

**SKILL 34**

**BUILDING  
PARTNER-  
SHIPS**

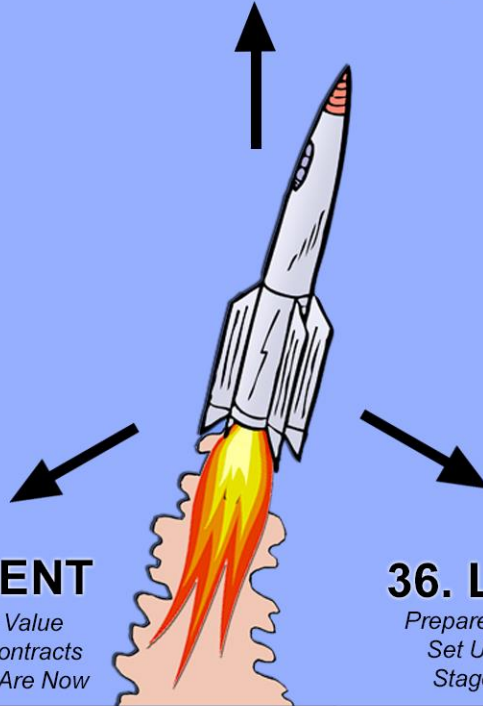
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# TRAINING 12

## 34. BUILDING PARTNERSHIPS

*Identify your ideal Partners. What are their needs? How can you support them?*



## 35. PAYMENT

*Payment and Self Value  
Legal & Business Contracts  
Review Where You Are Now*

## 36. LAUNCH

*Prepare for your Launch.  
Set Up Your Launch.  
Stage Your Launch.*

# PRODUCT LAUNCH

## MODULE M: PRODUCT LAUNCH

Congratulations! You have reached the twelfth and final Module, **Launch your Genius**. This Module is broken down into the three Skills:

