

# Create a Potential Partner List

When creating your potential partner list, ask yourself, “With whom would I...

- Partner if I were starting a traditional business such as a franchise or retail store?
- Most enjoy working and want to spend time?
- Want to share the responsibilities and rewards of my business?

You will want to invite someone who is honest, reliable, trustworthy, committed, open to serving, someone who knows how to enjoy life, relates well with others, and whose skills and values compliment yours.

Ask yourself the following questions:

## Who do I know who

- I admire and respect most personally? Respect most professionally?
- Is self-motivated? Has an entrepreneurial spirit?
- Is an effective leader? Is a team player?
- I can count on getting things done when they make a commitment?
- Has an interest in nutrition and wellness? Is involved in fitness or sports?
- Is motivated by being a part of a bigger vision?
- Enjoys serving and helping others?
- Is successful in their current business or occupation?

List the most important qualities that you desire in your Partners:

---

---

---

---

---

---

First, on a separate page make a large list of people you know: friends (school, church, neighbors), people with whom you do business (insurance and real estate agents, business owners or managers, brokers, bankers, etc.), co-workers, and relatives.

Next, using the qualities you listed above, choose those with whom you would most enjoy working. Write these names on your *Potential Partner Name List*.

# PARTNER INVITATION WORKSHEET

Your WHY

---

---

---

Name	Number	Their Qualities You Admire. Why You Thought of Them.	Potential Benefits to Them. Solutions to Their Needs.
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

# Prepare Your Business Proposal

## Create Your Partner Invitation:

The purpose of your initial invitation is to ask your potential partner if they would take a look at a short business overview and consider joining your team.

Use the bullet points below as a framework for your approach; they are the foundation of your business offer. Your job is to provide conversation around these points that is natural, genuine and direct from the heart, not like a script. Revise it to create your own authentic invitation.

## Sample invitation:

Hi (name), this is (your name). How's your day going? I know you're busy and I respect your time. Do you have two minutes to talk? (If, "yes"):

- (name), the reason for my call is this:
- I work with a team who's using a new business concept I really like, and I'd love to show it to you.
- We're looking for 4 partners to join us, and you impress me as someone who has the qualities we look for. I have so much respect for you... (Expand on their qualities you admire. Pause to listen for response.)
- (Name), when it comes to making money and helping others, do you keep your options open?
- Great! I'd like to invite you to watch a short business overview webinar that takes about 30-35 min. It's (day) at (time). Does that time work for you? (Pause and listen.) Great, I'll send you a link and conference call number
  - If not, find a couple of other possible times, and tell them you will check to see when the next webinar is being presented.)
- Then we'll take a closer look to see if it's a fit for both of us.
- If you don't think it's a fit for you, would you be comfortable telling me "No"?
- Let's set a time to talk afterwards. Will you be available then?
- Great!
  - (If not, set another time within 24 hours.) Does (day) at (time) or is (day) at (time) better? (Set up an appointment time to call them back and follow up. List the appointment on your calendar.)

# Prepare Your Business Proposal (Social Entrepreneur)

## Create Your Partner Invitation:

The purpose of your initial invitation is to ask your potential partner if they would take a look at a short business overview and consider joining your team.

Use the bullet points below as a framework for your approach; they are the foundation of your business offer. Your job is to provide conversation around these points that is natural, genuine and direct from the heart, not like a script. Revise it to create your own authentic invitation.

### Sample invitation:

Hi (name), this is (your name). How's your day going? I know you're busy and I respect your time. Do you have two minutes to talk? (If, "yes"):

- (name), the reason for my call is this:
- I'm working with a group of social entrepreneurs who are doing well financially by doing good for an important social cause. They are using a new concept I really like, and I'd love to show it to you.
- We're looking for 4 partners to join us, and you impress me as someone who has the qualities we look for. I have so much respect for you... (Expand on their qualities you admire. Pause to listen for response.)
- (Name), when it comes to making money and helping others, do you keep your options open?
- Great! I'd like to invite you to watch a short business overview webinar that takes about 30-35 min. It's (day) at (time). Does that time work for you? (Pause and listen.) Great, I'll send you a link and conference call number
  - If not, find a couple of other possible times, and tell them you will check to see when the next webinar is being presented.)
- Then we'll take a closer look to see if it's a fit for both of us.
- If you don't think it's a fit for you, would you be comfortable telling me "No"?
- Let's set a time to talk afterwards. Will you be available then?
- Great!
  - (If not, set another time within 24 hours.) Does (day) at (time) or is (day) at (time) better? (Set up an appointment time to call them back and follow up. List the appointment on your calendar.)