



The Endorsement Partner Playbook™

How to grow your business fast through
the power of Endorsement Partners.

Chain Reactions Marketing®

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Introduction

Many business owners today are struggling to generate more sales and make more money. That's because winning new customers, clients or patients today is harder than ever with advertising, online digital marketing and trade shows costing more and more every year.

Generating new leads through traditional marketing activities is practically out of reach, financially, for most small and mid-market business owners today.

In today's difficult and ultra-competitive economy, the real question becomes, what can be done to improve your businesses' lead generation success and long-term financial growth opportunities?

Fortunately, one of the easiest, lowest cost and fastest ways to grow any business today is through Strategic Alliances and Joint Ventures; also known as Strategic Endorsement Partnerships. In fact, according to Jay Abraham, one of the world's top marketing experts:

"The easiest, fastest way for almost anybody to grow their business is to find someone else whose got a business, or a publication, or an association, or a reputation in a marketplace, and get that individual or that business to put the full force and credibility of their name, their reputation, their goodwill, behind you."

Best of all, in most business cases, there are typically NO upfront costs associated with using a Strategic Endorsement Partnership marketing strategy.

So just what are Strategic Endorsement Partnerships and how are they different from a typical Strategic Alliance or Joint Venture?

Strategic Endorsement Partnerships typically involve two or more businesses forming an agreement to share co-marketing campaigns or jointly endorse a product or service to their customer base in exchange for a share of the revenue gained from the sales made from the relationship.

THE ENDORSEMENT PARTNER PLAYBOOK

Typically, the revenue earned by a Strategic Endorsement Partner is paid as a revenue split in the form of a commission AFTER the sale is made; saving your business any initial upfront out of pocket costs.

It's the win-win cross-promotional, cross-commission, financial nature of Endorsement Partnerships that make them powerfully different than traditional strategic alliances or affiliate joint ventures.

In this short Endorsement Partner “play book” version of my more comprehensive [Chain Reactions Marketing® Endorsement Partner Formula™](#) training and group coaching program, I'll quickly go over the basics on how to set up profitable Strategic Endorsement Partnerships with the right partners and how to execute the strategies that will grow your business in the least amount of time and for the lowest total marketing costs.

My goal in creating this short play book is to give you the basic tools so you can begin developing Strategic Endorsement Partnerships right away by yourself without going through my larger online training and group coaching program. I've proven that Strategic Endorsement Partnerships are the best way to consistently get all the new leads and clients you need so that you can reach the success you know is possible for your business.

So that's it. If you're ready to get started, I'm excited to share my system with you!

Sincerely,

John Weisenberger

*Founder & CEO, ChainReactionsMarketing.com
Creator of the Endorsement Partner Formula™*

Getting Started

The best way to get started is to ask two key questions:

- 1. Who are my ideal clients?**
- 2. Who else already has access to my ideal clients?**

Let's say you're looking for people that are health conscious. You may decide that Naturopath Doctors, Colon Hydro Therapists, Health Clubs, Wellness Centers, Massage Therapists, Chiropractors and so on... may all have the type of clients you're looking to reach. The question becomes, how can you connect with those other business owners so you can market to their list of existing clients?

First, after you've answered the two questions above and have created your ideal target partner list, divide your list into two groups - those you already have a relationship with and those you don't.

Next, select 10 or more businesses from the list you believe already have access to your ideal clients and that you already have a relationship with. Then email, direct mail or call them to explain the benefits your product or service offers and explain to them how working together can benefit both their clients and them.

Also, being unique in the marketplace, or having an interesting twist or hook, will increase your chances of getting noticed by prospective partners. But regardless of how you approach your prospective partner, it's important to craft your "Partner Benefits Story" in a manner that highlights the total benefits they'll receive by becoming your Strategic Endorsement Partner.

Look for all the potential benefits your partnership can provide. Don't stick with the obvious. Dig deep, and list all the benefits your Endorsement Partner would receive from doing this strategic partnership with you. For example, invite them to experience your product or service for themselves; at no cost if at all possible.

