



Module 6 Overview: Profitable Partnerships

It's Samantha Hartley of Enlightened Marketing and the Magnetic Marketing Essentials Academy. I'm really excited to bring you this module, it's called Profitable Partnerships. In it, we're going to be learning all kinds of things about joint ventures, strategic alliances and other collaborative endeavors that will help to reach way more people working with and through others. Before we go too far, let's take a look at the outcomes of this particular module.

When we're done you're going to have a list of partners that you can approach. You're going to have a profit-pulling message and offer for them and their audiences. You're going to know the exact text to use in your outreach efforts. And you're going to have offline applications so that you can use the strategies that we talk about to reach more people through the internet and through the audiences that are found there, and in your own local community or in the communities of your partners.

You know that I love to start every module by asking the question "why." Why are people always talking about Profitable Partnerships? Why are JVs and referral partners such a big deal? I think there are three main reasons. For one thing, unless you're pretty much Walmart or Amazon.com, everyone's offer is incomplete, so we can always help our audiences better by combining our offers and our efforts with others.

I'd also say that being a solopreneur and really any business owner, even if you have a big staff, is a pretty lonely effort. You're kind of isolated and if you're trying to do everything on your own, you're going to experience a dearth of ideas and inspiration. Finally, marketing is hard. I'll be honest, even as a marketing consultant, we have a lot of times when our marketing efforts don't work and we feel disappointed and we're looking to others for those same ideas and inspiration. One of the big benefits of partnerships is that you complete your outreach effort.

Working on joint ventures allows you to connect to partners, teams and into other networks. When you do that, you expand your reach and your impact. When you leverage the enthusiasm, energy and ideas of others, you really get a synergistic effect and that marketing which used to be really hard and often didn't work, you're going to find that you get way better results by knowing what works for others, what doesn't work for them, and by combining your efforts.

This module is going to be a little different than the others and that the audio that you'll be hearing is actually taken from an action day that I did in the past. Andy and I combined forces with our Inner Circle clients and some of our Mastermind clients and we brought them all together for a big action day on creating profitable partnerships. You'll be hearing the actual audio recordings from that day. You might hear questions from the students. You might hear feedback and other things like that. You'll also be given the very same exercises to complete.

I have to tell you that the Magnetic Marketing Essentials Academy didn't exist at that time and it really was inspired by the incredible success of that day. We had so many students come in, in the morning, feeling skeptical, like joint ventures were out of their reach, that this was something for a bigger company, not for them. At the end of the day, they actually had materials and email ready to hit send and a list of partners that they could approach.

So if you will stick with this module and execute the exercise as exactly as they are here, you already know, you're going to end up with great results. You've already seen the benefit and the power of action days.

So, let's get started!