DR. VENUS

presents

Partner Power Workshop

Who are you?

1. Your "elevator pitch"

   I help _____ (people)

   with _____(problem)

   by _____ (solution)

   through my _____. (platform)

2. What do you have to offer?
   (For example: Social Media friends, followers, or groups. YouTube channel. Podcast. Email list. Associations. Organizations. Influencers. CEOs. Administrators. Event Organizers.)

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<u>What do you need</u>?

3. **Who is your ideal partner?**

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4. **Where can you look for JV partners?**

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5. **What type of collaborations are you seeking?**

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Your Funnel

6. **Top of Funnel:** (e.g. lead magnet, challenge, webinar, etc.)

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7. **Nurture:** (How will you develop know-like-trust? e.g. email series, Facebook group)

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8. **Sell:** What's for sale? (product, program, etc.) How will you sell it? (sales page, consult, etc.)

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9. **Any high-ticket product/service?**

_____

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JV Partner Pitch Email Template

Hi (name),

ESTABLISH RELATIONSHIP

TRANSITION TO PITCH
Because you... I think...

WIN (for them)
What can you do for the partner so they'll want to respond to you & discuss further?

EASY ASK
What do you want them to do for you? A clear and easy ask.

10. Your JV Pitch:

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Media Pitch Email Template

A. Stand-out subject line
B. Establish relationship and/or show you know their work. (OK to skip this for a TV pitch.)
C. The hook: Why is this a timely topic? Why is it important? Why should the audience care?
D. Your idea. Bullet points work well here, if applicable.
E. Note your credibility. Why you should be the one telling this story.
F. Include links to samples of your work (writing or video); also your website & contact info (phone).
G. Add a SHORT bio below your signature line.

11. Your Media Pitch:

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