



GPS - The 7 Benefits of Building Content Partnerships to Help You Accelerate Your Business

Andrew here from Growth and Profit Solutions, welcome back!

I was talking with a friend of mine the other day in our Facebook group, the Growth and Profit Dojo (<https://www.facebook.com/groups/growthandprofitdojo/>), about how they could accelerate their business.

He was trying to reach out and share lots of new content, the problem was, is that he was trying to do everything himself.

And you can't do that.

We got talking about content partnerships and I'd like to share 5 key insights that I shared with my friend.

1. Content partnerships can be paid or unpaid and are usually with people who are targeting the same market but not with competing offerings.
2. Content partnerships are where you share your valuable and useful content with other businesses or others so that can share it with those in their network. This helps you reach a wider audience.
3. Conversely, they share their content with you so they can provide value to and reach your wider network.
4. Content can include articles, blog posts, podcasts, videos, tools, templates etcetera.
5. Using content from other reputable professionals reduces the burden on you to create continuously new content, freeing you up to work on other priorities,
6. You can have multiple content providers.
7. You can share your content through multiple partners and networks.

So here are the 3 questions to help you:

1. Who are you trying to reach with your content?
2. What content and format will they value most?
3. And, who can you find, and where, that will give you access to this content?



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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