Your Partner Benefits Story

You need to remember that when a partner endorses you, they're putting their reputation on the line. It's critical that you show your potential Endorsement Partner how their current clients (or prospects) will benefit substantially from using your products or services and that endorsing your business will not hurt their brand's reputation in the marketplace. If possible, always position your potential partnership so that your partner gets to take all the credit and looks like the hero for recommending your business to their customers, clients or patients.

But don't stop there. Think about it: if your Strategic Endorsement Partnership will make your partner look good, what will that translate into for them? What's the bigger benefit they would receive?

Will they receive big commissions on the sale of your product or service? Of course, but it can also translate into more sales of their own product or service... or perhaps more publicity and visibility in the marketplace by being positively associated with your name or brand.

For example, if you have a mailing list that can benefit your partner, and if your partner has a list that you can promote to (or if you can build a new list together where you both share ownership) that's another added benefit of working together.

Your Strategic Endorsement Partnership could also lead to more word-of-mouth referrals for them... or more brand equity and trust from their current customers.

Perhaps your partnership could open up new distribution channels that you both can exploit... or reveal new markets for you both to enter. Chances are good that you'll both increase your email opt-in lists, allowing additional sales to occur in the future as well as the present.

Just remember, before approaching a potential partner, you need to prepare your Partner Benefits Story that answers the question "What's In It For Me" (WIIFM).

Your Partnership's Unique Selling Proposition

I can't stress to you enough the fact that there has to be something different your partnership proposal offers your prospective partners and their customers, clients or patients. There needs to be something else that makes this strategic partnership a truly viable and worthwhile investment for your endorsement partner; something that gives them more free time, improves their own marketing, or increases exposure of their products or services in their market.

For example, bundling your product or offering together with a partner's is an excellent value-added strategy if the partner's product is a non-competing one; or perhaps it complements your product and provides a major benefit to your customers and prospects as well as your partner's.

If that's the case, then bundling both partner's products or services together often creates an entirely new and separate offering that provides extraordinary value for both partner's current customers and prospects.



Endorsement Partnership Co-Marketing Examples

To promote your new bundled offering, you could use co-market strategies to reach both partner's customers. Even if your partner has offered your standalone product to their list in the past, then a bundled offering can potentially get the remaining non-buyers to finally buy. It might just be the extra nudge they needed!

For example, let's say your average conversion rate is 3% of new leads. Your Strategic Endorsement Partner promotes your product or service as a standalone offering to their existing list of prospects with whom they have an established relationship. In this case, let's say your partner's prospect to buyer conversion rate for your standalone product is typically 5%.

However, if you bundled your products together, you both may receive up to an extra 3-5% or even more in additional sales (I've seen as high as 12% by simply bundling offers).

In fact, many initial non-buyers are often compelled to buy a bigger, more valued-added, package than your standard offering. If you can, offer your partnership's bundle at a very special, but higher, VIP price.

Otherwise, when creating your special partnership bundle, I suggest a total lower price level than the two products sold separately. This helps you refrain from offering any other discounts which can cheapen your product's perception in the market. Your partnership bundle and its "special value price" is separate and distinct from both partner's individual offering price, so any special bundled pricing doesn't affect the value perception of each standalone product.

Now, you may be thinking, is taking a lower price and lower gross margin on the sale of your product or service as part of a bundle a good business decision?

Look at it this way. You wouldn't have generated these additional sales if you or your partner had not created the bundle. In fact, a bundle might be just the perfect nudge to get your partner's prospects (or yours) to finally buy that partner's or your product! (Be sure to point out this partnering benefit to potential partners)

Just remember, when describing your partnership's unique selling proposition (be it a bundled offering or otherwise) be sure to stay laser-focused on the benefits your product or service will provide your partner's customers.

When you focus on your unique offering's benefits instead of its features, your partner's customers will better appreciate what's being offered to them and they'll appreciate your Strategic Endorsement Partner for bringing the opportunity to them.

Do Your Homework!

