



# Strategic Partnerships/JV's for Small Business

## How To Prepare For and Look Attractive to Strategic Partners

HelpMeScale.Me with Pauline Martin-Brooks

# My Story - Putting Bums on Seats



- I value efficiency
- So I started searching for Partners instead of clients in 2003
- I've made thousands of Partner Calls
- I've created Millions for the companies I've worked for
- I've managed hundreds of Partnerships
- I've built frameworks to handle volume
- I love to solve problems and
- Make New Friends

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My First Ever Partnership Took 6 Months  
and Brought in 732 Leads in an hour! I was  
hooked!!

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# A few types of Partnerships



Affiliates



Content Partners Blog  
Contributors



2 Way Referrals



Webinars



Speaking Opportunities

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# Some 'Out of The Box' examples



- Beauty Salon and Financial Planner
- Mortgage Broker and Coffee Shop
- Car Sales and Portrait Photography



There is no end to the  
businesses you can partner  
with... if you get creative.



# Benefits of Partnering



Save Time



Save Money



Build Better Relationships



Systemise Lead Generation



Add Value To Your Business ie  
**Increase the Multiple**



Raise Your Profile



Build Your List

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# Before You Even Think About Strategic Partnerships..do these things!



Make sure you have a great Lead Magnet/Freebie/Opt-In/Taster etc



Facebook Pixel



Nurture Sequence - Have a series of emails which builds trust



Video - Have it on your about page and your LinkedIn Profile

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# Brainstorm Your Perfect Product and Services Partners

- What Complements Your Core Offering?
- What do people need before you?
- What do they need after you?





# Providers

Now that you have your list of products or services you will need to create another list of who provides those products or services...rate them from top to bottom.

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# You will need to do a bit of stalking :)



Create New Email Address/Filter



Subscribe (No List, Move on!)



Download their Lead Magnet



Would You Share It?



Repeat for 10 Prospect Partners

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# What have you learned?



- Do they email their list? If so how often?
- Did you notice that they offered someone else's product or service to you? If so make a note of who they promoted - this could lead you to another partner.
- Did they provide value through their emails, rate it on a scale from 1 to 10.
- Did they provide value in their lead magnet, rate that from 1 to 10 too.
- Does their messaging feel right to you?
- Does it align with their values? More importantly does it align with yours?



There is no Partnership that has to be  
done.

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# Connecting



Now that you have a shortlist of people that rate highly, have a lead magnet and provide value it's time to kick it up a notch.



Connect



Follow and Share

# Practise Your Pitch!!



- What are the benefits of them partnering with you?
- Who are you?
- What are your values?
- Who do you help?
- What do you help them with?
- Anything else that stands out about your company versus a competitor?



# Prepare Your Post Call Email Template



Canned Response

- Re-iterate the benefits of partnering
- What are the next steps
- Don't sell the sausage sell the sizzle

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# Support Your Success



Eat The Frog For  
Breakfast



Bribe Yourself



Fine Yourself

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# TAKE ACTION!!!

Pick the company you are going to call before the hour is up. Go through their [website/LinkedIn/YouTube Channel](#) and look for things like...

- Testimonials
- Values
- Team
- About page
- Any products or services they offer

# You Will Need To Know...



- What the company does
- Who their raving fans are
- The quality of their lead magnet
- You are willing to share it
- If not repeat until you find one that you will

# Before Making The Call...Smile and Imagine....



- Them smiling back
- Think of how great this partnership will be
- How happy your clients and theirs will be
- Think about future, bigger collaborations and connections
- Smile and hit the call button...still nervous...?
- Then think of .....

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A Cute Baby...Now Smile and Make the Call!!



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# Build Rapport!!



Wait for them to say hello, listen to how they say it - do they sound rushed?

Do they speak slowly or quickly?

Noises in the background..Are they driving?

Pick up anything you can - this is the art of listening.

**Match their speed when you respond.**

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# Send the follow up email



Do a happy dance... that's the hardest part over!

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# The Fortune is in the Follow Up

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# Keep Exploring



The more you know about each others business the easier it will be to create a win win Partnership.

I like to go for the Win Win Win Win Partnership!

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# Which type will you do?



Affiliates



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# Keep Communication Open!!!



- Make Sure You Both Know What The Next Steps Are
- When They Are To Take Place
- Who is Responsible
- Measure
- Tweak
- Repeat
- Measure Tweak Repeat





# BONUS - How To Build Instant Rapport

[HelpMeScale.me/bonus2017](https://HelpMeScale.me/bonus2017)

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