

PARTNERING WITH PEOPLE YOU KNOW

Email 1

Subject Line: Let's catch up

Hi [INSERT FIRST NAME],

[INSERT SOMETHING PERSONAL eg How was your recent cruise? Loved the pics from your birthday celebrations on Facebook! Looks like your business is going really well – congrats on your award win / new hire!]

I've had a couple of ideas on how we might be able to partner up to support each other's business in the new financial year.

Are you free to hop on a Zoom call?

I look forward to catching up!

Email 2

Hit Forward on the above email and say ...

Hi [INSERT FIRST NAME]

Hope all is going well in your world!

Just following up on my email below - I'm still keen to catch up. Let me know a day and time that would work for you!

Chat soon,

PARTNERING WITH PEOPLE YOU DON'T REALLY KNOW

Email #1

Subject Line: Connecting from **INSERT NAME OF GROUP, PERSON ETC**

Hi [INSERT FIRST NAME],

Hope you're having an amazing week!

[CHOOSE 1 OF THESE:]

- We met at NAME OF NETWORKING GROUP
- I follow your BUSINESS NAME on FACEBOOK / INSTA (pick 1)
- We are both in the NAME OF FACEBOOK GROUP

and I really wanted to get in touch as I can see a lot of synergies / similaritiEs [PICK ONE!] in what we do.

Given our shared focus on COMMON INDUSTRY/MISSION, I see a great opportunity to join forces to support each other!

Is this something you'd be interested in?

Look forward to hearing from you,

Email #2

Forward the above email and add:

Hi [INSERT FIRST NAME],

Hope all is going well in your world!

Just following up as I'd love to chat more about a couple of ways we could support each other's business.

Thanks,

PARTNERING CONFIRMATION EMAIL (send after you've caught up on Zoom/in person)

Hi [INSERT NAME],

So good to catch up with you today 😊 . I'm excited about how we can work together!

As a partner, I'd love to offer the following to help promote [INSERT BIZ NAME]:

[CHOOSE WHICHEVER APPLIES, THESE ARE JUST SOME IDEAS]

- Writing a post about 5 unusual ways that I've used [your product] for you to publish on your website.
- Publishing a post about you and your business on my website, including a backlink to your site (good for SEO).
- Sharing 5 of your Linked In posts with my followers.
- Inviting all of my Facebook friends to follow your Facebook page.
- Including a short piece about you and your business in my monthly email newsletter.
- I can introduce you to [xxxxxxx] who works in a similar industry as I can see some real opportunities for you to collaborate with them, let me know if you're keen.

In return, I'd love to explore how we can make this a two-way value exchange. Here's what I'd love your support on but also keen to hear your thoughts:

- I'd love it if you could find a suitable way to link from [THEIR WEBSITE] to this page on my website.
- An introduction to [PERSON YOU WANT TO CONNECT WITH] and any others you know with a [PODCAST / YOUTUBE CHANNEL / BLOG] as I'm keen to be a guest.
- A shout out on your Facebook / IG / TikTok about your experience with my [PRODUCT OR SERVICE] plus a 5 star Google review
- Any other tips you have on maximising visibility for both of us — I truly value your expertise.

Chat soon!