

Reaching Out To Partners

Congratulations for making thus far in the journey!!! Everything we've done to date has been leading you to this moment... the moment when you begin the process of reaching systematically out to partners.

Now it's time to collect a few essential pieces of information to get a general assessment of where you are.

1. Who is your target market?
2. What is the ultimate or core benefit you offer your target market?
3. What is the core product you are selling?
4. What is your Community Offering?
5. How do you intend to involve partners?
6. What is the benefit to partners?
7. What specifically are you asking partners to do? And if there are multiple things you would like to do, is there something you want to do with them first?
8. Do you have an initial email drafted to send out to partner prospects?
9. Do you have a follow up email containing the details of your partner invitation?
10. Do you have a list of at least 20 (more is better) partner prospects with their email addresses?

Use this moment to review where you are and get back on the same page with yourself with your Community Building Project.

Whatever is incomplete, don't worry. What it all boils down to at this point is having the email you intend to send out to partners.

ONE FINAL PASS ON YOUR PARTNER OFFER

As you prepare to send out your emails this week, it's not a bad idea to pause for just a moment and take one final look at your partner offer.

Ask yourself:

Is it an irresistible offer?

Is it something they are absolutely going to want to say yes to right away?

If it's not, what can you do right now, to shift it slightly? Perhaps eliminating some of their burdens, expense, time, or input? Perhaps foregoing some of what you want in return – delaying your pay off until after a first step is made in good will on their behalf?

Having an offer that is irresistible will make it easy to send emails out to make the invitation.

GETTING TO THE EMAIL

Do you have your partner introduction and follow up emails crafted??

- Yes? Wonderful, move on to the next section!
- No? That's okay! No worries! You are just in time! Go ahead and craft your emails now. There are templates below. Don't make it challenging on yourself; just follow the template. Set a timer and be done with it in 10 minutes! Ready – Set – Go!!!

Sample Introductory Email

Dear <Name>,

You might not know this, but I've been a big fan of what you do for a long time. [INSERT A COMPLIMENT THAT SPEAKS DIRECTLY TO WHY YOU'VE BEEN IMPRESSED BY THEM.] Over the years, I've received tremendous value reading your newsletters and participating in your calls. Thank you for being such an excellent example of integrity, generosity, and success.

I am [INSERT A 2-3 SENTENCE DESCRIPTION OF WHO YOU ARE – PULL DIRECTLY FROM YOUR ELEVATOR PITCH.]

Today I'm writing you with the hope of working together with you to grow our respective businesses together.

If you are interested in discussing the possibility, just respond to this email and I'll reply back with more information on my idea.

Warmly,
<Your Name>

And then, when partner prospects respond – and they will – respond back again with a follow up email with more information.

Sample Follow Up Email

Dear <Name>,

Thank you for your response and consideration!

I'd like to offer the opportunity for us to work together to build our respective businesses.

It would be my pleasure to invite you to... [INSERT WHAT YOU ARE OFFERING TO THEM.]

Optional: I have attached a 1-page flyer explaining the details of my offer.

I'd like to set up a time to speak with you over the phone to discuss this in greater detail. Here are some times I am available in the coming week:

- [Insert date and time]
- [Insert date and time]
- [Insert date and time]

Please let me know if any of these times work for you.

Warmly,

[YOUR NAME]

LIST OF 20 PARTNERS

Once you have your two emails, the only other thing you need is your list of partners.

What you need:

- At least 20 partners (preferably 50)
- Email address for each
- Phone number for each
- Website for each

IMPORTANT!!! Be clear!! You DO NOT NEED to have everything else in place to begin reaching out to partners. This is a blatant misconception. If you're opt-in isn't done and your free giveaway is still in draft format – it doesn't matter. You can still reach out to partners.

All you need is the two emails and a list of at least 20 partner prospects.

WHAT WOULD STOP YOU FROM SENDING EMAILS TO PARTNERS?

What would be your reasons or excuses for not sending emails to your partner prospects this week?

I'd like to share my personal experience with sending emails to partner prospects. When I first started reaching out to partners to fill the WorldChangingBusiness Community with a host of high caliber experts, I have to tell you, I had a TON of resistance.

I created my emails. I had my invitation in order. I knew exactly what I wanted to say. But still, I wasn't doing it. I wasn't sending out the emails.

Finally, I asked myself, "What am I afraid of? What is the big deal?"

Here's what my list looked like:

- I am afraid no one will respond.
- I'd rather keep this great idea of something "I'm going to do" neatly in tact in my imagination, rather than face the possible challenges involved with bringing my vision into reality.
- I'm terrified of being rejected.
- I'm afraid they will think I'm totally out of line even asking them.

I danced around my excuses for nearly a month. A month! A full 4 weeks, 30 days, 720 hours, 43,200 minutes, 259,200 seconds... dancing around my excuses.

And the reality is, the fear of my excuses didn't go away one iota until I finally just did it. I sat down and I sent emails.

Sending out the emails was the ONLY thing that helped me move beyond my fears and excuses.

You can apply this information to your own situation. You can either wait a week, or a month, or 6 months, or a year, to finally get over your reasons not to send out the damn emails.

Or you can just do it.

Why is it so difficult?

- It's asking you to receive, and people have a hard time receiving.
- It's asking you to believe in your own worth, and we like to pretend (even though we know better) like we're unworthy.
- We have to face our fears of rejection, which we've all faced before and managed to live through.

Don't beat yourself up for feeling resistant. And don't allow your fearful voice to convince yourself NOT to send the emails. This is just your voice of fear operating... it's your mind trying desperately to keep things exactly the same – even if what you REALLY want is to increase your impact and success ten-fold.

TIPS ON SENDING EMAILS

- **Do it before noon.** That way you can't put it off. Put it at the beginning of your day so you "just do it." And then you will feel tremendous relief knowing it's done.
- **Block time in your calendar now.** It will take anywhere between 20 minutes and 2 hours to send the 20 emails. The amount of time it takes depends on you.
- **During this blocked time, do not do ANYTHING ELSE.** Let all phone calls roll into voice mail. Disconnect yourself from the internet. Do absolutely nothing but send the emails out.
- **Set a timer.** The act of setting a timer will help you focus and get it done quickly and easily.
- **Don't over think. Just send.** That's right.
- **Plan to do something fun afterwards.** Perhaps take yourself to lunch, or take the afternoon off.
- **Remember WHY you're doing it.** Remember what's in it for you, for your future customers, for your partners, AND for that larger community you identified.
- **Kindle your courage.** You are moving mountains when you send out these emails, so think of yourself as the mighty warrior you are. If you were to use just 1% of the courage that god gave you, sending these emails would be a cinch.

WHAT TO DO NEXT

- (1) Complete the two emails so they are 100% ready to send out.
- (2) Get your list of 20 partner prospects, with their emails addresses ready to go.
- (3) Send out at least 20 emails to partners.