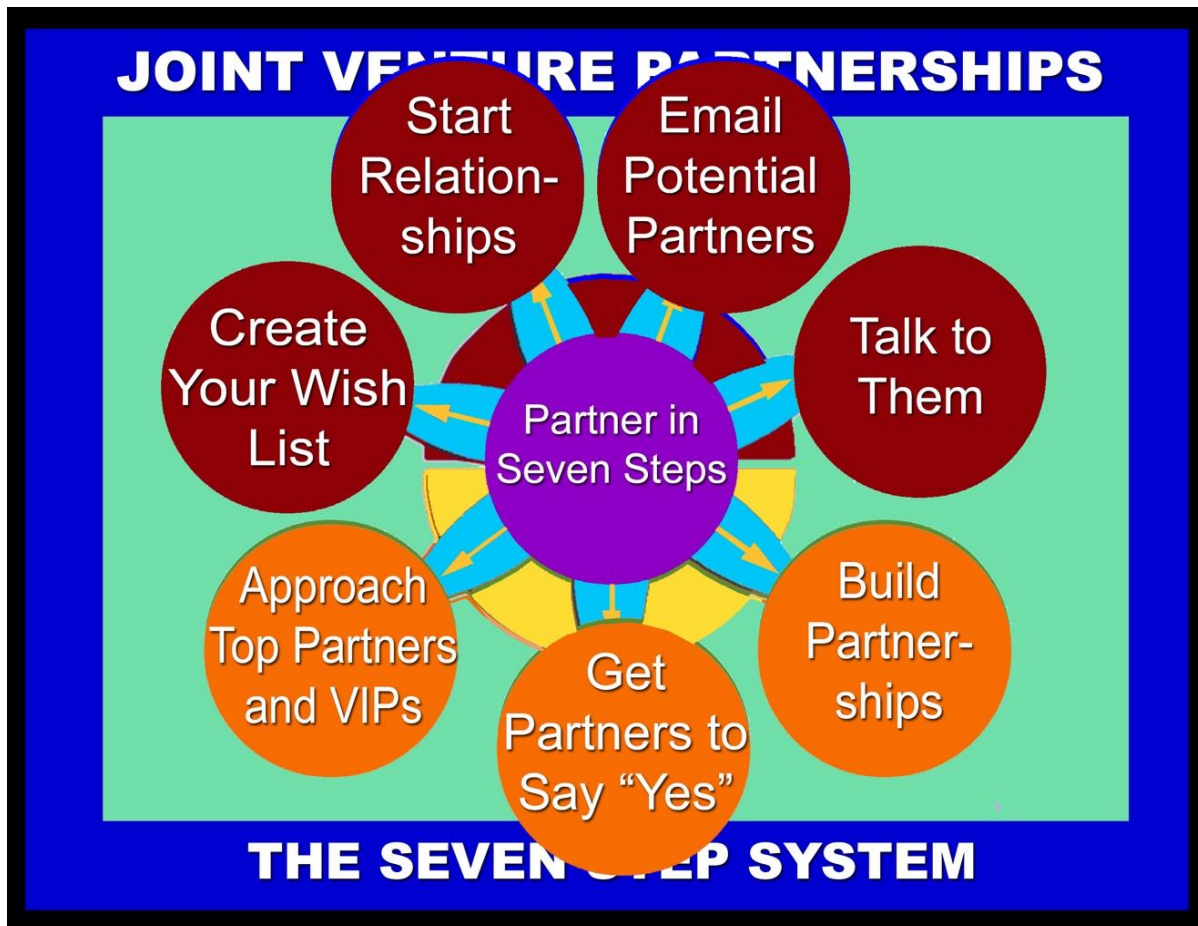
SKILL 34. PARTNERS AND AFFILIATES

SKILL 35: PAYMENT AND BUSINESS

SKILL 36. PRODUCT LAUNCH

We'll begin with Skill 34, **Building Partnerships and Affiliations**.

You have put everything together. Building Partnerships is the final step before your launch. It's important to have all of your ducks lined up before you go to potential partners. See Skill 33 for more information on this.



## SKILL 34: BUILD PARTNERSHIPS: SEVEN STEPS TO SUCCESSFUL PARTNERSHIPS

### STEP ONE: CREATE YOUR WISH LIST

Names and contact information, website, phone. Who is your ideal partner? Google information about your niche (target). How do you feel about going after these bigger partners? **Who is already talking to the audience you want to reach?** Start with four names.

1. Who do you know that is already connected?
2. Who knows people that you want to know?
3. Who believes in you?

Write down a comprehensive Wish List. Then, choose your four top contenders – people you would like to partner with most. On the next page, identify how you can help them and how they can help you.

## PARTNERS AND AFFILIATES LIST

Here is a start-up list of the Partners and Affiliates that I would like to reach out to first, before I launch:

