CHAPTER 10 EXERCISE

Build Your Partnership Strategy

This exercise produces a prioritized partnership landscape, a pitch for your highest- priority partner, and a measurement framework for the collaborations you run. Complete each part before moving to Chapter 11.

Audience overlap map: describe your target customer in detail, then list every newsletter, podcast, tool, community, and creator they regularly engage with. These are your raw partnership candidates.

Complementary problem map: list every adjacent problem your target customer has that your product does not solve. For each problem, list the category of product or person that solves it. These are your natural partnership categories.

Prioritized partner list: using your audience overlap map and complementary problem map, list your top ten partnership candidates. For each one, note their tier on the Partnership Pyramid, your current relationship with them, and what you bring to the table.

Write the pitch for your highest-priority partner in full. Use the four-section structure from this chapter: specific observation, specific proposal, value to their audience, specific next step. Keep it under three hundred words.

Define your partnership measurement framework. What will you track for each collaboration type? How will you evaluate whether a one-off collaboration should become an ongoing relationship?

Set a date to send the first five partnership pitches from your prioritized list. Write them this week and send them on that date.