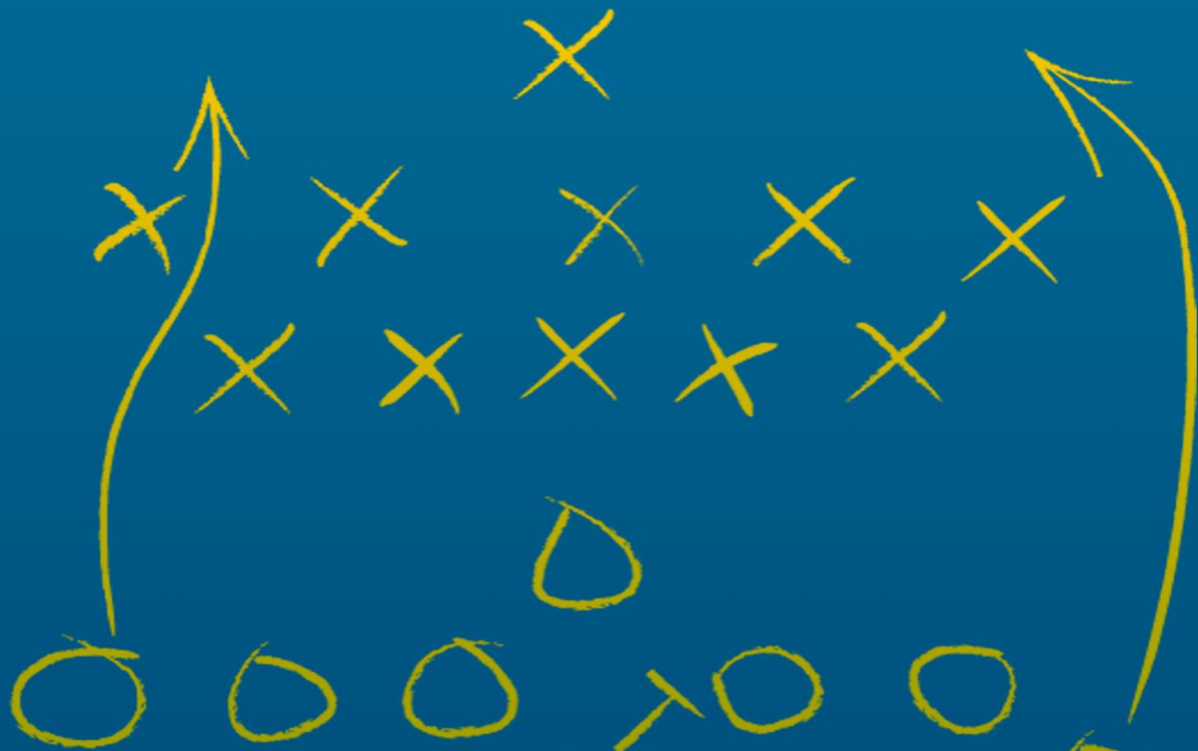


THE PARTNERSHIP MARKETING PLAYBOOK



How to use Strategic Partnerships to get all the traffic you need... generate immediate cash flow... multiply your sales... and create a large stream of passive income – with no cost and no risk

BOB SERLING

Copyright Notices

Copyright © 2020 by Bob Serling

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher. Requests for permission or further information should be addressed to LicensingLab, 2033 San Elijo Avenue #220, Cardiff, CA 92007.

Published by LicensingLab
2033 San Elijo Avenue #220
Cardiff, CA 92007
(760) 497-8078
www.ProfitAlchemy.com

Printed and bound in the United States of America.

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the author nor the Publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the purchaser or reader. The author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials.

Any perceived slights of specific people or organizations is unintentional.

Introduction – How I discovered the power of Strategic Partnerships

As strange as this may sound, I owe nearly all my success to a very strange source...

Burping, farting, rude noises, foul smells, fire and explosions

Because oddly enough, those things led me to discover an extremely powerful principle that's resulted in the sales of millions of dollars worth of my products and services.

Here's how this happened...

When my son was younger, he was an avid skate boarder. He would skateboard for hours every day. He even rode his skateboard to school and back.

His friends were all skateboarders too. And when they weren't skateboarding, they were playing with small, plastic toy skateboards called finger boards.

Finger boards were about 3 inches long and you pushed them along with your fingers. Kids who were really good at it could make them flip and land right-side up, jump ramps, scrape along rails – and all the other things they did with real skateboards.

So I decided to see if I could make them more fun to use. The question I asked myself was, "What do young boys love?"

And the answer was clear as day... young boys love...

