



THE O.P.A.TM SYSTEM

**The Strategy Founders
Are Using to Hit 10x
Growth **Without** Ads,
Cold Outreach, or
Content Burnout**

thedealroom.co



YOU'VE DONE THE WORK. WHERE'S THE GROWTH?

Founders today are stuck in a dangerous cycle:

- Paid ads are getting more expensive
- Cold outreach is burning bridges faster than it builds them
- And content? You're still waiting for the algorithm to work in your favor

Meanwhile, a new wave of founders are 10x'ing their businesses; not by spending more, but by thinking differently.

They're tapping into a strategy known as **Other People's Audiences**, partnering with people, platforms, and communities that already have the attention they need.

Instead of chasing leads, they're borrowing trust.
Instead of scaling alone, they're growing through alignment.

This is the exact strategy I've used to help generate over \$2 billion in revenue through partnerships with brands like Samsung, Universal Studios, Katy Perry, and Kylie Jenner.

And now, I've turned everything I've learned into a step-by-step framework:
The O.P.A.™ System.

It's designed specifically for founders who are ready to scale without guessing, burning cash on ads, or grinding out endless amounts of content.

Inside, I'll show you how I stopped relying on ads, outreach, and content overload and started growing through the right partnerships instead.

ABOUT THE DEAL ROOM

The Deal Room helps founders turn strategic partnerships into scalable growth. Kyle Kane personally works with founders to provide the clarity, positioning, and playbook to land strategic partnerships that grow your business.

IF YOU DON'T HAVE ATTENTION, BORROW IT.

In 2025, attention is currency and people trust other people *way more* than they trust paid placements.

That's why strategic partnerships work.

With the O.P.A.™ strategy, you can:

- Tap into an audience someone else has already built
- Deliver value they actually want
- Gain instant trust and authority transfer
- Drive sales without spending on ads or sending 500 cold DMs

And here's the kicker: the best partnerships don't require a big following, a huge brand, or a fancy pitch deck.

I have tested this across \$2B+ in closed deals. Here's where the most profitable partnerships usually come from:

Influencer Partnerships

Micro-creators or niche experts who promote you to their audience in exchange for **revenue share** or **value exchange**. Works best when you can solve a clear pain point their audience already has.

Platform Partnerships

Think: tech tools, communities, distributors or aggregators that already serve your ideal audience. You **co-create value** (content, capsule collections, etc.) and **share in the attention**.

Distribution Partnerships

These are people or brands that already email, text, or **gain the attention** of your ideal customer. Plug into their distribution machine. **Zero ad spend**; 100% aligned incentives.

LAUNCHING PARTNERSHIPS THAT DRIVE 10X GROWTH

Here's the exact roadmap founders inside The Deal Room use to turn partnerships into profit.

STEP 1: BUILD YOUR DREAM PARTNER LIST

In the *O.P.A.™ System*, it starts by building a strategic shortlist of brands, creators, and platforms that already have your ideal audience.

You're looking for three things:

1. **Audience Alignment** - they speak to your buyers
2. **Brand Synergy** - your missions complement each other
3. **Strategic Fit** - they have channels, credibility, or influence you don't

Instead of chasing big names, you filter for partners where one "yes" can actually move the needle for your business. The result? A focused, qualified list of people worth pursuing, and a smarter path to revenue partnerships.

STEP 3: CREATE IRRESISTIBLE OFFERS

Your pitch deck has one job: make saying "yes" easy. In the *O.P.A.™ System*, that means showing clear value, aligning with their KPIs, and **removing friction at every step.**

Start by naming the goal they care about most: cost per acquisition, revenue growth, retention. And be sure to speak their language! Your deck should feel like it was written inside their company, not copied from a template. Show what the partnership unlocks, what they risk by waiting, and exactly what to do next.

The right deck builds instant clarity, earns trust, and arms your champion with the tools to get internal buy-in to move the partnership forward.

STEP 2: CRAFT OUTREACH & PROPOSALS

In the *O.P.A.™ System*, outreach isn't about volume, it's about relevance. Your first message should prove you understand their goals and show exactly how you can help them win.

Research their initiatives, hiring trends, or recent moves, then craft outreach that answers: Why them? Why now? How does this help them?