**1. NAME** \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

I can offer them (Benefits): \_\_\_\_\_

\_\_\_\_\_

They can offer me (Benefits): \_\_\_\_\_

\_\_\_\_\_

**2. NAME** \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

I can offer them (Benefits): \_\_\_\_\_

\_\_\_\_\_

They can offer me (Benefits): \_\_\_\_\_

\_\_\_\_\_

**3. NAME** \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

I can offer them (Benefits): \_\_\_\_\_

\_\_\_\_\_

They can offer me (Benefits): \_\_\_\_\_

\_\_\_\_\_

**4. NAME** \_\_\_\_\_

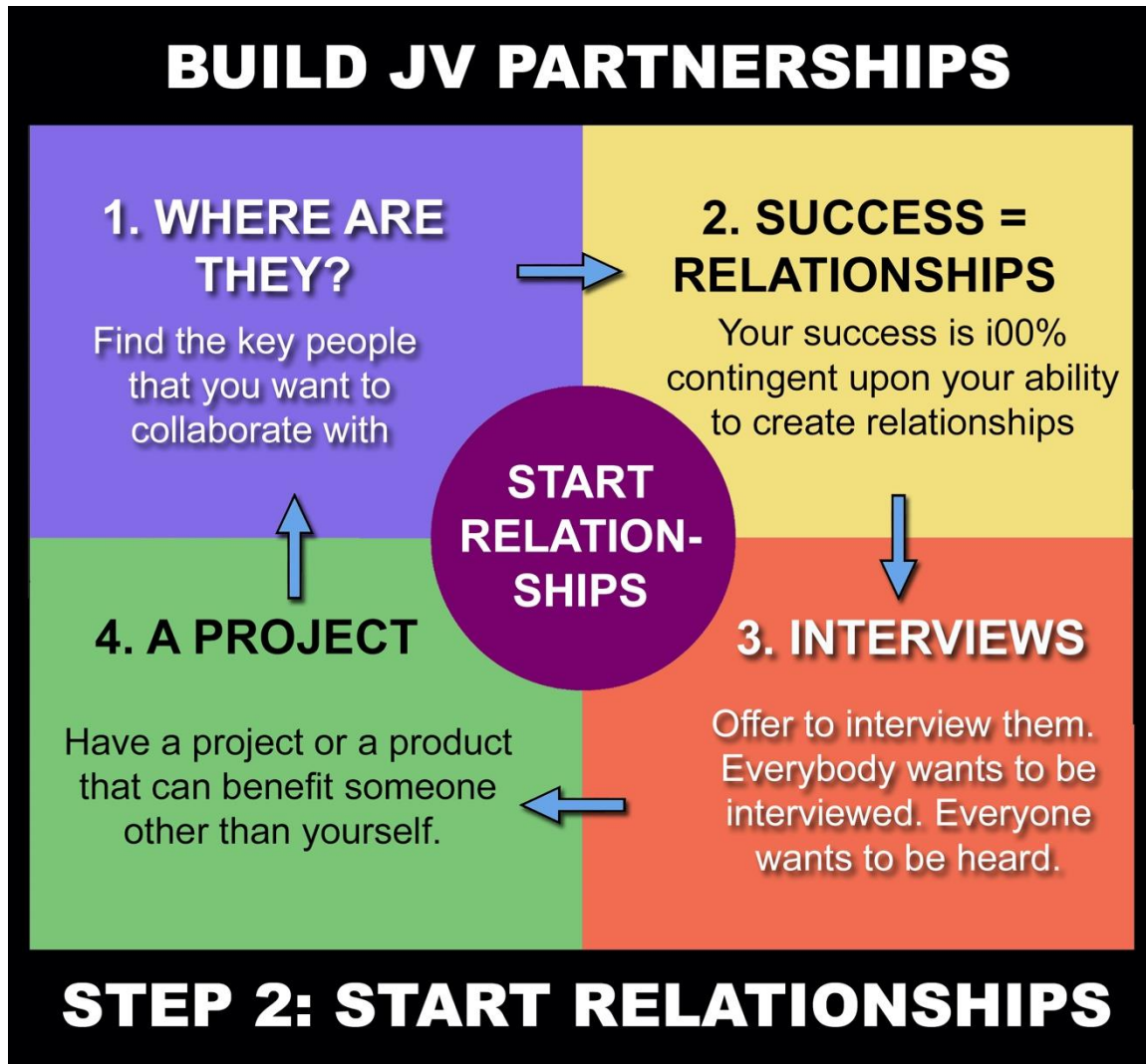
EMAIL ADDRESS \_\_\_\_\_

I can offer them (Benefits): \_\_\_\_\_

\_\_\_\_\_

They can offer me (Benefits): \_\_\_\_\_

\_\_\_\_\_



## STEP TWO: START RELATIONSHIPS

A. WHERE ARE THE PEOPLE you want to collaborate with?

1. Go on their website. Visit the “Contact” section.
2. If the email address is [info@georgegoober.com](mailto:info@georgegoober.com), send email to [george@georgegoober.com](mailto:george@georgegoober.com) or [GG@georgegoober.com](mailto:GG@georgegoober.com)
3. Go to events. Go to where the people are.

B. **SUCCESS = RELATIONSHIPS:** Your success is in direct proportion to (100% contingent upon) your ability to create relationships with people. Be open-minded, curious and patient. It takes time, especially when you work with bigger people.

C. INTERVIEWS: Everyone wants to be interviewed. Put together an on-line summit or a radio show. I don't have a big list now, but based on my projections, we will have a list of \_\_\_\_\_ after this online summit and at that point, I'll be able to support you.

D. A PROJECT: Have a project or product (an on-line summit or radio show) that can benefit someone other than yourself. Have an affiliate program. Joint Venture Partners are people you can:

1. **TEACH**
2. **LEARN FROM**
3. **PROFIT FROM**
4. **SERVE YOUR AUDIENCE WITH**



## STEP THREE: EMAIL POTENTIAL PARTNERS

### A. TELL THEM:

1. **How you know them:** I read your book, I saw you speak, etc.
2. **Why you admire them.** Words cannot express how you have personally changed my life. I love your work.
3. **You want to support them** and that you want to create a mutually beneficial relationship.
4. **Ask to set up a quick phone conversation** 10 to 15 minutes. Let them know that they can also book an appointment online.

**YOUR EMAIL GOAL IS TO GET A PHONE CALL.** Keep your email short and direct. Don't brag. Don't mention your product. The magic question is, "How can I support you? What is *their* need? Impact, exposure, money, a cause (helping homeless children). Ask this question 1,000 times in the coming year.