Burping, farting, rude noises, foul smells, fire and explosions

Based on this, I created a new version of the finger board called FireFoot. It had a small attachment on the tail that kids could drag on the sidewalk or other hard surface to create a ball of sparks.

I then licensed it to a large toy company who put Tony Hawk's logo and the logo of other well-known skate brands on 10 different versions of it. It was a blockbuster hit in toy stores, department stores, and gift shops all over the world, as well as on Amazon and other retail web sites.

However, this level of success never would have happened without one *key ingredient*. And I'll get to that ingredient in just a minute.

The story of my Tony Hawk skateboard spread quickly, as well as a number of other inventions I went on to create. So you may know me for inventing.

Or, you may know me for licensing.

I've created multiple workshops and courses on licensing marketing campaigns, business systems, and other forms of intellectual property. And my earliest course on this, "Million Dollar Licensing", produced \$3.5 million in profits the first year it was on the market.

You may also know me for marketing.

I was the marketing columnist for Success Magazine for 18 months. And a short lead generation letter I wrote that was slightly over one page quickly became known as "The \$25 Million Letter".

That's because it landed a contract worth \$25 million for a client of mine within 3 days of him sending it.

And while inventing, licensing and marketing all require different skill sets...

There's one *key ingredient* that's allowed me to ramp up to massive success in all three areas in a fraction of the time it takes most people.

Now it isn't that I'm particularly smart or went to a high-profile business school. The truth is, I barely graduated high-school with a C-minus average.

So what is this *key ingredient* that's allowed me to be so successful in all three of these areas?

Strategic Partnerships

Every success I've ever had in all areas of my business was the direct result of Strategic Partnerships.

My Tony Hawk skateboard toy would not have happened without an exceptional partner. He was a master of partnerships himself and was Tony Hawk's direct partner in Tony's shoe line.

Best of all, all it took to connect with him was a short email I sent to my friends and business associates asking if they knew anyone who worked for a major skateboard company. Within 15 minutes, a neighbor of mine made an introduction to this guy who was partners in Tony's shoe line and became my partner for the toy.

The \$3.5 million I made with Million Dollar Licensing all came as the direct result of Strategic Partnerships. I actually sold \$5 million worth of the course – all through Strategic Partnerships. And I paid my partners \$1.5 million in commissions, leaving me with \$3.5 million in profit.

The \$25 Million Letter and all my other marketing successes can be directly traced back to the lead magnet I used to drive traffic. It featured short interviews with the best marketers and copywriters in the business.

Many of these experts also became my strategic partners. In exchange for me promoting their lead magnet to my list, they promoted these interviews to their lists, allowing me to build my own list of 42,000 subscribers in less than a year. And one of those subscribers became the client I wrote The \$25 Million Letter for.

What Strategic Partnerships can do for your business

While all of this may sound complicated, the fact is that it couldn't be easier to do. Remember, I barely made it out of high school, so you don't need an advanced education to do this.

All you need is a few simple, common-sense based **Partnership Plays** I've developed that let anyone successfully harness the power of Strategic Partnerships right out of the gate. The four **Partnership Plays** I'm going to share with you here give you the ability to gain the following advantages:

Play #1 – Drive all the traffic you ever need for your business. Without any of those foolish hacks and gimmicks you hear about practically every day. And with no cost and no risk.

Play #2 – Generate a surge in cash flow of 40% or more in just 6 days. And be able to repeat this 3 to 4 times every year, eliminating any slow periods or peaks and valleys you'd normally experience in your business.

Play #3 – Multiply your sales by 3x, 5x, even as much as 10x. Setting up the kind of Strategic Partnerships that produced \$5 million in sales of my licensing program is actually very easy when you understand how it's done. And you never have any cost or any risk when you do this.

Play #4 – Create a large stream of passive income. One of the greatest advantages of using Strategic Partnerships is that you can create a large stream of ongoing, passive income.

Best of all, because your partners do all of the work when you use my method, you never have any cost or risk. So nearly all the money you make with this is pure profit.

Two more important principle

That's a quick introduction to the four **Partnership Plays** and the results they can generate for you. In the remainder of this material, I'm going to show you exactly how to capitalize on all four **Partnership Plays**.

But before we get to that, there are two important principles that anchor the **Partnership Marketing Process**.

Partnership Marketing Principle #1 – All four Plays focus on growing your profits by maximizing the sales you make to your existing prospects and customers. You'll notice that there isn't anything about building funnels, new technologies, or clever marketing hacks.

Everything is based on solid marketing principles and of being of *greater value to your subscribers and customers*. So all four Plays will work equally well right now and for as long as you remain in business.

