

A Quick Guide to Profitable Partnerships



Introduction

Because you're looking to create strategic partnerships that will grow your business, we've put together this quick guide to help you get started.

By the time you're finished reading, you should have a short list of potential partners in your community—along with some ways that these partnerships will benefit everyone involved (especially your clients).



Start with Vendors You Already Know

When you're looking to create your first partnership, it makes the most sense to start with people you already work with to some degree.

Regardless of the industry you work in, there are people you interact with regularly who would make incredible partners. Here are some examples:



REAL ESTATE AGENTS:

- Lender
- Mortgage Broker
- Title Company
- Inspector
- Insurance Agent

FINANCIAL ADVISORS:

- Lawyer
- Accountant
- Local Small Business Owner
- Real Estate Agent
- Insurance Agent

INSURANCE AGENTS:

- Real Estate Agent
- Financial Advisor
- Local Small Business Owner
- Contractors

Who can help your clients?

In addition to the vendors you already work with, you should consider other local vendors your clients will want to use (even if you don't usually interact with these businesses) . For example:

REAL ESTATE AGENTS:

- Landscaper
- Interior Designer
- Moving Company
- Painter
- Plumber
- Cleaning Service
- Dog Walker



FINANCIAL ADVISORS/INSURANCE AGENTS:

- Car dealer
- Travel agent
- Contractor/Home Improvement Specialist
- Life insurance professional



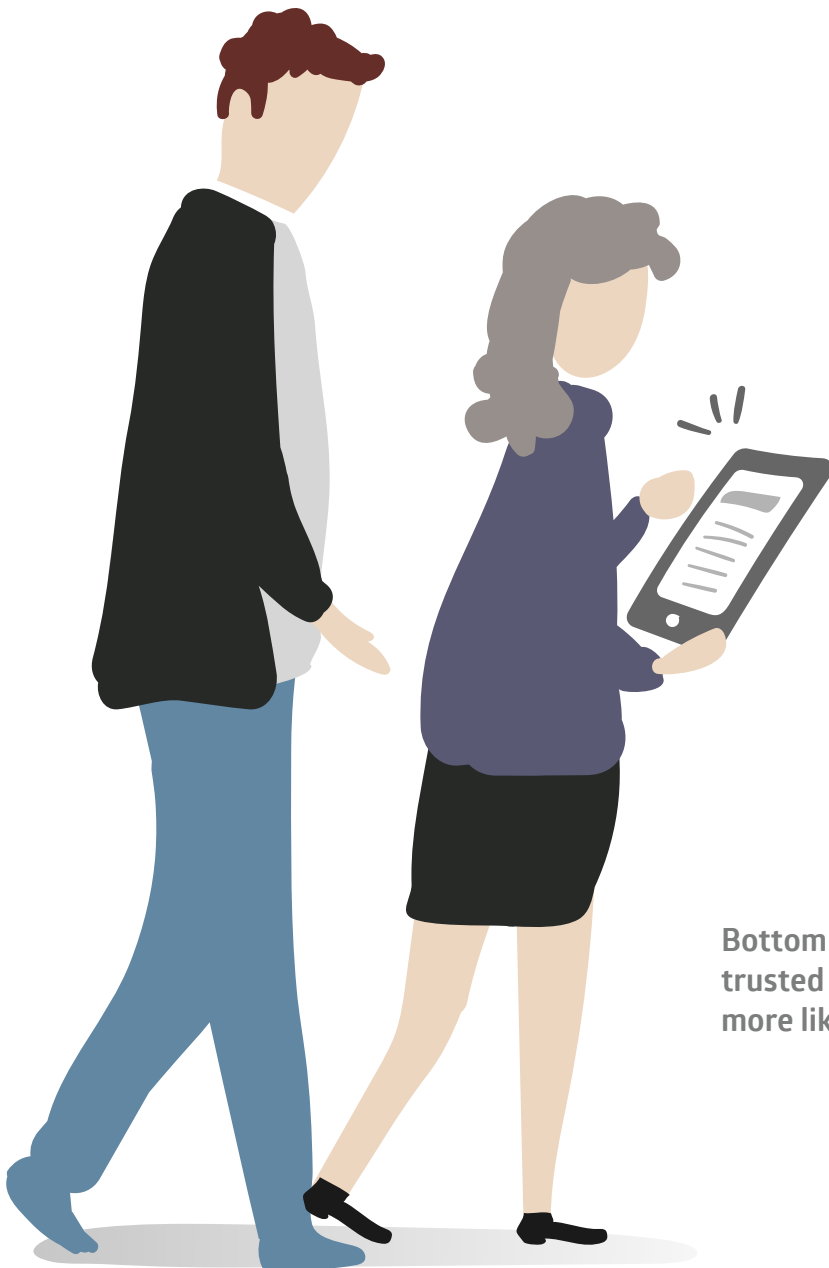
Local Small Businesses

When you're a service-based sales professional, your goal is for clients to see you as the go-to professional in your community. One way to do that is by being omnipresent—in other words, by having your brand everywhere.

FIND WAYS TO CONNECT WITH OTHER LOCAL BUSINESSES.

- Raise awareness of a local charity.
- Spotlight a local business on social media, and ask them to reciprocate.
- Share marketing costs (or magazine space) with a local retail store or restaurant.

Bottom line: when people see you associated with trusted local establishments, they are that much more likely to trust you.



How do I pitch a partnership?

The first step to a profitable partnership is breaking the ice.

If you don't already know this person, introduce yourself by phone call, email, or direct message on social media. Arrange for an in-person meeting—for example, getting a cup of coffee—to discuss some partnership opportunities.



AT THE MEETING, MAKE SURE TO LEAD WITH VALUE

- Ask if you can interview them for a story on your blog.
- Offer to help them with something for free.
- Take a photo together for your social media accounts—and be sure to tag them!
- Show them a copy of your branded magazine and offer ad space on your back cover.

Most importantly, focus on them. Ask what their goals are, and then figure out how your business might be able to help. From there, you can pitch an idea that will benefit both your businesses, as well as your clients.

My Partnerships

Use the lines below to brainstorm some partnership opportunities for your business. (If you need more space, simply print out multiple copies of this page!)

Potential Partner:

How do I know them?

What do they have that I want?

What do I have that they want?

Conclusion

We hope this quick guide has gotten you thinking about some partnership opportunities in your community.

Remember: your ultimate duty is to your clients. When you learn to think in terms of which partnerships will ultimately provide the most value to the people you want to work with, everybody wins.

