

# Leverage Relationships

## Activity #1 – Create A New Referral Partnership (Process)

Referral Partner Name: \_\_\_\_\_

Company: \_\_\_\_\_

Services: \_\_\_\_\_

Target market: \_\_\_\_\_

Monthly date to meet: \_\_\_\_\_

Who will create/update spreadsheet? \_\_\_\_\_

*What happens between monthly meetings?*

- Referral partners should make introductions to each other throughout the month and record them on a spreadsheet. Target markets can change each month.

*As an individual, we recommend:*

- Thirty minutes per week for Referral Partner action.
- Review the week in terms of who you have met or spoken with.
- To send introductions, include both parties in the email, phone numbers, a short line or two about each party and why they should catch up, i.e. synergies.

### Tips:

- Check your phone for old messages and contacts.
- Get to know/meet LinkedIn contacts.
- Reconnect with previous clients.
- Attend maximiser events to extend your network.

## Activity #2 – Reciprocate Support (People)

1. **Mentors:** Either engage with a business coach or find a mentor with a broad level of experience in what you are trying to achieve. Many mentors and coaches will assist you with some one-off advice for no cost, and often, that's all you need.
  - a. Write down your top 3 areas of concern/potential mentors who can help you to solve a problem, e.g. cash flow, sales or mindset:
    - i. \_\_\_\_\_
    - ii. \_\_\_\_\_
    - iii. \_\_\_\_\_
  
2. **Friends/Supporters:** List two or three supporters, meet with one of them at least once per month – enter into your diary and send invitations now.
  - i. \_\_\_\_\_
  - ii. \_\_\_\_\_
  - iii. \_\_\_\_\_
  
3. **Industry Experts:** Find three new industry experts who have expert knowledge of areas of interest, e.g. cybersecurity, accessing capital or mobile apps, and arrange one-to-one meetings. Begin conversations around your area of focus. If you do not know them now, ask for introductions.
  - a. Write down your top 3 sought after industry experts.
    - i. \_\_\_\_\_
    - ii. \_\_\_\_\_
    - iii. \_\_\_\_\_
  
4. **Who Can Transform Your Business? Who Do You Need In Your Network?** Write down three people who can help you in business that you haven't met yet, e.g. someone who can help me with my CRM, that I can refer to, etc. Organise to meet them over the next month or two – ask your network for introductions
  - i. \_\_\_\_\_
  - ii. \_\_\_\_\_
  - iii. \_\_\_\_\_
  
5. **How Can I Reciprocate Support?** Look at your list above and then ask yourself, who can you mentor? Who can you support? Where are you sharing your expert knowledge? Who's business can you transform? Who needs you in their network?