When evaluating which potential partners to contact you need to ask yourself how well you know and understand your partner's customers and market. Is your product a perfect fit? Is your market a perfect fit for their product? How many people do they actually have in their customer database?

Once you discover how many prospects a potential partner has access to, you can approach them armed with the facts and figures. For example, let's say you know that their database consists of 5,000 people.

Based on a sales letter with a tested conversion rate of 3%, and an average open-rate of 40%, you can estimate that your partner will gross \$3,000 in profits on a \$50 commission product... $((5000 * 0.4) * 0.03) * \$50 = \$3000$... and that's by sending out just a single mailing!

But consider this. The above sales letter example is a typical arrangement many commission-based partnerships will often make. Consider increasing your commission rate to potential partners so it's almost impossible for them to refuse. And if you do make an offer for a higher commission rate, don't hide that fact! Highlight it both in writing and when speaking with potential partners.

Put your higher than normal commission rate in the forefront and tell them that it's higher than normal. Position this added benefit to them right away. It positions your offer as exceptional and more than fair which will also create a good amount of reciprocity.

When you offer someone more than the norm, they practically feel obligated to return the favor. But don't stop there. Point out (in no uncertain terms) that you're making this

offer to them and only them. And point out that you're making this offer available only through this special Strategic Endorsement Partnership proposal.

I can't stress enough that you should always attempt to offer something extra-special or exclusive in the way of compensation. After all, you're looking for a long-term partner, not just a simple sales representative.

What if your offer isn't exclusive to only them?

If your offer is not exclusive to a potential partner, tell them you're making the offer to a very select group of potential partners that includes them. List all the facts and reasons that will assure them that their promotions of your product or service won't get drowned out in a sea of competing promotional messages from any other Strategic Endorsement Partners you may have.

Say something like this...

"Since I'm confident your customers and prospects will love this product (and they will love you more for offering this to them), I want to reward you specifically by paying you 15% rather than my standard 10% commission rate for manufacturing reps... or 50% instead of 45% for digital product affiliates"

If you want your partnership offer to stand out more, then offer more — such as 55% of the revenues rather than the typical 45% for digital products.

When people are offered 55% in special Strategic Endorsement Partnership deals, it gets a better response than 50%. Why? Because 50% is such a round, arbitrary number, where odd numbers like 55% sound "special."

Another reason it works so well is that it makes the potential partner feel as if they're getting the better end of the deal. They're making more money than you are. Just the offer itself establishes reciprocity.

It really all comes down to understanding your CLV (Customer Lifetime Value.) If you're doing this precisely to leverage your partner's customer database in order to build a bigger database and mailing list for yourself (from which you can profit over time from other

future customer sales) then who really cares if your partner is paid more on one particular product or service promotional collaboration?

Now if a potential partner won't accept a non-exclusive relationship, at the very least ask them if you can become their manufacturing representative, channel partner or digital product affiliate so you promote their products to your customers too. That way if you start delivering leads and sales to their business it may persuade them to start representing yours even in a non-exclusive arrangement. This could be a win-win for both partners that goes well beyond a typical digital product affiliate or distribution channel partner arrangement.

So, in summary, sometimes motivating a potential Strategic Endorsement Partner takes a little "massaging." Don't be afraid to do your homework, show your numbers and present them in a light that most favors your potential partner when working with you. Be sure to list all the benefits and possibilities they may not have considered.

And lastly, above all, don't just talk about the money. While it's the most common reason behind forming Strategic Endorsement Partnerships, list all the other additional benefits your partner will receive in the process.

Once they're comfortable with your product or service and the benefits it provides, get them to agree to a formal Strategic Endorsement Partnership with you.

Arrange a win-win commission or finder's fee-based compensation agreement and then have them introduce you to their customers, clients or patients as they promote your product or service through various but appropriate channels such as email, direct mail, newsletters, website and so on.

