

GROWTH & STRATEGY — MODULE 19

Local Partnership Strategy

Identify and approach three partnership opportunities.

Name:

Date:

Partnership 1

BUSINESS NAME AND TYPE

WHY THIS PARTNERSHIP? (COMPLEMENTARY AUDIENCE, SHARED VALUES)

WHAT YOU OFFER THEM

WHAT YOU WANT FROM THEM

PROJECTED COMMERCIAL BENEFIT

APPROACH EMAIL DRAFT

Partnership 2

BUSINESS NAME AND TYPE

WHY THIS PARTNERSHIP? (COMPLEMENTARY AUDIENCE, SHARED VALUES)

WHAT YOU OFFER THEM

WHAT YOU WANT FROM THEM

PROJECTED COMMERCIAL BENEFIT

APPROACH EMAIL DRAFT

Partnership 3

BUSINESS NAME AND TYPE

WHY THIS PARTNERSHIP? (COMPLEMENTARY AUDIENCE, SHARED VALUES)

WHAT YOU OFFER THEM

WHAT YOU WANT FROM THEM

PROJECTED COMMERCIAL BENEFIT

APPROACH EMAIL DRAFT
