

THE PARTNERSHIP PLAYBOOK



**What other business types look after
your ideal clients but that don't compete
with your business?**

**What businesses do you already know
that fall into each of these categories?**

**What people do you already know that
fall into each of these categories?**

**What's in it for them? How can you
reward them?**

**What visuals can you put into a
presentation for potential Trust Team
partners?**

**What part of your service can you give to
their clients for free that you normally
charge for?**

**What part of your service can you give to
the future partner for free that you
normally charge for?**



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How often should I be scheduling in meetings with them? And Why?

What hot topics could I cover at future Trust Team Meetings?

What client case studies could I use at future Trust Team Meetings?

What could you do to add more value to your Trust Team?

What joint events could I do with a Trusted Team partner?

What joint marketing could I do with a Trusted Team partner?

What 3 Actions could I take immediately to build partnerships?

- 1.
- 2.
- 3.