**THE 5/1 RULE:** Reach out to five contacts every day via email or FaceBook for 90 straight days. Goal: One phone conversation per day.

### B. EMAIL FORMAT

1. **SUBJECT:** Joint Venture Partnership Opportunity
2. **REFERRED BY** \_\_\_\_\_ - a friend or colleague
3. **MAKE IT PERSONAL:** Personal email from Darin
4. **QUICK QUESTION:** Can we chat? Keep it short and personal

#### **SAMPLE EMAIL:**

Hi \_\_\_\_\_!

My name is \_\_\_\_\_ and like you, I'm an author and a business coach. I recently read your last book and I really admire your work. I would love to connect with you to see how we may be able to support each other and create a mutually beneficial relationship. Let me know when you are available to have a quick chat. If you're available, please send me a couple of day / time options that work for you.

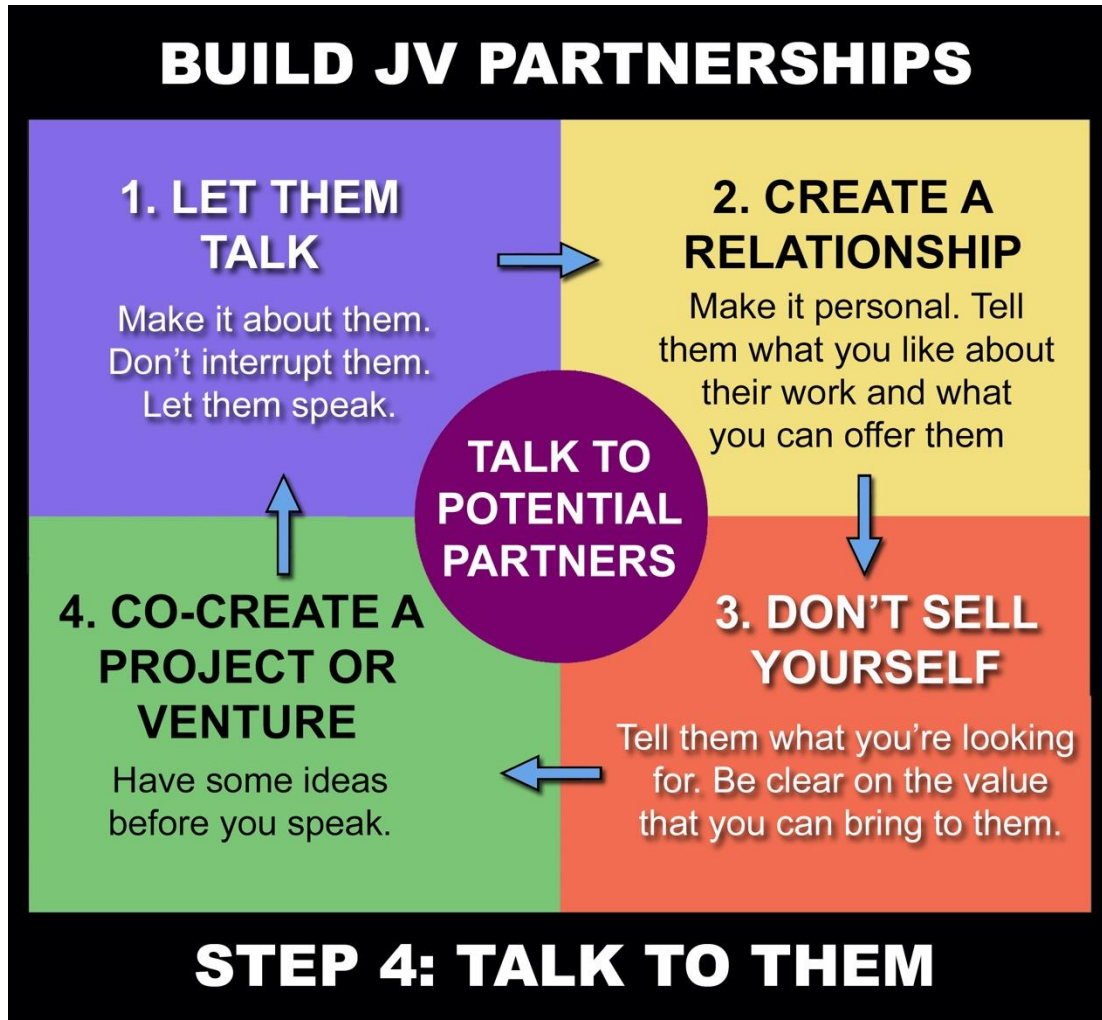
Thanks!

