

Monday, March 13, 2006

From Andrea J. Lee

Since launching **Power of Collaboration** last week, I've received several questions about the live event.

Many of you have inquired about when I'll be on the East Coast, so I decided to make the answers available in this special issue of 'Creating What Matters.'

If you'd prefer to skip the FAQ and go straight to the website to find dates, location, and cost of the 'Power of Collaboration', visit <http://www.PowerofCollaboration.com/faq>. Even if you think the event is not for you, I invite you to read on for what you might learn about Collaboration anyway. You're going to be hearing a lot more about this 25-dollar word for 'doing things together' down the road, so why not now?

Besides, the questions are really quite interesting and I think you'll get a brain stretch from it. :)

By way of reminder, this is the New York City based event being held May 11 and 12, 2006. To bring you the very best on the topic of Collaboration, I've (rather appropriately) joined forces with Michael Port and Milana Leshinsky.

Among other things, by the end of the event, as you come to fully embrace collaboration as a model for running your business...

- (1) You will discover how to secure a personal endorsement of your next book/program/project by a prominent leader in your field, resulting in vastly improved sales results...**

Michael Port will present this intriguing piece on the Morning of Day One, Thursday May 11 2006. For those of you that don't know yet, Michael's book 'Book Yourself Solid' is coming out in May and has been endorsed by Tim Sanders, Michael Gerber, author of the E-Myth and others.

- (2) You will learn how to invite key players to participate in your projects, in a way that they say 'yes!' and lend your endeavor with credibility, expertise and marketing leverage...**

Milana Leshinsky will present this hard-hitting piece on the Afternoon of Day One, Thursday May 11, 2006. Milana lifts the curtain on her own 'marquee' revenue stream to reveal how to create six-figures in revenue by collaborating effectively with the right people.

- (3) You will internalize how to identify and *efficiently* train the right talent to add to your internal team so you have not just 'assistance,' but partners who buy into your vision and pull towards it with you with passion...**

You'll learn this from me on the Morning of Day Two, Friday May 12, 2006. Most of you know by now that one of our specialties here is building teams that last. We continue to do so and create six and seven figure results year after year.

As you can imagine, there's much more we'll cover in 2 days, but these 3 items alone are some of our favorites.

Remember...there is something I call the *'Quarter Million Dollar Speed Bump'* and it happens to many a business owner.

You get stuck at about a quarter million in gross revenue and then start to slide backwards. Unless, you figure out how to get over the bump.

It's my hope that The 'Power of Collaboration' event in New York City this spring will help you do just that. In any case, that's our intent.

Once again, to read more examples of the Power of Collaboration, and get inspired to think differently about how you're working (maybe too hard?) visit <http://www.PowerofCollaboration.com/faq>.

Now here are the answers to some questions I've received, along with their answers. I think you might get a smile out of some of them...I always love the 'tell-it-like-it-is' questions you guys send.

Question # 1: “Collaboration feels like a new-agey kind of concept and I don't have a big budget for training. Are you sure this is going to help my business or is this just a woo-woo feel-good event with lots of hug breaks? Don't be insulted, I trust you but want to hear it in your own words.”

First, thanks for the smile. It's a great question.

The short answer is: Yes, this event WILL add money to your bottom line. *IF you TAKE ACTION* you will without fail, add income AND make an internal shift that allows you to work less, and get more results.

It's the nature of collaboration. Many hands make light work, for real.

We'll teach you how to split the money you earn with your partner. Do you know how to do that? If you don't, how can you expect a partner to help you market your new thing?

We'll teach you what to do when a famous person agrees to partner with you. How not to mess up with them and how to earn their respect. If you don't know how to do that, how can you expect a famous person to agree to help you?

I think you see what I mean. That said, I can't promise you won't get hugged at the event.

Question # 2: “How can I justify the price of the event? My husband says I should just get on the calls you hold for free instead of travelling to Manhattan.”

Fair enough. Never let it be said I came between you and your husband. But out of respect for your question, here are a couple of things to consider.

1. The basic answer is this. The price for 12 hours of time from Milana, Michael and myself would be over \$4000. That's if you didn't sit on our waiting lists...

You can tell your husband the event is a cost savings of over \$3000. ;)

2. The second answer is this. This is a first event of this kind and a first partnership of this kind for the three of us. We all want it to be a raging success. For this reason, the event is going to be outrageously value-packed...that's how much we love immensely life-changing programs and crazy fun along the way.

Tell your husband we're pulling out all the stops.

3. The final answer is this. If you take action on any one item on the agenda, you will earn your registration fee back, plain and simple.

Probably 10 or 100-fold, actually.

No combination of free calls will give you the breadth, depth and cohesion on the topic of partnering for success like this event.

How about telling your husband you promise to follow through on what you learn? ;)

Question # 3: “Manhattan is so cool! But why there since it's so expensive...”

We chose Manhattan because we don't do many live events anymore, and we wanted to be as central as possible for everyone's convenience.

As for expenses, this is simple. You can room with someone to split the cost, and get a collaborative partner at the same time.

When you register, you'll be sent a link to a space where you can post your request for a roommate. We even have kind folk who live locally and are offering a sofa-bed...

Question # 4: “Can people from outside the US attend?”

Yes, we already have business owners attending from the U.K.

The value of meeting co-collaborators and co-conspirators really cannot be overestimated. And the principles we'll be teaching are applicable no matter what country you are in.

Question # 5: “How can I make money using what I learn?”

Okay so this is a bit of a repeat, but in over 5 years of running live events, it's the most common question I hear...

So here's how I plan to make money from 'Power of Collaboration' myself, from the perspective of a business owner at the event.

- (1) I will listen deeply to the business ideas generated by participants at the event. I will short-list the best ones and look for ways I can contribute to the project. I'll propose we work together and based on the responses, I'll choose 3 main projects to work on in the next 12 months.
- (2) I will bring 3 main ideas I already have that I think will be successful. I'll look for people who have missing pieces to my ideas, and pitch them my idea in a way that makes them see how beneficial it could be to them.

I'll sit back and see who gets it most and has the most to bring to the table, and decide who to work with.

(3) And finally, although this won't be me, if I was in your shoes I would also:

- make sure I took every chance I could to be in the hot seat during laser coaching segments; ask at least 1 question in each Q&A session; talk to each of the presenters each day to interest them in my proposal (or if they're not interested, find out why not).

In Conclusion

I hope this FAQ clears up some of the questions about the 'Power of Collaboration' event.

'Power of Collaboration' is the answer to so many of the questions that have occurred in private coaching and business mentoring over the years.

For that reason, it is in essence a shortcut to your business-building hopes and dreams.

In fact, there isn't a single small business that wouldn't benefit from the concepts. If you aren't collaborating yet, you're just getting warmed up.

So whether you choose to join us in New York City in May or not, let me leave off by asking you this.

Are you working hard today? Perhaps too hard?

How could you work half as hard and get twice the results, truly?

As you'll see on the event website, I'm a firm believer that 'Together, we know everything, and can do everything we're sent here to do. Alone, we're just lonely.'

Until next time, when we'll return to our regular format of 'Creating What Matters'...

Best wishes to you for meaning and money, sustainably in your business,

Andrea

<http://www.PowerofCollaboration.com>