

# Partner Fast Workbook

Quick Wins Through Partnership Marketing  
Using Our Proprietary 6 Step Success Formula.



NOVELLO PARTNERS

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# PARTNERSHIP MARKETING IS A GAME CHANGER

The right marketing partnerships can be transformational as they will help you find money, build your brand like never before, grow your audience, shorten your sales cycle and effectively lock out your competitors. Instead of finding 1,000 new customers you could be looking for one strategic partner with the 1,000 customers you want!

This simple course is designed to introduce you to some of the key aspects of our fast, proven, systematic approach to finding the right partners who are open and friendly to partnering with your business no matter what your size or stage.

Many of our clients have achieved quick wins off the back of these fundamentals and many decide to join us for our advanced programs for more live support, templates, deeper mastery and access to our vast and fast growing Community. We have several programs available to suit our clients so feel free to contact us to find out more.

**KEY FUNDAMENTALS** - The 7 essential mindset secrets that will ensure your partnerships and business are a huge success.

**STEP 1: Get Partner Ready** - Set clear foundations for your marketing partnerships. Understand the stage you're at, your target market and what you are trying to achieve so you are going for the right partnerships at the right time.

**STEP 2: Identify Your Assets** - Gain clarity and confidence on what you have to offer and how you can increase your attractiveness to the right prospective partners. Eventually you will have the right partners coming to you!

**STEP 3: Pinpoint the Right Partners** - Uncover and identify the right partner prospects in your existing network.

**STEP 4: Work Out Your Offering** - For this course we focus on the quickest and easiest types of marketing partnerships so you can define what structure and offer will best suit your business and partner prospects.

**STEP 5: Seal the Deal** - Approach the right partners the right way to maximise your probability of success!

**STEP 6: Happily Ever After** - Ensure you protect your partnerships and fully leverage them for ongoing success. You should be building on the right marketing partnerships, and set up correctly they will create more resources!



# WHO IS SIMONE NOVELLO?

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Simone Novello is the Managing Director of Novello Partners, an ex-corporate entrepreneur and keynote speaker. She is considered to be one of Australia's foremost Partnership Marketing Experts, and has been recognised with many awards during her nearly two decades in the industry. With a desire to share her inside knowledge to help businesses grow faster without a reliance on expensive and ineffective advertising, Simone developed the '6 Steps to Partnership Marketing Success' model.

Simone has built an extensive and impressive network of partner-friendly businesses across the globe – all from the comfort of her lively and rustic mountains property. These businesses are instantly reaping the financial, brand and lifestyle benefits of partnership marketing, and are actively engaged in a group that supports each other and openly shares knowledge on a daily basis, no matter where they are placed on the map.

## Our Alliances Include:



# GROUND RULES

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Novello Partners vision is to create a thriving Community of partner friendly businesses who understand the benefits of win/win low cost marketing that's highly effective.

There are **3 Golden Rules** to the perfect marketing partner:

1

You must have a win/win strategy - if only one partner wins the partnership is not sustainable. Go in with genuine intentions to add value and ask for what you need - this equals more confidence and better outcomes;

2

You must have a compatible target market - it's not the biggest database that will get you the best result - it's the most aligned database. There's no point aligning with pensioner car insurance if you sell family 4WD's; and

3

You must have an alignment of values - like any relationship an alignment of values means smooth sailing. If you're vastly different you could be in for a rocky ride. For example, if you're a nimble cheeky ethical brand there's no point aligning with a conservative unethical brand.

Partners are team players who acknowledge that the whole is greater than the sum of its parts. They understand that working together for the benefit of the partnership, especially when things don't go to plan, makes the partnership even more powerful. Quite simply, the right partners do better together!

Ultimately, you are responsible for the success of your partnerships. We are here to guide and assist you in maximising your probability of success faster.

**DON'T FORGET** to check out and join our social media groups so you're hanging around in the right places and join in the conversation!

## IMPORTANT:

When working through this workbook, if you have multiple businesses or target markets, just focus on one at a time, otherwise you may find this process confusing. Simply download and complete a workbook for each business or target market.



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# START HERE: KEY FUNDAMENTALS

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Watch the Start Here and Mindset videos within your membership site. Think about you, your business and life in this context and complete the following exercises.

**What do you love about your business?**

**What is your vision for your business?** It's \_\_\_\_\_ years from now and...

**Do you exhibit these mindset principles, and how could you make them a bigger part of your business and life?**

1. Enthusiasm

2. Attitude of Abundance

3. Law of Reciprocity

4. Commit

5. Be Proactive

6. Take Responsibility

7. Take Action!



# STEP 1: GET PARTNER READY

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**What are your objectives for the next \_\_\_\_\_ ?**

1.