Partnership Marketing Principle #2 – All four plays leverage the assets you *already have* in your business. These are assets you've invested considerable time and money to develop. And because you already have them, there's never any cost or risk to use them to substantially grow your profits.

So with this background, let's move on to the details of how to leverage all four **Partnership Plays**.

Play #1 – Partnership Traffic

Driving all the traffic you'll ever need for your business is easy to do when you use Strategic Partnerships.

Here's how the **Partnership Traffic** process works. First, you invite 6 to 30 leading experts in your field to do short interviews with you. These experts become your Partners in creating valuable content.

Then, you use these interviews to drive large, steady streams of traffic. Here are three of the best and easiest methods for doing that.

Traffic Method #1 – Ask everyone you interview to promote their interview to their lists

About 40% of the experts you interview will agree to do this. Depending on how many subscribers each expert has, you can quickly add a lot of people to your list.

One of my best results was adding nearly 4,000 new subscribers to my list from just one expert sharing his interview with his large subscriber list. That's the value of leveraging the trust a Partner has established with the people on their list.

Traffic Method #2 – Appear as a guest on podcasts using the information from your interview series

This method couldn't be easier to implement and it never fails to get you a ton of traffic. All you need to do is create a topic based on the content of your interviews.

For example, if your interview series is on healthy dieting tips, you could create a topic called, "The Top 7 Tips I Learned from Leading Experts on Healthy Diet and Weight Loss".

When you contact podcasts hosts with this topic – and include the list of well-known experts whose tips you'll be sharing – nearly all these hosts will be happy to have you as a guest. Then, when they share your interview with their audience, and it includes a link to your full interview series, the traffic flows freely your way.

Traffic Method #3 – List swaps

A list swap simply means offering to promote someone's lead magnet to your list in exchange for them offering your interview series to their list. And to get your lead magnet, each prospect must opt-in to join your list.

I find that about 30% to 60% of the list owners you ask to do this will agree. So it can be a very easy way to drive a lot of traffic to your list.

The “secret sauce” that makes Partnership Traffic work so well

The question I’m most frequently asked about the **Partnership Traffic** method is...

That’s great for you Bob, because you know all these experts. But I don’t know any experts and they’ve never heard of me, so how could this possibly work for me?

The beauty of this process is that you don’t have to know any experts and it doesn’t matter if you’re totally new and none of them have ever heard of you. I’ve personally used this method to build large lists for my business in three different areas and I was completely unknown in each area when I first started.

There are two keys to being successful with this right from the start.

Key #1 – Pick the right topic

When you pick a hot topic that many experts can talk about, they’ll naturally want to share their wisdom. All experts realize that the wider they can spread their message, the more well-known they’ll become – and the more business that has the potential to generate.

This alone goes a long way toward getting a lot of great experts to agree to be interviewed by you.

Key #2 – Structure your invitation properly

The way your invitation is structured is critical to getting the best results possible. The invitation format I’ve developed uses social proof to generate the highest response possible.

When you combine a great topic with a listing of the carefully selected, well-known experts you’re inviting to participate, it causes each expert to think, “If most of these other experts do this, I don’t want to be left out”.

So they agree to do the interview!

How well does **Partnership Traffic** work in the real world for people who are completely unknown?

One of my clients was on the brink of shutting the doors on her business. She had tried every method possible to consistently drive traffic to her web site, but nothing worked for more than a short time.

Using the **Partnership Traffic** method, she invited 32 experts to be part of her interview series – none of whom knew her. Within 5 days, 31 of the 32 experts agreed to participate in her interview series. And the only one who declined said he was too busy but would love to do an interview a couple months later.

In just two weeks, she completed all 31 interviews and released them in an ebook. Using **Partnership Traffic** and nothing else to drive traffic, she rescued her business from near failure and now has a solid, thriving business.

Another client recently emailed to tell me that he's built two highly successful software businesses using nothing but the **Partnership Traffic** approach. Each business does close to 7-figures per year. And he's now going to use this to build a third software business.

Whether you're well-known or completely unknown doesn't matter. When you use the **Partnership Traffic** approach, you can build a large list of highly qualified prospects in a fraction of the time it would take you with other methods. Plus, it costs you nothing and it will continue to work for as long as you're in business.

Play #2 – Partnership Cash Flow

All businesses suffer from a lack of cash flow at one time or another. This Play puts an end to that. It will generate a surge in cash flow of 40% or more – and it does this in just 6 days.

In addition, it can be used 3 to 4 times each year. So you can reliably generate additional cash flow every quarter.

Now, it's important to understand that there are two significant features of this strategy that are *very different* from the other three strategies. And these features give you the ability to generate a substantial boost in cash flow with the least time and effort possible.

