



Collaborations

Collaborations are one of the fastest ways to grow your business!

Why?

1. Because it gets you in front of an audience who may never have known you existed before
2. It eases the burden of tasks since tasks should be shared
3. It boosts your visibility and sometimes your credibility

There are some huge mistakes entrepreneurs make when going into collaborations. The following information will guide you as to how to determine who to collaborate with and steps you should take to ensure the collaboration works in your favour.

Let's start with:

Your goal

What do you want to happen at the end of this collaboration? New clients? More money? (Be specific) Understanding and being very clear about your goals before you even decide on a collaborator is very important



Who to collaborate with

1. Make a list of businesses who have the same ideal client as you



2. What values do you want/need your collaborators to possess



3. How long should your collaborator be in business? (Note: the longer a collaborator is in business the bigger their clientele and more likely to have a ready waiting audience)

What to collaborate on

1. What products/services would compliment what you are already selling? What added benefit would your ideal client appreciate receiving?



2. What is the added benefit you will be giving to their clients that they are not receiving right now?

3. What would the collaboration look like? Would it be done online or at a market or through face to face consultation?



Where to collaborate

1. What content will be shared with both your audience about the collaboration?



2. When will the content be shared and on which platforms?

When to collaborate

1. How long would you like the collaboration to last? Get very specific with dates and time





How to collaborate

2. What tasks would be involved during the collaboration

3. Who would be assigned to each of the tasks listed above





4. Who would be the spokesperson? Who is the face of the collaboration?

MONEY!!

1. Who would be paying if there are ads/venues etc involved? _____
2. How will payments be handled? Would the money be split in half? Would one person collect all and then share? Yes/No _____
3. How would money/profits be recorded? Where is your paper trail? What should it look like to your benefit?



Marketing Dynamics
Business Solutions

FINALLY!!

1. Has a contract been drafted and signed? Yes/No