Your Email address

### C. FOLLOW THROUGH:

If they don't respond, wait five to seven days, give them a gentle nudge.

2. Hey, \_\_\_\_\_. Just a gentle nudge. I just wanted to make sure that my email didn't get lost in cyberspace. Here's a link, so you can schedule a time to talk that works best for you. Then, follow up.



## STEP FOUR: TALK TO THEM

“I’d like to hear a little bit about you, what’s important to you, and how I can you support You. I’d like to hear about you and what you are focused on. What do you need support on?”

*“Get on the phone! If you’re new, support everyone you can!”*  
~ Glen Ledwell.

**A. TALK TO THEM.** Make it about them. Don’t interrupt them. Let them speak.

**B. CREATE A RELATIONSHIP.** Make it personal. Tell them what you like about their work and what you can offer them.

**C. DON’T SELL YOURSELF.** Tell them what you are looking for. Be clear on the value that you can bring to them. Interview them and put the interview up on your podcast, etc.

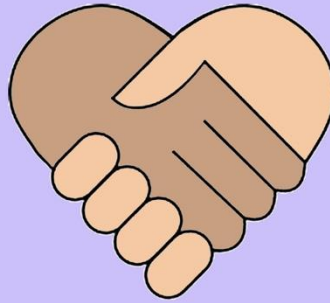
**D. CO-CREATE A PROJECT OR VENTURE.** Have some ideas before you speak.



STEP FIVE: BUILD PARTNERSHIPS  
**STEP FIVE**

**GIVE THEM THE BETTER DEAL**

Example: "I will do all the work. Your role would be simply advising me. Promote our Joint Venture to your list."



**A UNIQUE IDEA**

Have a Great Idea, a Formula or System, High Energy, Vision and Passion

**STRATEGY**

Start with your biggest "treasure" or benefit in your email. Quickly establish credibility.

**BUILD PARTNERSHIPS**

1. **GIVE THEM THE BETTER PART OF THE DEAL.** Offer them an idea. I will do all the work. Your role would be simply advising me. Share your customers with me – promote to your list. "The 12 Hottest Niches in Coaching Today". Build your credibility. Offer them your time. If they are an author, offer them publicity. I want to interview you and I want to buy 100 copies of your book.
2. **A UNIQUE IDEA:** A teenager from Singapore approached every Internet marketer who was growing and asked them, "Suppose you were starting from scratch and had to raise \$5,000. What would you do?" He followed their advice, developed partnerships with many of them, built a huge list and retired.
  - A. **HAVE A GREAT NAME** for your Work
  - B. **A FORMULA OR SYSTEM** that you offer or teach
  - C. **HIGH ENERGY, VISION AND PASSION** from You
3. **AN EFFECTIVE STRATEGY:**
  - A. **START** with your biggest "treasure" (benefit) in your email: Your list, your radio show, etc. Quickly establish credibility.
  - B. **BE BRIEF**, be personal and start small.

**C. FOLLOW-UP:** The person may not have received your first email. Wait one week. “Lead Follow Up”. If you’re not annoying anyone, you’re not aggressive enough.

**SAMPLE EMAIL:**

Hi John,

Great newsletter this week! I really enjoyed the article on time management. Quick question...do you offer classes to your members? I have just given a workshop on “10 Reasons Why Men Fail in Relationships” to about 50 single professional men and they absolutely loved it! I could offer the same workshop to your members at absolutely no cost to you. In fact, you could even decide to charge your members for this class and keep **100% of the sales**. Can we chat about it? Please let me know!

Thanks,

Jane Miller “Create Relationships for Life”, Author (credibility)

**STEP SIX: GET PARTNERS TO SAY “YES”**

Why do people say “no”?

- A. **BAD TIMING:** Top Promoters schedule their time out one year in advance. When is a good time?
- B. **BAD COPY:** Too soft, not strong enough. Invest in a copy writer.
- C. **BAD MARKETING:** Marketing is more important than the product itself. Get a copy writer (Facebook)

The hardest stage is not getting your partner to say “yes”. The greatest challenge is getting Joint Venture Partners to follow through and fulfill their promises. How to get Joint Venture Partners to follow through:

- **SEND PERSONAL EMAILS:** Sugar instead of vinegar!
- **DON’T EXPECT** them to always say YES and be NICE!
- **USE MOTIVATION** instead of pressure. Get them excited about participating.
- **PAY IT FORWARD!** Nurture your relationships with partners.



