

**Women Empowering Women Now Networking**  
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Collaboration is a powerful tool for entrepreneurs, regardless of the industry you are in. It is the connections you form with others, and the different ways you collaborate with those people you formed connections with, that will help you grow your business to new levels.

Why should you collaborate?

# 1 Inspiration

It is easy to get into a routine during the day-to-day operations of your business and forget that there may be a better way to do something, different techniques to try, and new tools that can save you time and money.

While you can read blogs, magazines, and books for inspiration, if you are not communicating, sharing, and discussing that information, the benefits are limited. It is vital to get outside of your own head to get a fresh perspective, trigger your creativity, review incoming information objectively, and add new context to the data you are gathering so you can use it effectively. Going beyond what you do and see each day to explore collaboration can be inspiring and help you think in a new way.

# 2 Collaboration Helps You Grow Your Network

Successful entrepreneurs have a common interest in meeting new people and building a list of contacts. Being successful in business requires that you consistently make connections.

While every contact you make may not result in collaboration, every time you reach out to someone to explore the possibility, you are expanding your network.

# 3 Collaboration Is Educational

One of the biggest benefits of collaboration is the opportunity for learning. In fact, every interaction you have with someone outside of your immediate circle can teach you something valuable. Some of the most successful collaborations involve two professionals who bring two very different skill sets, perspectives, and strengths to the table. When this happens, you are certain to be surrounded by learning opportunities.

#### # 4 Collaboration Can Help You Save Money

Many collaborative relationships involve splitting intellectual contribution, hands-on work and, sometimes, expenses. If you collaborate with another business and part of the terms involve sharing development and marketing expenses, you can double your budget while reducing costs.

#### # 5 Collaboration in Action Is Win-Win

Example of tonight. Theresa had an idea of getting more eyes on her daughter's new business of making clothes. So she presented it to me as a fun different way to add to WEW. Then she went out to invite others to partake in the night partnering up with Jules Salon for hair and Crystal Teal for makeup and jewelry. Win-Win

The good news is that small business collaboration doesn't necessarily require a significant time or financial investment if you think creatively.

Collaborations are brilliant undertakings that force you to think out of your box. In order for them to be successful, ask yourself hard, what could I offer that will work for a fellow entrepreneur? Here are some other nuggets to consider before initiating a collaboration.

- Make sure that the collaboration is mutually beneficial. You should never feel used in a collaborative relationship.
- It's easy to get excited when other people want to work with you but take time to think if it's something you really want to do.
- It's always more work than it seems going in. Evaluate if the amount of work involved is worth the payoff whether it's money or exposure.
- Try to build a relationship first, this ensures that you all can collaborate in some way.
- Have clear and concise goals

Lastly, Have fun!