



CONNECT AND CLOSE

Connect with Partners

Brainstorm Possible Partners:

What people or businesses in your area would make great partners?

Who online would be good to promote you or do joint ventures with?

Create Value for Their Prospects and Customers:

Of these possible partners, what are their customers and followers interested in?

What free information could you offer to their tribe that would be of great value?
(Free talk, interview, free assessment, free ebook, etc.)

What could you offer as a way to sell them more than the free information?
(How does that free content invite them to buy from you after they've received it?)



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Take Action

List out people you will contact this week, and the coming weeks to partner with:

(sample)

When	Who	Status	Free Offer	Upsell
9/1	Bill C.	Left Message	Free Assessment	Group Coaching
	Mary A.	Talk Scheduled	Free Talk	1-on-1 Coaching
9/8	Tom G.			
	Steve A.			
9/15	Laura W.			

When	Who	Status	Free Offer	Upsell