So let's take a look at both of these features and find out why they are so beneficial for you.

Feature #1 – Partnership Cash Flow is based on selling your own product or service to your own list

Wait a minute, if partnering with other companies is supposed to be the engine that drives all these Plays, then how does selling your own product or service to your own list involve a Strategic Partnership?

I'm glad you asked :-).

You see, when it comes to using Strategic Partnerships, who doesn't want to find quality Partners who will send you free traffic, help you grow your sales by 3x or more, and generate large streams of passive income for you?

And this is all done using recognized experts and companies with large lists and quality products who gladly partner with you.

BUT – few people ever think of looking inward to find the ideal Partner with the ideal product and the ideal list. And that partner is...

You

Here's why it's so important to recognize that one of your own best Strategic Partners is *you*. On average, most businesses convert around 5% of the prospects on their list to paying customers. You can easily verify this by comparing the number of customers on your list to the number of prospects.

Now, once you recognize this, the absolute fastest, most reliable way to grow your sales immediately and generate a sizable boost in cash flow is to...

Sell your own product or service to the 95% of prospects on your list who haven't bought anything yet

These folks already know and trust you. They've already given you their email address, so they're easy to contact. And there's no cost to contact them and make your offer like there is with paid traffic.

Most importantly, according to a study in Harvard Business Review, sales made to people who are already on your list are *25 times easier to make*. And the same study also revealed that these sales are as much as 90% more profitable than making sales to cold traffic. If you've bought any traffic recently, the exorbitant costs of that traffic completely supports this.

Feature #2 – The entire process takes just 6 days to run

The second feature of **Partnership Cash Flow** that makes it work so well is that the entire process takes just 6 days to run. Since you already have your product or service and your list, there's no waiting on anyone else to deliver on their end.

YOU are your best possible partner because you have everything you need to take action immediately.

The strategy that makes Partnership Cash Flow so effective

The 6-day run of **Partnership Cash Flow** consists of 3 emails sent to your list every other day. These emails offer one of your most popular products or services at a 15% to 20% discount. The 3 emails are the initial email, a reminder email and a last chance email, all using essentially the same copy to keep things simple.

Now, what makes this email series work so well is that the emails feature a strong, believable *reason why* the discounted offer is being made. Dr. Robert Cialdini, a renowned Professor of Psychology and Marketing at Arizona State University, has conducted decades of studies that prove when you give a customer a reason why they should buy something – regardless of what that reason is – sales increase by as much as 70%

So when you make an attractive offer and combine that with a strong, believable *reason why* the offer is being made, you can generate an exceptional level of cash flow over the 6-day period of the campaign.

One of my clients who sells training videos for athletes generated a massive 337% increase in sales, in just 6 days. Another client reported that they more than doubled their weekly sales in less than 8 hours on the first day. And they still had 5-1/2 days remaining in the full campaign.

If you want to put an end to the peaks and valleys in your cash flow, nothing works better and more consistently than **Partnership Cash Flow**.

Play #3 – Partnership Sales

Making sales is the life blood of any business. If your sales are low or inconsistent, you won't be able to meet payroll, pay your overhead and achieve any significant level of growth.

And I don't have to tell you that making sales is the number one problem that plagues nearly every business. Fortunately, growing your sales consistently, and often exponentially, is easy when you use my **Partnership Sales** method.

As simple as this method is, you can realistically multiply your sales by 3x, 5x, even as much as 10x in a reasonably short time.

Similar to other methods of creating Strategic Partnerships, with **Partnership Sales**, you're going to hand-select a few companies with large lists to invite to partner with you.

However, you are NOT going to use the conventional method of inviting them to be your partner

Most people approach other companies and say something like, "I have a great product (or service) that I know the people on your list would love. If you'll offer it to your list, I'll pay you a 50% commission for every sale you make".

Do you know what happens when you do this?

Nada. Nothing. Zip. Zilch.

This rarely gets you any results at all. In fact, most companies don't even bother to respond to decline your offer.

All you get is dead air.

Why? Primarily because they don't know you and they don't have the time to perform the due diligence to determine if you and your company are credible and won't ruin their reputation if they partner with you.

To overcome this, the **Partnership Traffic** method turns the tables completely. Instead of inviting companies with large lists to offer *your* product to their list, you start by offering to sell *their product* to your list. And that's all you do.

You do not ask them to sell your product to their list first. And you don't even hint at a reciprocal agreement at this early stage.

All you do is offer to sell *their product* to your list. Regardless of how small or large your list is, hardly any company will turn you down on this offer.

Here's why I advise approaching new Strategic Partnerships this way.

