

ESBA

COLLABORATING WITH OTHERS

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COLLABORATING WITH OTHERS

Once you've established your best questions and the information you need to know about potential collaborators, you can turn these questions into an email sequence or online form (such as with Google Forms or Typeform) and automate this process, including adding some of your own more personal questions and flair.

What am I looking for in brand collaborations¹ this upcoming year, two years, 5 years?

¹Where do you see your business growing / going in upcoming years? Does this particular venture align with that vision?

Setting expectations

What can others expect from working with you²? This may include timeliness, attitude, forms of communication (e.g., email vs. text, skype or phone call, etc.)

What do you expect from others? _____

²Not limited to B2B relationships. Could be B2C, such as trainees in a physical setting.

WHO YOU'LL WORK WITH

Two farmers prayed for rain. One went out and prepared his field for rain, even though the land was dry. The other made no changes. Which one do you think really believed the opportunity was coming?

While you may not yet have requests pouring in for speaking or collaborating, you should still prepare for the chance. Know yourself and your business.

When you get invited to speak at a sports conference, an elementary school and a Boys & Girls Club - do you say yes to all of them? What else is going on at the time of the engagement? Is there a family or business commitment that conflicts? Evaluate all elements of the request - including travel, hosts, intent, potential results and influence before saying yes or no.

What are your expectations of the hosts? A simple powerpoint presentation could turn into a problem if you don't have wifi or if the host's system is not compatible with your font base. Reformatting your slides at the last minute is not fun. Clear communication between you and them is essential to a more smooth, stress-free event.

Know how you work best - in a small group or large group? Do you need lots of early morning alone time or do you come alive at 5 am?

Consider your unique 'best' circumstances but make it work when the opportunity presents itself.

Consider the collaborator

Ask yourself the following questions when you're making decision about business collaborations:

Does this collaboration fit within my business' foundation walls? How so?

What am I seeking to get out of this relationship? How did I learn about this collaborator³?

³The term 'collaborator' is used versus company because even large corporations are represented by a single individual relationship.

**What do I know about this collaborator on an individual level? A relational level?
A professional level?**

**What is my purpose in working with this collaborator? Is this a long-term relationship that
could develop for multiple products? A one-time collaboration?**

What benefits does this collaborator provide me and my Brand?

What benefits do I provide them? _____

What strengths do they have? _____

How do our platforms support one another? _____

What do others say about working with this collaborator?

What benefits do I provide in networking / collaboration with this collaborator?

How do I serve my loyal customers, followers and collaborators through this relationship?

Consider the product

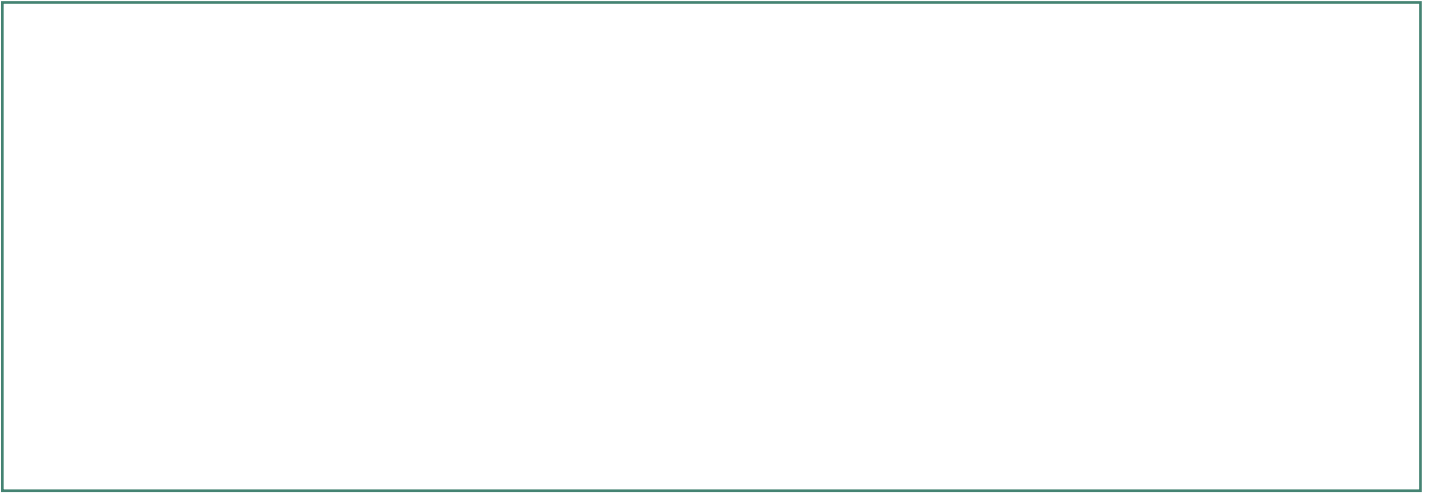
If this is a podcast, a digital product, a live sale - the relationship principles are the same. Clearly defined expectations (ideally in a contract) are more likely to reduce stress, minimize miscommunication and make for a stronger sales and long-term, mutually beneficial relationship.