2.

3.

**Who is your target market?**

**PRIMARY:**

**SECONDARY:**

**TERTIARY:**

**What role do you think your marketing partners will play in your business?**







# STEP 3: PINPOINT THE RIGHT PARTNERS

What do your ideal customers buy, think about and/or do:

<b>Before they buy from you?</b>
<b>During their purchase with you?</b>
<b>After their purchase from you?</b>

Now think about the low hanging fruit. Are any of these brands in your existing network or do you have a relationship with any of them already (e.g. suppliers, brands you custom, common community etc).

	Brainstorm Specific Partnerships Prospects
<b>Before</b>	
<b>During</b>	
<b>After</b>	



# STEP 4: YOUR OFFERING

1. Find 3 examples of marketing partnerships that you love and that could work in your business.

Top 3 Partnership Marketing Examples
1.
2.
3.

2. Looking back over your assets, how could you use them as an offering to your partners and their customers? E.g. how to video, content, samples, giveaway ebook, affiliate commission, competition. Make sure you also consider what you need in return. E.g. opt in, endorsement, exposure.

What do you need from them?	What do they need from you?

3. How will you set it up? What do you need to consider and set up logistics-wise, to make sure you can fulfil on, and measure the success of your offering?

Example Ideas (Promotional codes, landing pages, opt in, lead magnet, affiliate links etc.)



# STEP 5: SEAL THE DEAL

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## 1. The top things you need to do to optimise your LinkedIn Profile

- Ensure your profile picture is professional and engaging
- Ensure your title describes the benefits of what you do for your target audience (not a meaningless job title or jargon);
- Speak to your target customer or partner do not use your profile as a resume to talk about how great you are.  
Build rapport by letting them get to know you (this is a people to people exercise!) and let your values shine through.
- Consider including your 'Gaddie Pitch' (watch the short video under Step 5 in your membership site)

## 2. Research your top 3 prospects

Use tools like LinkedIn, mutual connections, and Google to find out key information about your prospects to ensure they're a great fit for your business. Note your findings in the table below

Top 3 Partners
1.
2.
3.



# STEP 5: SEAL THE DEAL (CONT'D)

Here's a simple, brief and effective introductory message template you can use via LinkedIn or email.

Hi X [personalised in a friendly but professional way],

I recently saw you present at xyz [warm touch point]. I thought there may be some mutual benefit in connecting [legitimate reason why you want to connect without giving it all away!], so I'd like to add you to my LinkedIn network.

[personal sign off]

**HOT TIP:** Always think of the what's in it for them and make it easy for them to say yes.

## 5. When you get the meeting here's how to make the most of it.

- Prepare by completing the previous steps.
- Value their time, listen more than you speak and prepare two types of questions.

**Qualifying questions:** ask pertinent questions to make sure they're the right partner for you. e.g. what are your objectives for the next 12 months. Confirm their target market.

**Hot button questions:** find out what they want and what their customers want. What are the biggest opportunities and challenges. Don't assume!

## 6. Got to the deal? Put it in writing. It doesn't always need to be a legally binding agreement but you must ensure you put the key details in writing to avoid misunderstandings. Consider things like:

- Responsibilities of each partner (who will do what by when);
- Start and end dates;
- Offer details including terms and conditions;
- What are the measures of success?



# STEP 6: HAPPILY EVER AFTER

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No good relationship is set and forget! Now that you've bagged an awesome partner you need to ensure you set up and execute your partnership properly to make the most of it. You also want to protect your partnership from competitors and build on your successes. Your first campaign is really just the beginning.

Here are our top tips:

## Marketing Partnership Management Checklist

- Set your campaigns up properly and professionally. Allow enough time;
- Make sure you can demonstrate the value of your partnership to your partner and internally;
- Regularly catch up to review and plan ahead;
- Find out what's coming up in one another's businesses and how you could benefit one another;
- Be honest about what is and isn't working and find out how your partner is feeling about things also;
- Be great to do business with e.g. deliver on time, pay any monies on time;
- Be proactive and committed to the partnership;
- Reassess regularly - do the terms still work for you both? Do they need to be adjusted?

**Are You Excited By the Possibilities?  
Need More Help?**

Contact Us: [connect@novellopartners.com](mailto:connect@novellopartners.com)



# NOTES

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