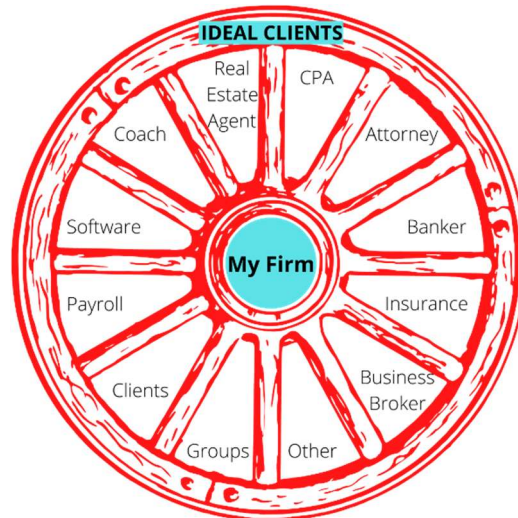


Key Strategic Partner Plan



Your network is your single biggest and most valuable asset. You **MUST** nurture it as you would a goose that lays golden eggs. Know the difference between tactical and strategic relationships. Tactical relationships are common in business networking today. The focus of a tactical relationship is simply on getting the very next client. Strategic relationships will bring you a steady stream of Dream Clients over time. Treat each type of relationship with the level of respect each deserves. Print this document out and carry it with you at all times. This will remind you to nurture the relationships.

- The three contact columns include the words Crawl, Walk, and Run for a reason. The Contact 1 column includes your favorite Key Strategic Partners. Learn to crawl here. Get really good at nurturing these relationships before you go on to Contact 2 (and eventually Contact 3). You start by crawling with your best contacts, work up to the rest.
- Don't be a referral mooch! Be intentional in receiving and giving referrals. Make sure you express gratitude to everyone who helps you out.
- A great connector builds their network with intention. I personally recommend having daily habits so that you build your network every single day. Great habits include expressing gratitude, reaching out, following up, offering to help, and listening. What habits can you implement?
- Tips to engage your contacts:
 - Contact column 1 – these are your favorite Key Strategic Partners. You should engage with each of them at least once a month. Invite these contacts to a private LinkedIn group and regular Zoom group sessions. They will be part of your Influential Interviews and Meaningful Mastermind.
 - Contact Columns 2 and 3 are invited to LinkedIn Group and weekly Zoom sessions.
 - Introduce your Key Strategic Partners in each column to others in the same column. You can add enormous value to them just by doing that.
- Imperfect execution is always better than perfect but incomplete. Just do it! You will get better with practice.
- I love the Chinese Proverb: “The best time to plant a tree was 20 years ago. The second best time is now.” In the context of Key Strategic Partners, this means that if you want success and growth in the future, the best time to act is now.

Key Strategic Partner Plan

When you are creating your Key Strategic Partner Plan, you must focus on building mutually beneficial quality relationships (not quantity). Your goal is to have three Key Strategic Partners per category.

- Step 1 - Which categories are most relevant to your business?
- Step 2 - Who do you already know, like and trust that would be a great Key Strategic Partner?
- Step 3 – Reach out to your network to engage with them.
- Step 4 - Fill in any gaps through deliberate networking.
- Step 5 – Optimize your network through ongoing contact.

[illegible]

Key Strategic Partner Plan

Sample Key Strategic Partner Plan created for an accountant serving local businesses who wants to grow by reaching Key Strategic Partners who also serve local businesses.

Category	Contact 1 (Crawl)	Contact 2 (Walk)	Contact 3 (Run)
Accountants			
Attorneys			
Commercial Bankers			
Commercial Insurance Brokers			
Business Brokers			
Commercial Real Estate Brokers			
Business Coaches			
Software Companies			
Payroll Companies			
Existing Clients			
Groups or Associations			
Other			