How to Use This Marketing Strategy

One way I use this strategy myself (to promote my own complete Endorsement Partner Formula™ online training and group coaching program) is that I've created promotional emails that all my partners can send to their email list. All my endorsement partners need to do is copy, paste, and send these pre-written emails to their email list offering their clients my [Free Endorsement Partner Formula™ Webinar video](#). This allows my Strategic

Endorsement Partners to provide tremendous value to their clients and spheres of influence without having to generate the promotional emails themselves.

In addition, once they've offered the free webinar video to their prospects and existing clients, and someone signs up for my training and group coaching program, my endorsement partner receives a nice commission from me while I gain a new client. What could be easier for my partners than that? It's a win-win for everyone!

Here's a sample email I provide my Endorsement Partners to send to their clients

Choose a subject line...

Subject: <firstname>, Check this out!

Subject: <firstname>, grab this fantastic lead generation strategy video

Subject: <firstname>, Fantastic lead generation strategy to help you succeed even in a sluggish economy

<firstname>,

Check out this lead generation strategy video – It's the world's most powerful business strategy that will help you attract more clients, drive more cash flow and grow your business even in a sluggish economy!

Get it now by going here

[insert your custom link to the video]

Small business owners today are desperate for proven and tested ways they can generate more leads, attract more clients and make more money. Unfortunately, even the world's top marketers are finding it more and more difficult to effectively market their products and services.

But what if you had access to your very own marketing process and system that would help you generate leads at will? What if you could follow a step-by-step, paint-by-numbers roadmap that had a proven track record of success for attracting new clients? And what if you had direct, unrestricted VIP access to all the tools, resources, strategies and tactics you needed to literally skyrocket your revenue and actually turn your business into a "money machine?"

Here's just a sample of what you'll learn in this Free video ...

- *Attract More Clients - Discover the Proven Lead Generation Method That Will Make Your Business Soar*
- *Your Perfect Customer Offer - Finding The "Hot Buttons" That Compel Your Prospects to Buy from You*
- *Forming Partnerships that Work - Finding Your Perfect Endorsement Partner*
- *Alliance Ecosystem - How to Create Competition-Crushing Marketing Scale*

Get started today with this free Webinar video

[insert your custom link to the video]

This video will give you access to a lead generation marketing strategy that many of today's top marketing experts are calling the single, most powerful client attraction process ever created. I've been using this system full time for the past five years and the results speak for themselves.

[your custom link to the video]

Be ready to take tons of notes. This video is content rich and will help you implement this powerful, money making, lead generation strategy immediately into your business.

Good luck.

(your name)

(your company)

PS: The key to succeeding in this economy is having the right information in the right order, backed by action - here's where to start

[insert your custom link to the video]

Some of the most successful businesses I've seen have all implemented this strategy and have seen their businesses grow and profit instantly, benefiting from an influx of new leads and customers.

And the best part is, after you've learned how to form your first Strategic Endorsement Partnership, should you decide you want additional new leads and clients,

you can simply contact the next 25 businesses on your potential partner list and repeat the same process. What can be better than that?

How to Create a Strategic Partnership in 5 Easy Steps:

Step #1:

First, identify all the compatible businesses you know who already have a relationship with customer, clients or patients who fit your ideal client profile.

Ask yourself this question: ***"Who else in a compatible business has already established trust from a list of clients who could further benefit from my product or service?"***

The secret is to find a business whose clients best match the markets you serve. And it's important that they have a formal list of their clients such as a CRM database.

For example, if you were a real estate agent or broker, compatible businesses could include:

- An **investment broker** who has a client list he or she has built over the years;
- An **accountant** who has dealt with home buyers in the past;
- An **appraiser, banker, architect, builder** or other **professional service provider** to people whom you would like to be known by;
- A **home service provider**, such as a landscaper, painter, plumber, pool maintenance, pest control, etc.

Once you've made a list of all the potential businesses, you now need to approach one or more of them about your endorsement partnership proposition.

Step #2:

Once you've identified a list of businesses, it's now time to approach them with your Strategic Endorsement Partnership proposition. Any business should be more than willing to work with you because it will mean increased business for them as well.

