

SHEBUILDSBRANDS

How to secure

By Kubi Springer

PARTNERS

Steps 1-10





TIME TO SECURE YOUR DREAM PARTNERSHIP

In the same way that no man is an island...no brand can be built on its own!

The most effective brands are built from partnerships. Whether they be strategic collaborations, digital affiliates, impact initiatives, sponsors or endorsements; all great brands need strong collaborations to enable them to grow, sustain and last.

Let's Do The Work!

STEP 3: Write down the CRM fields you need to log the relationship building process. e.g.: Said Yes. Said No, Need To Chase etc. Write down which CRM system you will use to log the data.

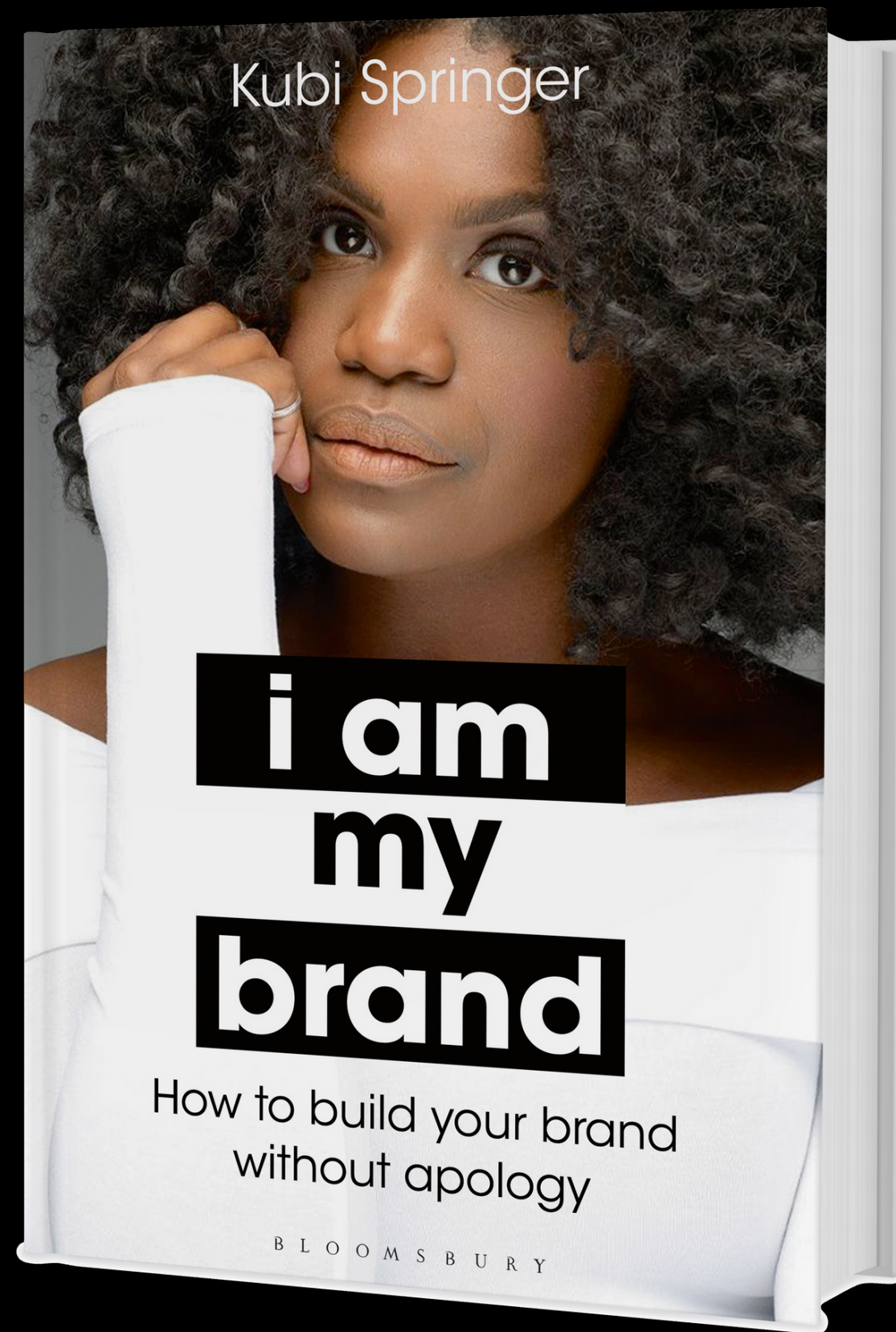
STEP 4: Write out your introduction pitch - no more than a paragraph.

STEP 5: You need to listen! Write down what tools you will use to gather 'listening' data.

STEP 6: Write down what will go into your Partner Pack and who will help you design it.

STEP 8: Write down your negotiation pointers. What are your deal breakers? Where can you bend?

STEP 9: Write out what pointers you want in the partner contract. Eg processes, reporting systems, working practices, money split, financial terms and outcomes agreed. (Remember to get a lawyer to review it!)



“**DEFINE YOUR BRAND**
OR THE WORLD
WILL DEFINE IT FOR YOU”

Kubi Springer - SheBuildsBrands



admin@shebuildsbrands.com



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