

Strategic Partnership CHECKLIST

Do you already have a strategic partnership in the works
with an awesome business or organization?

Use this checklist when preparing the collaboration and finalizing details.
It will help you put together something that lets your business shine!

Phase One: Preparation

Define the partnership.

How will it work?

What systems or processes will need to be incorporated?

Are there any important dates, milestones or timelines to follow?

What are the responsibilities of each party involved?

Phase Two: Promotion

Are you connected with your partner on social media?

How will you share this with clients and colleagues?

What channels will you promote this on?

Are there any projects that need to be completed prior to promoting?

Is your partner planning to promote on their channels as well?

Have you submitted a press release to various media outlets?

Phase Three: Performance

What Key Performance Indicators (KPIs) were you monitoring?

Did this partnership create new leads?

Did this partnership result in more business for you?

Was your business exposed to a new, valuable audience?

Did you secure additional collaboration opportunities?

How much incremental revenue did this partnership provide?

Phase Four: Praise

Have you thanked your partner for supporting you?

What channels are appropriate to share your gratitude?

Could you send them a handwritten note or small gift?

Can you share the partnership's success to attract new opportunities?

Are there any testimonials from your partnership that could be shared?

Any other ways you'd like to express your gratitude and appreciation?

Phase Five: Plan

Based on this partnership, what future opportunities could be considered?

Was there anything missing from this partnership you'd want included?

Who would be your next dream partnership?

How would it work?

What would the timeline be?

What would be the benefit to your audience?