If they're interested, don't send a pitch deck full of features. A winning proposal focuses on shared goals, the opportunity, and a simple plan to succeed — with clear outcomes and next steps. You're not selling your offer. **You're solving their problem.**

Need help identifying your ideal partners or shaping your first offer? Book a call with me here → thedealroom.co/apply

STEP 4: OVERCOME OBJECTIONS & CLOSE

The pitch gets you interest but the close happens in the follow-up. In the *O.P.A.™ System*, this is where founders stop selling and start co-creating.

Your goal isn't to push harder. It's to equip your internal champion with what they need to sell the deal upstream. Objections aren't rejection — they're buying signals in disguise. When handled correctly, they turn hesitation into alignment.

Great closers lead the conversation, address concerns early, and make the path forward feel safer than standing still. **That's how real partnerships are won.**

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STEP 5: WIN-WIN CONTRACTS

A great partnership can fall apart fast without the right agreement in place. In the *O.P.A.™ System*, contracts aren't just legal paperwork, they're **the blueprint for long-term success**.

You need clear deliverables (what's being done, how, when), defined compensation (including performance incentives), and a trial period with terms for renewal. The more specific, the better.

Vague language like "promote our product" leads to misalignment. Define exactly what's expected, as well as what happens if things go off track. The goal isn't just protection, it's alignment. A strong, well-written contract keeps everyone accountable and invested in the outcome.

STEP 7: TRACKING & REPORTING

Most founders chase new deals instead of maximizing the ones they've already landed. In the *O.P.A.™ System*, the real growth happens after the first "yes."

Start by tracking key metrics, such as: sales, brand awareness, engagement, loyalty, lead gen, and media impact. If the data proves it's working, double down; not by repeating, but by optimizing. Reinvest where the results are strongest, refine your strategy, and expand with intention. **Make your next move a chess move.**

Smart founders don't chase momentum, they measure it. That's how partnerships turn into long-term growth engines.

STEP 6: BECOME THEIR GO-TO PARTNER

Renewals don't happen because you did your job; they happen because you made your partner's life easier. In the *O.P.A.™ System*, overdelivering isn't about doing more. It's about showing up smarter.

That means anticipating needs, solving problems early, and making your partner look like the hero inside their company. The best partners don't just hit milestones, they communicate progress clearly, flag issues before they escalate, and always bring solutions.

Over time, this builds trust, reduces friction, and earns you **a permanent seat at the table**. That's how you become the partner they can rely on. That's how you keep getting invited back into the room.

BONUS: HOSTING PARTNERSHIP EVENTS

Events aren't just marketing, they're partnership accelerators. In the *O.P.A.™ System*, well-designed experiences turn aligned audiences into shared momentum, opening doors that emails never could.

Start by defining what each partner wants to achieve. Then co-create an event (virtual and/or in-person) that delivers real value to both audiences. The key is alignment: shared purpose, clear outcomes, and authentic integration of both brands.

Done right, events don't just generate leads, they build community, create content, and spark more deals that scale beyond your initial expectations.

Events are the fastest and most time-efficient way to build trust through shared experience.

YOU KNOW THE GAME. NOW PLAY WITH THE RIGHT PEOPLE.

The next step is simple:

If you're serious about turning partnerships into your #1 growth channel, the smartest move you can make right now is working together with me and other growth-minded founders in The Deal Room to maximize your results.

Book a 1:1 strategy call:

- Apply the *O.P.A.™ System* to your specific business
- Identify your highest-leverage partnership opportunity
- See if you're a fit to join The Deal Room, a private community where I work directly with founders to apply the O.P.A.™ System, close high-leverage partnerships, and build scalable growth.

This call is for founders who are ready to move, and not just explore. If you're serious about building with partnerships and want support applying the strategy to your business, this call is for you.

Book My 1:1 With Kyle



"I met Kyle... and everything changed."

"I met Kyle, got into the Deal Room, and everything changed. Now I'm a high-ticket consultant partnering with names like Tiger Woods and James Hardie. None of that was even on my radar before I met Kyle." - Paula

Meet Kyle Kane

Kyle Kane is an accomplished content creator, executive producer, TEDx speaker, partnership expert, and award-winning entrepreneur. His latest venture, 180 South, ranked on the Inc. 500 list as the #13 Fastest Growing Company in America, and #24 in Global Marketing and Advertising. Kyle has crafted creative campaigns for some of the world's premier artists & brands (Katy Perry, Kylie Jenner, Samsung, Universal, etc.) resulting in global market value of over \$2B in sales.

