



## GPS - The 3 Types of Partnerships to Help You Accelerate Your Business

Andrew from Growth and Profit Solutions here, welcome.

I'd like to share a few insights about how the different type of partnerships available to you, and how they differ.

There are 3 types of partnerships:

- *Content partnerships* – where you share your content with others so that they can share it with their network, and vice-versa, so you can both reach broader networks.
- *Commercial partnerships* – where you are looking to help each other on a business basis. For example, providing the necessary skills, capabilities, or capacity that you're looking for. This can also include outsourcing certain portions of your work. Who are the people you want to work with (e.g. accountants) and those who may want to work with you?
- *Referral partnerships* - this is about getting access through and with other people to prospects and potential clients. This has 3 main benefits:
  1. Access a potentially larger universe where you've got quality leads already setting.
  2. Help others to access your marketplace with complementary and non-competing offerings.
  3. Help each other and, in doing so, also help your respective clients.

And here's a little trick with referral partners that I really like...

When you're working with referral partners, look at how you and they can share certain freebies with new clients to provide extra value-add. You get more value for your clients at no cost, and you get exposure to your referral partners' clients as potential prospects.

So, think about what partnerships in each of these three areas are that you are going to have, that you need and where can you find them.

If you found this useful, then come and join us in our Facebook group, the Growth and Profit Dojo for business owners and leaders looking to grow their business and you can find more useful tools, tips and techniques. Just [click here](#), and make sure you answer all 3 questions to get in!





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