## A. GREAT COMMUNICATION

**1. SUPPORT** and Nurture your Joint Venture Partners. Have personalized communication. **Be kind.** No pressure. Treat them as friends. Send them gifts because you value the relationship. This separates one-shot deals from long-term partnerships.

**2. YOUR OFFER:** Make them an offer they can't refuse. Example: A Joint Venture Partner Contest. For partners who have already promoted you before, how do you get them to promote you again? After they say "yes", don't overwhelm them with an affiliate marketing package (A detailed PDF). **Use Motivation** instead of pressure.

**3. FOLLOW UP** with Joint Venture Partners. Send personal emails and phone conversations. Short and quick. Example: PS: Good to see you last week at the spa. During a launch, the updates should be more frequent. Three times a week. The more savvy your Joint Venture Partner is, the more reminders they will need. "Leader board": How many people did they bring in? How did they do?

## B. GREAT MARKETING

**A. PERSONAL DEVELOPMENT COACHES** and beginners (versus business coaches) don't care as much about numbers. Have:

1. A Great Title
2. A Great Opt-In Page
3. An Easy-to-Understand Sales Page
4. A Dynamic, Great Content-Rich Live Call.

**B. BUSINESS COACHES** want to see a *Proven Marketing Process*. How do you promote? They want to see *Great Sales Material*. What is your angle? They also want to know about your:

1. **OPT IN CONVERSION:** How many people who arrive at your website enroll in your program? 35% is good.
2. **LIVE RATE CONVERSION:** Of those who attend, how many sign up to the next level?
3. **EARNINGS PER CLICK (EPC):** How people who click on your website pay money?
4. **FOLLOW UP SEQUENCE:** You are committed to increasing your conversion (sales) rate. You do this through an awesome Follow up Sequence. This increases conversions 50% to 100%. Keep following up until there is no more interest.

## C. GREAT CONVERSIONS

**A. PRODUCT:** Have your product offer in place. Don't get on the phone unless you have something to offer.

1. Have a great idea. Have the courage to ask. If you don't think about yourself, you won't be in fear.
2. Know your numbers: People per click.

**B. TRACKING SYSTEM**

Have your Affiliate Tracking Systems (Skill 10) in place.

**C. GREAT COMMISSION:**

1. 20% commission for small players.
2. Big Partners get at least 30%
3. Exception: \$1,000 to \$5,000 year-long (high ticket) programs
4. Don't be afraid to pay higher commissions (50 to 70%): It's a great way to get the attention of top Joint Venture Partners.

## STEP SEVEN: APPROACHING TOP PARTNERS AND INDUSTRY VIP'S

1. **BUILD CREDIBILITY** before you approach people.
  - A. Professional website
  - B. Blog
  - C. Video
  - D. Radio Show
2. **GET PEOPLE** who are “influencers” to participate in your on-line summit. *Don't ask them to promote.* Getting them “on board” is enough.
3. **GET THE ATTENTION** of your potential partner. Send them a physical gift by mail – a box of chocolates, a bottle of wine, a music CD, etc.
4. **ASK TO BE INTRODUCED** to your ideal partner by your existing partners.
5. **RECORD A PERSONAL VIDEO** for each of your dream partners. “Hi, John...”
6. **ASK PERMISSION** to share their article or blog post with your subscribers or audience. People want their content to be visible.
7. **DON'T BE OFFENDED** if they say “no”. You are building a long-term relationship. You will know why they said “no” when you have a relationship. Start a conversation.
8. **GIVE WITHOUT ASKING FOR ANYTHING.** Attend their event. Support them. Do them favors three times - until it's time for you to ask for one yourself. If they say “no” then, they are not the right partner.
9. **DO NOT SEND** a long email – especially on the first contact. No attachments. Do not require people to “sign up” as your partner. People don't want to fill out forms. Tell me and I will set you up as my affiliate, then have your assistant do it. **MWA: Most Wanted Action** is for them to show interest.
10. **CREATE AN OPPORTUNITY** for them. Nobody cares about your product, but people care about being on TV or on the radio.
  - A. An Online Summit
  - B. An Audio Podcast

## BUILD YOUR PARTNERSHIP PLAN

### POTENTIAL PARTNERS I'D LIKE TO REACH:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### I CAN BEST CONTACT THEM BY:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### HOW CAN I BEST SERVE THEM? OFFER I'D LIKE TO MAKE:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
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4. \_\_\_\_\_  
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