

# Enlightened Listbuilding

## Juicy JV Distinctions

**#1 List Building vs Tribe Building** It's ALL about relating! You can't relate to numbers, you can relate to people, problems, possibilities ... AND reframe your work according to what's needed in the RElationship. :)

**#2: Serve vs Self Promote.** It's way more sexier to offer to promote someone's work than to contact them to promote yours. You'll engage the universal principle of abundance too. Start promoting targeted offers (align w/ experts on BIG vision and Tribe) and notice what happens to your biz.

**#3: Alliance vs Affiliate.** Partnerships can be long term, or they can be like dates, or even one night stands. The more you partner with Juicy JVs, the sooner you'll find a core group of partners eager to collaborate on an ongoing basis.

**#4: Creative vs Competitive.** The universe is abundant. There is no need to be in competition with one another. The invitation today is to tap into your infinitely creative nature and co-create new ways of win-win partnerships.

**#5 Share vs Sell.** You don't have a business if you're not generating income. Reorient around 'selling.' Selling is your solution to a hot problem. Make more offers! You don't serve anyone by hiding out.

**#6 Experience vs Information.** Make sure your JV's are experience makers! Folks already 'know' what needs to be done. They're still experiencing the gap from where they are, to where they want to be. You can help them bridge it by creating experiences.

**#7: Personal vs Professional.** Old school JV partnerships might be about driving traffic, lead generation and salespage conversions. New school Juicy JV's, are just as much about creating an ongoing personal AND professional relationship.

**#8: Scaffolding vs Script.** Have a format, or a plan, for whatever you're doing – JV conversation, expert interview, training webinar – but be open to the dynamic essence of what alivens you and ALL in the moment. Don't be afraid to go off the page!

**#9: Engaging vs Broadcasting.** You certainly need to have some ideas about who and what you want to partner on. Remember that as you partner with another creative essence, your potential JV Partner, much more can occur than you originally planned for. This isn't about 'me,' it's about 'we.'

**#10: Power Source vs Sustainable.** This isn't about finding 10 JV partners to help you build your business. This IS about you powering up your business, as you are Sourced by the essence of your vision... what you want to bring into being. You'll evolve, along with your business and your partners. YOU need to be the Power Source of your vision.

