

Productive Insights Presents

# 172. Strategic Partnerships And How To Use Them To Grow Your Business Fast With Roland Frasier From Digital Marketer



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## Links Mentioned:

- [www.GetMeToDone.com](http://www.GetMeToDone.com)
- [www.digitalmarketer.com](http://www.digitalmarketer.com)
- [www.rolandfrasier.com](http://www.rolandfrasier.com)
- [www.rivalbrands.com](http://www.rivalbrands.com)
- [www.plattr.com](http://www.plattr.com)
- [www.survivallife.com](http://www.survivallife.com)
- [www.makeuptutorials.com](http://www.makeuptutorials.com)
- [www.doityourselfproject.com](http://www.doityourselfproject.com)
- [www.Productiveinsights.com](http://www.Productiveinsights.com)
- [www.PremiumProductivity.com](http://www.PremiumProductivity.com)
- [www.CallAshRoy.com](http://www.CallAshRoy.com)
- [www.Youtube.com/ProductiveInsights](http://www.Youtube.com/ProductiveInsights)



## Related Episodes:

- [170. Ryan Deiss From Digital Marketer Reveals The 5-Step Conversion Funnel That Turbo-Charges Your Business Growth](#)
- [171. Email Marketing Success Strategies Revealed with Co-Founder of Digital Marketer Richard Lindner](#)
- [049. Porter's 5 Forces To Analyse Your Business' Viability](#)

# Key Points And Timestamps (for audio conversation only)

- 6:11 - How strategic partnerships work and why you might want to consider them as a business growth strategy
- 8:05 - How Roland Frasier has used this approach to grow multiple businesses fast
- 9:33 - When it makes sense to align with a strategic partner to acquire their talent or their team
- 11:26 - Intellectual Property
- 13:53 - Vertical and Horizontal Integration and how this helps you to grow your distribution
- 17:24 - Media buys
- 19:01 - The value-based pricing approach
- 19:50 - How to apply this strategy to grow a membership site
- 20:50 - Catering to your customers' interests
- 22:21 - Why it's important to find out who's currently serving your target customers
- 26:25 - How Roland assess the culture of a company (before acquisition)
- 28:20 - The diamond framework to assess a company's culture
- 30:31 - Transactional leadership vs Transformational leadership
- 33:12 - The Apple Leadership Strategy
- 36:12 - Key Insights and Action Steps



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