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THE PARTNERSHIPS WORKBOOK



TWO HEADS ARE OFTEN BETTER THAN ONE

Partnerships have been around for decades. Everyone at one time or another has formed a partnership or alliance with another person, business, or organization to help them achieve their goals.

One thing that is often **overlooked by small business owners is the ability to form strategic alliances with others** in their fields in order to achieve their end results faster; and more efficiently.

What a partnership can provide a business is more leverage, and even at times better security versus doing everything by themselves.

In this guide you will **learn: how to identify partnership opportunities for your business to pursue and I will breakdown some past partnership examples** to show you how partnerships can be utilized in your business.

Key Takeaways

- How to identify partnerships for your business to pursue
- A breakdown of partnership examples presented as case studies.
- An exercise to identify partnership opportunities in your business

We can accomplish so much more when we work together so if you get one thing from this guide, I want it to be that partnerships can be rocket ships for your business, so don't neglect them.

Clinton Senkow

Clinton Senkow AKA "The Partnerships Guy"

PARTNERSHIP IDENTIFICATION EXERCISE

Do this simple exercise to help identify the areas where you should be looking for partnerships. Not all areas of your business needs a partnership strategy but this will help you identify gaps to uncover ways you can fill them with partnerships.

STEP #1 MINE YOUR ASSETS (what are some strengths you have as a business?)

Answer here

STEP #2 IDENTIFY YOUR OPPORTUNITIES (where do you have room for growth?)

Answer here

STEP #3 IDENTIFY THE GAPS (where could you use some help?)

Answer here

ADDRESS YOUR GAPS THROUGH PARTNERSHIPS

Now that you have identified some gaps in your business, we are going to fill those gaps with a partnership. These could be sitting right under your nose, so let's write them down.

Partnership Idea #1

Answer here

Partnership Idea #2

Answer here

Partnership Example: *Consultant/Coach that teaches wellness & nutrition to CEO's*

Assets:

- 2,000 person email list
- 50 regular paying clients
- thriving referral based business.

Gaps:

- I'm not sure where my leads will come from each day or week within my business.
- I'm not that great at creating content on social media/have zero marketing strategy

Opportunities:

- to be the go-to authority for middle aged men/women around health
- to create engaging daily content to grow my leads and sales

Partnership Idea: Strike a partnership with a content agency/freelancer that is good at what you aren't the greatest at. You can help them get healthier and they can help you create engaging content that grows your audience and sales.

PARTNERSHIP BRAIN DUMP

Now that you have a few ideas of partnerships you can pursue, it's time to write down people, companies, businesses, and contacts you have right now that you could form strategic partnerships with RIGHT NOW.

Write down every company or person you think can help fill your gaps.

Answer here

"You need to be aware of what others are doing, applaud their efforts, acknowledge their successes, and encourage them in their pursuits. When we all help one another, everybody wins." - Jim Stovall

YOU DID IT!

You now have a strategy and ideas flowing for strategic partnerships within your business. It's time to go make it happen. If you want to schedule a free consultation call with me and identify how I can help you and your business implement your own custom strategy and grow, schedule a call below.

[SCHEDULE A CALL](#)