

Finalize Your Partner Offer

To partner:

1. You need to know what your creative concept is (it can be very simple or highly complex)
2. You need to have a system to support you (technology)
3. You need to have a free giveaway (to give to your partners' audience in exchange for their name and email address)
4. You need to have your partner offer ready to go

To Prepare Your Partner Offer:

First - What do you want your partner to do exactly?

Write down exactly what you want them to do.

- Send out an email? 2 emails? What will be the specific email content?

Second - Who are some ideal partners that would be a perfect fit?

(Who else has the same target market as you?)

Create a list of 50 partners

Third – Create your partner offer

Your **Partner Offer** is the invitation you're going to make to partner prospects.

It includes:

- What's in it for them
- What's in it for you
- The specific way you will work together – your proposed commitments as well as theirs

It's often a good idea to prepare 2-3 tiered options to offer to partners. For example, you might have a very special partnering invitation that you would only want to make available to a very short list of cream-of-the-crop partners (like inviting them to be a speaker on a telesummit, or co-lead an event, or be a guest on your web tv show), while for other less strategic partners, you might have other invitations you would like to make to them (like link-exchanges, or a Twitter exchange, or a short add on your newsletter).

- What would you like to offer your top-tiered partner prospects to do with you?
- What would you like to offer your mid-tiered partner prospects to do with you?
- What would you like to offer your lower-tiered partner prospects to do with you?

It's important that you have your offer well thought out before you approach partner prospects. While at the end of the day, everything is negotiable with a partner, you don't want to waste your time or the time of your partner by not coming prepared with a specific offer.

Once you have the Partner Offer ready to go, you are ready to start approaching partner prospects. Your Partner Offer gives you a place to start your conversation with a prospective partner. Once you begin the conversation, you are certainly able to customize your offer, where appropriate.

Fourth – Prepare how are you going to explain your Partner Offer

Some offers are very simple that can easily be made in one sentence or two in the body of an email.

Other offers might be more complex. For more complex offers, create a 1-page document that explains clearly and concisely what your Partner Offer is. This document can be attached to a short and simple email.

Examples of 1-page Partner Offer documents:

[WorldChangingBusiness Telesummit Partner Offer](#)

[TrustGivers Partner Offer](#)

Fifth – Overcome Partner Objections

Partners will want to know:

- Who are you? Will you help them look good? Do you have a good reputation in the market?
- Are you capable of doing whatever you are proposing?
- Will this take a lot of my time/energy/resources?
- Will this be beneficial to me? Will I make money? Receive new subscribers?