What are my expectations:

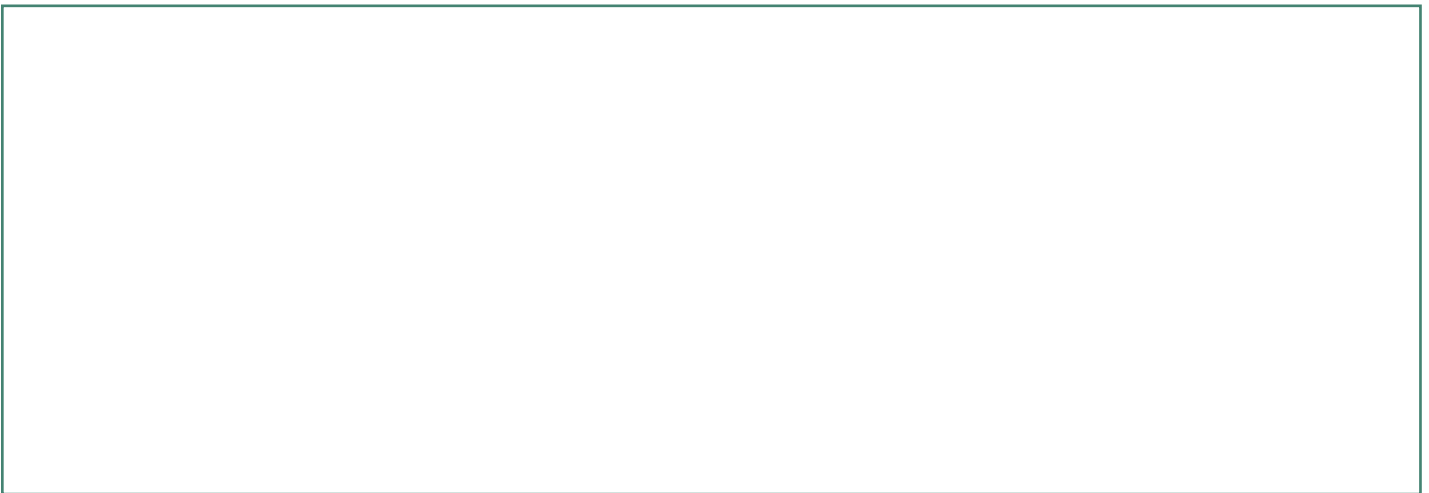
- **For contractual and sales language**

- **Working relationship**

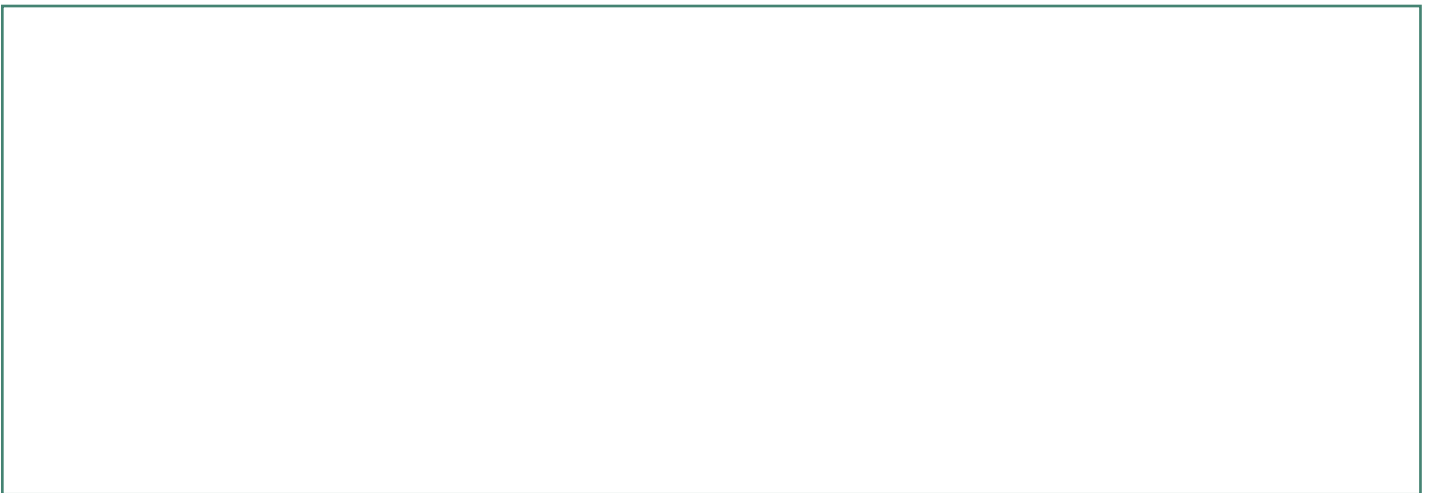
- Collaboration & development



- For deliverables



- For branding



- For final say

Consider the process

What leeway / timeframes do I need to make things work? _____

Who is responsible for the promotional copy? _____

What are the dates of the sale? _____

How will the sale be promoted? (e.g., social media, emails, etc.) _____

Who gets access to the contacts? _____

Who processes the payments for the product? _____

Can both parties access the funds? _____

Are they willing to sign a contract? _____

Who 'owns' the product⁴? _____

What is the refund policy? _____

Do your terms and conditions match one another? _____

⁴If this is not an affiliate relationship.

Will traffic be driven to a single leadpage? How will accountability be provided for payments received?

When will each party get paid?

What is the refund policy?

If this relationship is an affiliate one, will the other party need to provide a 'bonus' product?



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