



The Dames Power Partner Identification Workbook

What if you could measure more than 75% of your business coming from strategic relationships?

What if you could have FUN with and ENJOY these relationships?

What if your power partners could also be your best mastermind partners (to brainstorm solutions to business problems with + celebrate wins) and/or business buddies to share your journeys together?!

Building strategic partnerships is a major key to efficient growth for business owners while also enjoying business! Finding the right strategic partners, developing strong relationships with them, measuring the results, and activating those relationships over time leads to new business, other key connections, and masterminding possibilities galore. Notice that we don't call these relationships "referral partnerships," rather "*power partnerships.*"

In this workbook, we help you understand several ways to identify your potential power partners so that we can then make those connections for you as part of our Strategic Matchmaking service in The Dames!

Please watch one of the recorded Power Partner Trainings in the Video Library of the membership site at www.member.thedames.co or attend an upcoming Power Partner Training to learn how to put your responses from this workbook into ACTION!!

MOST NETWORKING OPPORTUNITIES



NETWORKING WITH *The Dames*



While in most networking organizations, you'll experience that feeling of "being hunted or being on the prowl," that's NOT how we do it in The Dames. We are all about supporting one another and making connections for the expressed purpose of helping one another get connected to ideal clients, mastermind our challenges and celebrate our wins - as we grow our businesses together!



Let's Begin!

There are a few factors you must buy into for this to work extremely well for you:

Mindset – Believe in collaboration, not competition. Have an abundant mindset – there is more than enough business to go around. Serve first and be willing to receive help!

Clarity - Pinpoint your primary target market (aka focus market) and develop the ability to describe it clearly and concisely. *(If you need help with this, we can recommend several Dames members with masterclasses to help you get clear!)*

Strategic Approach: While you can form relationships with anyone that can turn into power partnerships, your odds go up significantly when you build relationships with strategic potential partners. This means, meeting with and developing relationships with those who already are in a trusted relationship with your potential clients!

Please start by filling in all the information below:

Name: _____

Preferred Email address for introductions: _____

Where are you currently located in the world? _____

What chapter of The Dames are you a part of? _____

Provide a BRIEF description of the product/services you provide:

Please select **ONE** of the options below.

For The Dames Strategic Matchmaking process, I am most interested in:

- 1. Being connected to other Dames to cross refer business, mastermind, or build long-lasting business relationships.
- 2. Being connected to other Dames to meet other like-minded/like-valued women.

If you selected option 2 above, please select up to 3 categories below so that we may match you with your best strategic matches in The Dames.

- Other Dames at similar stages of business/career
- Other Dames in my industry
- Women business owners with children
- Director + women in corporate America
- Director + women in corporate America with children
- Other women (Directors+) in non-profit
- Potential mentors
- Other members who consider themselves to be spiritual
- Other: _____



If you selected Option 2 above and do not want to be matched to women in The Dames for reason #1, please skip to the section entitled "Introduction Paragraph" at the end.

If you selected Option 1 above, please choose one option below:

- Please connect me with other women anywhere around the globe!
- I only want to meet other Dames in my local geographic area

1
Commonalities of past referral sources
.....

2
Same Target Audience; Non-competing service or product
.....

3
Same Service/Product; Different Target Audience
.....

4
Come in contact w your decision maker 90 days before/after your transaction
.....

4 Ways to Identify Power Partners

"Now it's time to identify potential Power Partners using these 4 ways."

How to Identify Your Potential Power Partners

There are 4 main ways to identify power partners when it comes to high-quality matches being made for the intention of cross-referring business, masterminding, and building high-quality long-term business relationships. Please read through the descriptions below and then use the space provided to fill out your answers.

Please select ONE or TWO of the four categories below and complete those sections only. The ones that work best for you!!

Please save (print) the file as a PDF once you've completed this document so that we can begin our Strategic Matchmaking process for you!



Category 1: Category 1: Past Referral Sources

Think of and make a list of the top 5-10 people who have REFERRED YOU CLIENTS over the last year (think of people other than current clients).

On that list, what commonalities do these referral sources possess? What other “outside the box” commonalities do you notice between these referral sources?

For Instance: Are many of them small business owners who work in either B2B or B2C business models? OR Are many of them employees? If so, what kinds of companies do they work for? OR Are they in a certain age group/other demographic? Personality type?

