple. The reason is... you can get ads from member solutions and other sources that you can put into your local news paper at anytime but what I wanted to give you was hopefully a system that will bring you new leads and potential students for the lifetime of your business. In other words, something a lot more long reaching.

Over the next few days I will be sending you information on how to make this system for your own business. But, I will be asking you to take 15 minutes out of your day for the next few days and one hour out of your week for the next 3 months to work on this system. That is until you can delegate it to one of your staff members.

Over the next few days you will be getting action plans on how to accomplish all of this for your business plus some of my case studies as well. I will not be giving them all to you but I will give you enough for you to get your own fly wheel turning.

### **What do I mean your own flywheel turning?**

Well the idea comes from a book called Good to Great written by Jim Collins. And I love this analogy. Imagine a 30 foot tall granite flywheel. You push on it for hours and seemingly nothing happens... but after days, you see movement.. you keep on pushing... eventually you build up momentum. Eventually it seems to have it's own energy, you can't even stop it. That's Jim's vision for the kind of FAITH you need to have during an intentional transition from good to great or in this case going from no networking system to having one.

Most decisions in your business you make proactively will have very little visible effect. But it all adds up. If you keep at it, if you keep pushing in the SAME direction, then amazing things happen eventually.

What does this mean to your martial arts business?

It means that once you get the ball rolling or in the case the networking system flywheel turning it will consistently produce results for you. With that being said please read the other article that I found on the internet about network marketing and be looking in your inbox tomorrow for your next 15 minutes of work you will need to do in order to build this system.

Please feel free to email me at [madashboard@gmail.com](mailto:madashboard@gmail.com) if you have any questions.