

@bookstothesty

‘BUY OR BUILD?’ = the wrong question
Alison Jones



live and learn

cream of the crop

save our souls

look before you leap

Krispy Kreme

right as rain

do or die

Sink Or Swim

BUY OR BUILD?

“Competition
makes us
faster,
collaboration
makes us
better.”

Fyrefly

1916



I own a house, a car, a holiday house, a chauffeur, a maid, a nanny, a gardener, an office, a private secretary, a gramophone player, a magnificent library of books...

2016



I rent my house and my car. I use Airbnb for holidays, Uber for rides, findababysitter.com for childcare, TaskRabbit for cleaning and gardening, Vrumi for office space, Elance for my VA, Spotify for music, Kindle

business has changed (for me at least)

what I do

- coaching
- consulting
- speaking
- training
- writing/blogging
- social media
- marketing
- customer relations
- speaking
- networking
- strategy

tools I rent

- CRM
- invoicing
- webinar platform
- scheduling tools
- blog platform
- podcast hosting
- biblio system
- social media management
- direct marketing
- ecommere
- business continuity
- event management
- membership site
- analytics
- training platform

what I outsource

- accounting/bookkeeping
- admin
- transcription
- podcast mixing
- copy-editing/proofreading
- design
- typesetting
- printing
- distribution
- project management
- royalties
- website
- IT support
- legal

what do YOU do best?

and who can help with the rest?

“The secret is
to gang up on
the problem,
rather than
each other.”

Thomas Stallkamp

Core capability

=

what you do

best +

integration +

collaboration +

thank you!



publishing partnerships
consultancy
coaching
training



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