Referrer's Name	Commonalities/Notes



Category 2: Same Target Audience, Non-competing Product/Service Provider

This category only works if you know who your target audience (aka focus market) well and if you can be specific when describing them! For us to work our magic, we need demographics of your target market (the things that we can see from the outside). While psychographic data is great for your marketing, it does not help us make matches for you.

Describe Your Target Audience:

Example: B2B service-based, women-owned businesses with 25-200 employees and \$500K-5MM in Revenues, often in Manufacturing, SaaS, or Technology industries. Operating anywhere in the United States.

Once you know who your target audience is, now think of who else works with your customers - who else provides a service or product to them and has probably already built a trusted relationship with them?

B2B Example: You're an outsourced CMO for small businesses in the STEM industries with \$5-25MM in annual revenues/ 30-300 employees. Potential Power Partners = outsourced COOs, CTOs, CFOs, CIOs, EOS Implementors, CPAs, Business Attorneys.

B2C Example: You're the Director of Sales at a community bank. Your target audience is business owners with 15-50 employees, \$3-25MM annual revenues and a brick-and-mortar storefront. Potential Power Partners = Cleaning supply/cleaning service companies, nearby print marketing stores, payroll providers, marketing agencies/PR firms.

With Category 2's information in mind and knowing your target audience, who are your potential power partners?



Category 3: Same Service or Product/Different Target Audience

In this category, your power partners provide the same or similar service or product as you, however, they provide that service/product to a different target audience.

Same as category #2, this category only works if you know who your target audience (aka focus market) is and if you can be specific when describing them! For us to work our magic, we need demographics of your target market (the things that we can see from the outside). While psychographic data is great for your marketing, it does not help us make matches for you.

Describe Your Target Audience:

Once you know who your target audience is, and the service/product you provide, now brainstorm ideas below: who else provides similar products/services - to a DIFFERENT target audience? (These are your potential power partners in category 3).

B2B Example: You're a digital marketing agency who specializes in working with startups/new businesses. A great power partner is digital marketing agencies who focus on scaling or highly established businesses!

B2C Example: You're an Executive Coach who specializes in working with mid-career professional women aged 30-45. A great power partner is an executive coach who specializes in working with C-Suite professional women aged 45-65!

Brainstorm – Who are your potential power partners in Category #3:



Category 4: A professional or type of company that encounters your end client (the decision maker) 90 days before OR after your transaction is complete.

Think about your clients. When you start working with them, who have they worked with just before you? (Upstream)

When you are nearing completion or while you are working with your clients, to whom do you tend to refer your clients? (Downstream)

These upstream & downstream professionals can be great power partners!

B2C Example: A Realtor's upstream potential power partner: Mortgage Brokers, executive coaches. Or a Realtor's downstream potential power partner: insurance agents, hair stylists, gym owners, other neighborhood business owners.

B2B Example: A company that provides VA training and matchmaking with growing business owners. Upstream potential power partners: business coaches, B2B-focused financial planners, outsourced CFOs. Downstream potential power partners: Coaches, outsourced strategists/high-level advisors

More brainstorming of potential power partners in Category 4:



Let's Make those Introductions!

Great! Now that you've identified some potential power partners, it's time for you to provide The Dames with a short introduction paragraph so that we can make some strategic introductions for you! **Please remember this is an introduction to a potential Power Partner, not to an end client.**

Here is a formula you can use to help you write your introduction paragraph:

____ (your name) _____ is a ____ (describe your personality) _____ and a member of The Dames whose focus audience is ____ (describe target audience) _____. She delivers _____ ZYZ _____ services that result in _____ (pdq results) _____. She is based in ____ (geographic location) _____ and works with clients _____ (locally/ nationwide/ internationally) _____. Check me out at _____ (website & social media links) _____.

Example: Vanessa Shaw is the CEO & Founder of the Business Growth Academy and is also a member of the Dames. Her audience is service-based female business owners who are already running successful 6 & 7 figure companies and who are looking to grow and scale. The Business Growth Academy delivers high caliber group and 1:1 business coaching programs that result in significant revenue increases, confident leadership and more free time.

Please write out your introduction paragraph below:

Well done!

Please send this completed worksheet to Brianna@TheDames.co so that we can make some Strategic Matches for you!

****Please note, Brianna will not make introductions for you if you have not completed one to two of the categories, or if you have not included a complete introduction paragraph for you!****