Hopefully you and your potential partner already know and trust each other. That's really the key to endorsing each other's products and services. The secret is to be sure

they stand to gain from your relationship with them. **It's imperative that their standing with their prospects and their reputation is somehow enhanced by endorsing your product or service.**

If you don't point out the positive ways they will benefit from this relationship, then why would they do it? Remember, if you don't know them, or if you don't have a previous relationship with them, then they don't know, like, or trust you. **Simply offering them a "slice" of the pie won't be good enough for any reputable partner to risk their reputation with their prospects.** After all, they have been carefully nurturing their customers for weeks, months or possibly years.

You must find a way to create a true win-win scenario, and in reality, that scenario should actually favor the partner more than you. Keep in mind that when you first approach them, they won't have a clue whether your product or service will actually sell and make them money. And second, if it does sell, does it have the potential to seriously damage their relationship with their prospects due to poor quality or performance?

Fail to address these issues, and you won't be creating many Strategic Endorsement Partnerships.

Here's a sample email I've used to reach out to potential partners

Subject: Potential Project

Hi (Name),

As you're all too aware, even with the Trump tax cuts stimulating the U.S. economy, many businesses are still in a slump and the ones still feeling the pain of slow growth the most are the small business owners your business typically serves. These people aren't really growing that much and since they're in business on their own, they're typically also completely alone.

Most small businesses have no one they can turn to for help, or to get the answers they need to grow their business and bring in additional revenue. They don't know how to generate consistent leads or attract more clients; their profits are stagnant and their marketing, if they have any at all, is no longer effective.

With that in mind, I'd like to offer my training and coaching services to your clients to help them be more successful, and I want to do it in a way that you'd get all the credit for providing it to them.

My name is John Weisenberger and I'm an Executive Business Coach having founded one of the leading business consultancies focused on increasing sales through Strategic Endorsement Partnerships. You may have heard about my Chain Reactions Marketing® Endorsement Partner Formula™ online training and group coaching program. Many of today's business experts are calling Strategic Endorsement Partnerships the single, most powerful, lead generation strategy available today.

I'm writing you today because I'm expanding my own Endorsement Partner Ecosystem here in the Akron/Canton area and I wanted to know if we could meet to discuss two important issues.

First, I would like to discuss referring some of my clients to you. I meet and speak with several hundred business owners every year, and I'm often asked if I know a really good (their profession). I would like to recommend your services when appropriate; providing you have the bandwidth to take on additional business.

Second, I would like to discuss a possible Endorsement Partnership Project that will help us both grow our respective businesses.

Let me know when the best time for us would be to meet for breakfast, lunch, dinner (my treat) or at your office to begin discussing my referring you to my clients.

Sincerely,

John Weisenberger
Founder, ChainReactionsMarketing.com

*P.O. Box 1234
Anytown, OH 12344
Email: yourname@youremail.com
Toll free: (800) 555-1212*

PS: I give all my potential partners a copy of my most recent book of "Chain Reactions" so you can see I know my marketing. I think you'd enjoy it.

Here's the email I ask them to review, edit and then send to their current clients:

Subject line: A Special VIP Gift From (Partner's Name)

Dear (Name),

I wanted to sincerely thank you for your past patronage and loyalty to (name of partner's business). Your support and business over the months and years is deeply appreciated and rewarding to me both professionally and personally. I realize very few businesses ever take the time to thank their clients who have helped them become successful, and I never want to be a member of that club... so again, my heartfelt thanks.

As I listen to the news every night, this low growth economy we're in just continues to drag on and on, and I know many of you are feeling the pinch. Because of this I'd like to offer my assistance to help you overcome these difficult times and continue to grow your business.

I would like to see if I can help lighten the load by presenting you with a VIP thank you gift from me to you. I've recently experienced a powerful and results-producing business growth process taught by John Weisenberger, a local Executive Business Coach and founder of ChainReactionsMarketing.com.

John's coaching focuses on teaching business owners how to immediately attract more clients, increase revenues and profits and build the type of business most business owners only dream about.

