

# 10 Tips about Effective Collaborations and Partnerships



1. Who is your customer? Take a good look at your customer/client base and get to know who they are, what they like, and what their interests are. A good partnership has to have a shared customer/client base at its heart.
2. What does your customer need? What challenges does your customer face? What other products or services could be of value to them?
3. Why do you want a collaboration? What do you want from a collaboration or partnership at a business strategy, brand awareness and marketing level?
4. What do you want from a partner? What size of reach, brand awareness, business aspiration, communication channels, or values should they have?
5. What can you offer partners? Make a list of all your soft (brand credibility, ambassadors, network etc.) and hard (mailing list, shop front, social media following etc.) assets and be creative. The best partnerships are mutually beneficial.
6. Do the finances stack up? What's your budget for collaborations? What can you expect to make as a result of each collaboration or partnership?
7. What are your timescales? Successful partnerships take time to develop - ensure you have sufficient time to develop the partnership and try things out.
8. What's the proposition? Develop a mutually beneficial pitch of the opportunity with your ideas that clearly display the benefits of the partnership.
9. Are you thinking big enough? A great collaboration/partnership will challenge everything you do, to create an innovative service or product.
10. Make sure you agree on tangible goals for the partnership/collaboration upfront.

