Solution

One possibility is that the words are homophones. “Read” and “reed”, “seam” and “seem”, “pause” and “paws”, etc.

Another possibility is that one or more of the words have multiple syllables. “Boon”, “balloon”, and “baboon” all alliterate and rhyme. So do “Seattle” and “saddle”, “December” and “dismember”, and “undying”, “untying”. Note that in the last case, the alliterative consonant sequence is empty. This example also shows that a general strategy is to attach the same (therefore alliterative) prefix to a pair of rhyming words.