You may have heard about his Chain Reactions Marketing® Endorsement Partner Formula™ training plus group coaching program. Many are calling Strategic Endorsement Partnerships the single, most powerful client attraction and lead generation system they've ever experienced. He's been getting a lot of positive exposure lately highlighting this proven and tested process that has already helped business owners around the country become more successful.

As a VIP thank you gift from me to you, I've arranged for you to receive a free replay video (a \$147 value) of one of John's Endorsement Partner Formula™ coaching

webinars. This webinar was specifically designed to help businesses like yours grow faster in this highly competitive economy.

[Free Endorsement Partner Formula™ Webinar video.](#)

Consider this a special thank you gift as a small token of my appreciation for your business and your loyalty.

I think you'll find John's Chain Reactions Marketing® Endorsement Partner Formula™ may prove to be life-changing as it applies to your business.

I hope you'll accept my heartfelt gift. It's my way of expressing my deepest appreciation for your patronage and loyalty.

Here's to your greatest success.

(Partner's name)

(Partners company)

(Partners contact information)

Remember to let your Endorsement Partner edit this letter and be willing to compromise on anything they aren't comfortable endorsing. If they have a solid reputation with their prospects and clients, then their recommendation alone will garner you an incredible number of leads and sales.

Step #3:

If you've created a win-win scenario for both you and your partner, then at this point you should have gained your potential partner's interest. Now you need to create your special unique selling proposition offering for each other's customers.

Here's the secret... make your offer appealing in the eyes of your customer or client. Make sure it's simple and easy to understand, and even easier to take advantage of.

Here's a list of items you'll want to consider:

1. The offer should be in the form of a personalized letter from the Endorser (not from you - they don't know you. It must come from your Endorsement Partner. See the previous example letter) to his/her clients. It's important to have a personalized letter; not a form letter. You're tapping into the trust, rapport and expertise they have already established with their clients. You can accomplish this personalization by using your database and mail merge capabilities.
2. Write this letter yourself and let your partner edit it or approve its contents. Remember, it's their name at the bottom of the letter.
3. Your offer must be special and exclusive to the customers for whom it's intended. And it truly must be a special offer for them to even consider it.
4. Clearly explain the offer. A free trial, a free consultation, a free report, a free valuation or a discount on their first purchase. Your offer must be strong enough for them to want to try it. And make it easy to understand.
5. Tell them why you're making the offer. Give them the reasons why they're so special... why you're making them such a special offer. What circumstances have created this opportunity?
6. The offer must be limited. That is, it must be a one-time offer, or available for a limited time. Urgency gets prospects to take action.
7. Your offer must be risk-free for your clients to consider it. Therefore, it must contain an assurance of satisfaction.
8. Clearly label the value for your offer. If you offer a complimentary consultation that you normally charge \$295 to conduct, be sure to include that information.

Step #4:

At this point, you need to create an easy and non-threatening response device. It could be a postage-paid response card, a special coupon or certificate, a website landing page or a hotline or phone number for them to call.

I also suggest you add a sense of urgency to it, such as an expiration date, or if it's a product, perhaps a limited quantity at the special price you're offering it at.

Whatever you decide to use, make sure you can track it so you can accurately measure your ROI and who gets credit for the sale.

Here's a tip: Include a bonus or premium with your offer to motivate a fast response—an additional gift or offer of value if they take advantage of the offer before your expiration date. Premiums work well, but the premium must have value as well as your main offer.

Step #5:

Get ALL of your partner's names into your CRM database! Once you each start getting responses to your respective offers, remember to follow-up. If you can, try to get every name of your Endorsement Partner's client CRM database in an electronic file for follow-up mailings. If you can't, ALWAYS get the name, email address, and phone number of all the people who inquire about your offer.

The key to making the offer work is to:

1. Deliver on your promise. Give them outstanding service and follow-through;
2. Start the conversion process: get them into your email database and start a drip campaign so you can convert them from "prospect" to "client" to "advocate."
3. Cultivate them for a referral or repeat business. Even if they don't do business with you right now, you need to keep the conversion process going with the help of a "drip" campaign!

