

# How to Establish Profitable Partnerships

A guide to joint ventures that grow your business



YOUR TRUE  
POTENTIAL

IGNITE YOUR POWER WITHIN

## Workbook

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# Introduction – Joint Ventures for Small Business Owners and Entrepreneurs

1. Refer to the list of JV benefits. Which of those benefits, or others, can help you achieve your entrepreneurial or small business goals? This helps you identify exactly what you hope to receive from a joint venture project.

- Access to new markets
- A successful product or service launch
- Increasing conversion rates
- Increased sales and profits
- A boost in reputation
- Building a pool of prospects
- Access to better staff, software, hardware, and other resources
- Increased productivity and efficiency
- Improvement in the quality of your products and services
- Establishment of important business connections

<b>Benefits to You</b>

2. Now that you know the overall purpose of your JV, write down 2 or 3 business goals you want your JV to deliver. You can refer to the goals listed in this introduction, making sure you tailor them to specific and detailed goals relevant to your business needs.

	<b>Goals</b>
<b>1</b>	
<b>2</b>	
<b>3</b>	

3. Look at the 3 different types of joint ventures. Which do you think will be most applicable to your situation, the most effective for helping you reach your goals?

- Co-ops
- New Businesses
- Mergers

## **Finding the Right JV Partner**

1. Review how a JV integrates with your business strategy. What goals, priorities, and objectives do you have? How will a JV partnership align with these? *Tip: you may find that your business strategy is outdated. This is a good time to update it. You may uncover new goals and priorities to help you focus your energies.*

<b>Business Strategy, Goal, or Objective</b>	<b>How a JV Partnership might help</b>
<i>Ex. Grow revenue by 20%</i>	<i>Revenue is flat; I am having challenges growing my list.</i>

2. **Research.** Complete the following table to help with your research to find a suitable JV partner. Review the content in this module to help you. Essentially, you are thinking through potential partners within your existing network, and then researching prospects outside of that

network.

<b>Type of partner</b>	<b>Within your network</b>	<b>Outside your network</b>
<b>Filling the gap</b>		
<b>Complementary products or services</b>		
<b>Clients, suppliers, distributors</b>		
<b>Competitors</b>		
<b>Other</b>		

3. **Narrow down the options.** Now that you have a list of possible JV partners, you need to narrow these down. Use the matrix below to assess each of potential partner so you can focus on one or two. To calculate your score, assign the number at the top of each column to the cell you circled. Then add up those numbers for your total score.

<b>Potential Partner:</b>				
<b>Criteria</b>	<b>1</b>	<b>2</b>	<b>3</b>	
<b>Alignment to your product or service</b>	No alignment	Some alignment	Very closely aligned	
<b>How well established</b>	Not yet established	Somewhat established	Very well established	
<b>Size of consumer base</b>	Small consumer base	Growing consumer base	Large, mature consumer base	
<b>Performance</b>	Low performance	Average performance	High performance	
<b>Reputation from customers and suppliers</b>	Poor reputation	Average reputation	Great reputation	
<b>Online presence</b>	Low visibility/presence via various channels	Developing visibility/presence via channels	Diverse and mature online presence via various types of channels	
<b>TOTAL SCORE:</b>				

## Outline The Key Components of Your Proposal

1. Use the following template to draft a proposal outline.

<b>JV criteria</b>	<b>Details</b>
<b>Plan A: Proposed commission</b>	
<b>Plan B: Maximum viable commission (your limit)</b>	
<b>Additional offers beyond commission splits</b>	
<b>Launch date</b>	
<b>End date</b>	
<b>Responsibilities</b>	
<b>Goals</b>	
<b>Intellectual property</b>	



<b>Conflicts</b>	
<b>Performance</b>	
<b>Contract, legal</b>	
<b>Miscellaneous</b>	

# Recruit Your JV Partner Through Effective Communications

1. Plan your communications using the following template. Always do research to see what contact info you can find above and beyond the email address provided on most web pages.

<b>Potential JV partner</b>	<b>Email</b>	<b>Phone</b>	<b>Chat</b>	<b>Other</b>

2. Draft your communications. This can either be an email or phone intro. Outline your key points so you don't forget something. Here are

the two email first-contact templates mentioned in the Course Book.

**Sample cold contact email template:**

Hello! My name is {insert name} with {company name and web address}. I was checking out your website and I'm impressed with {insert aspect}. My business does {insert main line of business}, and I think we could both benefit by partnering. I'd love to connect to explore potential opportunities. We could create a special offer such as {insert potential offer}, and I would be open to whatever you have to offer. Let me know if you're free at {insert 1 or 2 times for a telephone call}.

**Sample warm email template, for someone you already know:**

Hi {their name}. It's {your name} from {your business}. I'm {state your relationship with them - "I'm a customer of yours" or "I'm a member of your private mastermind group"} and I've been impressed with {insert aspect}. My business does {insert main line of business}, and I think we could both benefit by partnering up.

I'd love to connect to explore potential opportunities. For example, we could create a special offer such as {insert potential offer}. I'm also anxious to see if you have a joint partnership idea in mind. Let me know if you're free at {insert 1 or 2 times} to chat. If you prefer to touch base in another way, just let me know. Thanks, and I look forward to talking more.

**Your Communications Draft**

3. Outline some key talking points to have prepared for negotiations.

Talking points	Details
What makes your product/service unique and special?	
Your reputation	
Why they should do business with you	
Thinking beyond commissions	
Miscellaneous	

## Establish Your Partnership

# Agreement

1. Download the agreement templates or draft your own for either the affiliate program or more formal JV (depending on which you are pursuing). Review the agreements and work out the details for any missing components you had not yet considered.
2. Work through the following list and fill in any gaps in how you'll set up the partnership. For more complicated joint ventures, you'll then need to contact a lawyer to draw up something more formal.

	✓
Details of the affiliate program	
Duration of the program and end date	
Goals and objectives	
Individual responsibilities	
Terms and conditions	
Payment schedules, commission structure	
Conditions for terminating, dissolving the relationship	
Miscellaneous issues	

## Conclusion and Next Steps

1. Review your learning activities in each of the modules.
2. List your next action steps and deadlines for achieving them. Follow the lessons in each module in order when identifying your task, and be sure to include a task for contacting a potential partner.

Task	Notes	Deadline

3. Don't forget to consider a lawyer if necessary for the peace of mind of both you and your new partner. As one task, you can ask friends or colleagues for names of lawyers they have used.