4. Continue to provide value, even if they don't buy. Get them on your newsletter list... send occasional article reprints... and be sure you make future offers to them. Never let them go! Stay in touch with them until they either buy or opt-out.

Here's the secret: give them a reason to WANT to hear from you again. For instance, when they register for your free offer, ask them to give you their cell phone number. Tell them that twice each week (or each month) you have a crazy offer you make for a limited time to a very special VIP "text message" group where you text the offer to only them and they have two hours to take action. If they miss it, the offer is gone forever.

This intrigues them. They're dying to know what those offers are and how they will benefit from them. This works extremely well for products and services prospects use frequently such as a "buy one get one free" lunch at a local restaurant or a free half-dozen donuts for everyone whose name begins with a letter of the alphabet between M - Z.

Think OUTSIDE the box. The more fun and intriguing you can make your offer, the more prospects will sign up for your initial offer and the larger your CRM database will grow.

With a little practice, you'll be creating multiple Strategic Endorsement Partnerships and building your income and email list in no time. But don't forget the conversion process. The only way to make the process work is with continual, personal contact; providing extraordinary value and motivating your partners to deliver new or repeat business.

Additional Recruitment Letter Example

Below is another sample Endorsement Partner recruitment email you can emulate. It could also double as a direct mail letter to show you how one business can seek an Endorsement Partner relationship with another business.

Subject: Potential Partnering Project

Hi <firstname>,

I just wanted to drop you a line, say hi and ask you if you'd be willing to help me make a huge difference in the lives of local small business owners. If the answer is yes,

I've created a content rich lead generation strategy video that I want to give away and I'd like your help to spread it locally.

This lead generation strategy video has been watched by tons of small business owners during my pre-launch and the remarks I hear are that it's awesome. The video ends with a call to action to join my Chain Reactions Marketing® Endorsement Partner Formula™ online training and group coaching program where I give business owners online access to all the tools, resources and support they need to build the business they have always dreamed of having.

If you would like to partner with me to change the fortunes of many local business owners, and make a few bucks along the way, reply to this email and I'll get you set up as a Chain Reactions Marketing® Endorsement Partner right away. Below is a link to the video for you to review so you can see the quality of how we can change the financial fortunes of local small business owners together.

[Free Endorsement Partner Formula™ Webinar video.](#)

[insert link to video]

To changing the world together,

John Weisenberger

Founder, ChainReactionsMarketing.com

P.S. Be ready to take tons of notes. This video is content rich and will help you implement a money-making lead generation strategy immediately into your own business.

THE ENDORSEMENT PARTNER PLAYBOOK



Potential Strategic Endorsement Partners for a Business Coach/Consultant

Moving Forward

I've given you a lot to think about so far and I know your head is probably swimming with possibilities at this point. I'll also bet you're wondering what's the best way to move forward with this new lead generation strategy. First let's do a quick review, and then I'll cover the keys to getting it done so you can start forming more Strategic Endorsement Partnerships, generate more consistent leads and then turn those leads into new customers, clients or patients.

Summary

We started by covering the basics: the things you need to put in place first to ensure that you put your very best foot forward when approaching potential Endorsement Partners.

Next, I showed you how to develop an effective Partner Benefits Story plus Unique Selling Proposition which will position you as someone anyone would want to partner with.

From there, I showed you how to use this strategy when approaching possible partners and how I've done it in the past.

And finally, I gave you five basic steps to follow when implementing this partnership-based lead generation strategy plus I gave you a couple of sample emails you can emulate when approaching potential Strategic Endorsement Partners.

I know it's a lot to take in all at once and that I only covered the whole process from a "30,000-foot view."

For a more comprehensive training program that will teach you how to build out your entire Endorsement Partner Network (a.k.a. Ecosystem) in just a few short weeks, my signature training program, [The Chain Reactions Marketing® Endorsement Partner Formula™](https://ChainReactionsMarketing.com), provides step-by-step instructions on the entire process, as well as group plus 1-on-1 coaching support to ensure that all my students succeed in growing their businesses using Strategic Endorsement Partnerships.

If you'd like to speak with me to learn more about this one-of-kind online training and group coaching program, feel free to schedule an appointment on my personal calendar at www.callwithJW.com.

Conclusion

So that's it. If you want the financial freedom that's supposed to come with running your own business, you need to start generating more consistent leads and prospects who will convert into customers, clients or patients for life.

You need a system for creating Strategic Endorsement Partnerships that can leverage the connections plus the know, like and trust factor other people already have with their current customer base.

You must also be willing to put in the time to learn how to work the partnership building processes that I've quickly outlined for you in this short eBook.

Only a small percentage of people who read this eBook will actually take action on these ideas and this system. I want YOU to be one of the few that decides that NOW is the time to make a change so you can build the business you've always imagined.

***I want YOU to be one of the few that decides
that NOW is the time to make a change so you
can build the business you've always imagined.***

So, are you with me? The solution is right there in front of you. Maybe you're looking to add just a few more clients to your business or maybe you're looking to pick up a few new clients each week. Whatever your goals, it's simply a matter of resolving to do it, putting one foot in front of the other, and starting. You're about to change your business forever. Your journey is just beginning, and I'd be happy to help you along your way.

To your phenomenal partnering success!

John Weisenberger

Founder & CEO, ChainReactionsMarketing.com

Creator of the Endorsement Partner Formula

Resources

Use These Resources to Help You Generate More Leads Using Strategic Endorsement Partnerships

Endorsement Partner Formula Webinar Replay Video:

Short 45-minute webinar explaining why forming Strategic Endorsements Partnerships is the most powerful lead generation and business growth strategy in the world.

ChainReactionsMarketing.com/webinar

The Endorsement Partner Formula Roadmap

To help support you in implementing the Endorsement Partner Formula system, I've put together a "roadmap" outlining the nine different steps in the process. This visual guide maps out the steps necessary to get your partner-based lead generating system up and running. You can get free at:

ChainReactionsMarketing.com/roadmap

The Endorsement Partner Formula™ Online Training and Coaching Program

My critically acclaimed training program, The Chain Reactions Marketing® Endorsement Partner Formula™, provides you with everything you need to implement the basic ideas presented in this short eBook. When you join, you'll learn:

1. How to Find Your Ideal Endorsement Partner
2. How to Outline the Key Components of Your Endorsement Strategy
3. How to Craft Your Perfect Customer Offer
4. How to Recruit Endorsement Partners Through A Great Partner Benefits Story
5. How to Establish Your Partnership Compensation Agreement.
6. How to Implement Partner Sales Training
7. How to Market & Promotion Your Partnership and Products
8. How to Track & Follow Up on Partner Leads

9. How to Expand Your Partner Network Ecosystem

When you join the Endorsement Partner Formula™ Online Training and Group Coaching Program, you'll have a self-paced, eleven module, online video training course plus weekly group coaching sessions where I'll answer your questions and show you how to put the system to work for your business - just like I have with many other business owners. And I guarantee results.

For more details and to join, visit:

ChainReactionsMarketing.com/epf18

About John Weisenberger



John Weisenberger is an author, speaker, certified business coach and founder of ChainReactionsMarketing.com, a premier training and consulting firm that helps business owners and their managers achieve sustainable long-term growth through Strategic Endorsement Partnerships and Practical Customer Experience Management programs.

With over 30 years of Engineering, Marketing and Business Management experience working for and with companies such as United Parcel Service, Allen-Bradley, Rockwell, Samsung, Digital Equipment, Honeywell International and others, today John is best known as the creator of the Chain Reactions Marketing® Endorsement Partner Formula™ training and group coaching program small business owners and entrepreneurs use to expand their customer base, increase customer loyalty and drive higher profitability in virtually any market or industry.

To learn more about John you can contact him at one of the links below:

Toll free: 1-800-473-2049, Ext. 301

Email: JW@ChainReactionsMarketing.com

Website: www.ChainReactionsMarketing.com

LinkedIn: www.linkedin.com/in/johnweisenberger

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