As you do this, you're beginning to build a relationship with these other companies. And you're doing this in the best way possible – by bringing them *real sales*.

After offering their product to your list a couple times over two to three months, you are now ready to approach your potential partner and ask them to sell your product to their list.

But now, you're not an unknown quantity asking for a favor. Instead, you're a valued partner with a track record of making them money and you're approaching them with a very reasonable request.

Now, realistically, not all large companies will agree to promote your product to their list, even after you've made sales for them. But if just 20% to 30% of them do, you're miles ahead of the game.

With this type of Strategic Partnerships, you're both building your list and making substantially more new sales at the same time. You start by getting paid to build your relationships – by selling the other companies' products to your list. And then you progress to having some of them sell your product to their lists.

This is exactly how I made \$3.5 million selling my course, "Million Dollar Licensing". And a number of members of my earlier programs have produced exceptional results by using this approach as well.

Roland Frasier, who is now a main partner in Digital Marketer, used my **Partnership Sales** method and materials when he was first starting out. As a result, he made \$1.3 million in just 6 weeks – and kept \$880,000 of that after paying his partners.

Andy Hussong is one of the best-known joint venture brokers in the business. And he built that business by going through one of my training programs and using the **Partnership Sales** approach.

Bottom line, the **Partnership Sales** method is simple and produces far superior results to the conventional method of setting up Strategic Partnerships. It's worked well for thousands of businesses who have been through my training or I've worked with individually and it will work equally well for your business.

Play #4 – Partnership Passive Income

Of the four **Partnership Marketing** Plays, this is the Play that excites me the most. That's because when it's done properly, you can actually make more money with it than you make with your main products.

In fact, one of my clients does about \$600,000 in revenue each year with their main product. But they add another \$850,000 in revenue using my method of generating a large stream of passive income.

Here's how this Play works.

It's important to recognize that when a customer buys your product or service, and even when a prospect joins your list but doesn't buy yet, your product is not the only purchase they need to fully achieve their goal.

So I use what I call a **Customer Success Roadmap** to chart all the steps along the way of a customer's complete journey to achieve their goal. At nearly every step in the complete customer journey, there are products and services that will help them achieve that step.

BUT – and this is the critical piece to understand...

No company, including yours or mine, offers all the products and services your customer needs to achieve their complete goal. But you can identify the products and services other companies offer for achieving each step of your customer's journey and create Strategic Partnerships to offer them to your list.

When you do this, you immediately gain a number of advantages.

Advantage #1 – Nearly all income is passive income

When you offer other companies' products or services to your list, your only responsibility is to send out emails letting your list know about the products you've curated for them. Your Strategic Partners take all orders, process the credit cards, fulfill the product or service, and provide all customer service and support. Then, you collect your commissions each month.

So other than sending the emails, which can easily be automated, this is 100% passive income. And for the same reasons, you never have any cost or risk to do this.

Advantage #2 – Your payments from these partnerships are 100% profit

Here again, you don't do any work other than finding the best products and services to offer and then sending emails to let your list know about each product.

Your Strategic Partners do all the work and pay you your commissions each month. And since there's no work involved on your part, the money you collect in commissions is 100% profit.

Advantage #3 – You build an even stronger bond of trust with your prospects and customers

A client of mine offers training programs for new salespeople. Once they've completed the training – as with every sale of any product or service – there are a number of complementary products and services these sales people need.

One of the most frequent requests my client gets is for time management software. But here's the problem...

If you Google "time management software" in quotation marks like this to limit the results to the fewest possible, you get...

2,490,000 results

That makes it impossible for a newly trained salesperson to figure out which time management software packages are good and which are garbage.

So if my client eliminates this problem by selecting a time management software package he knows is easy to use and completely reliable and then offers it to his list...

Not only will a high percentage of his subscribers buy the software...

But they will also love his company for having solved their problem and saved them hours of confusing research trying to figure out which of the 2,490,000 options is the best.

With all these advantages going for **Partnership Passive Income**, along with the fact that you have no costs and no risk to do this, doesn't it make perfect sense to start using this Play right now for your business?

Wrap up

If you've been frustrated by the never-ending stack of traffic hacks, funnel hacks, technology tricks, and all the other questionable marketing practices that land in your inbox every week, Partnership Marketing offers a refreshing and effective alternative.

With just a minimal amount of sweat equity, you can use Strategic Partnerships to achieve all your marketing goals. Whether you want more traffic, a burst of cash flow, a consistent way to multiply your sales, or regular streams of passive revenue, Strategic Partnerships are the answer.

The four Partnership Plays I've shared here are your roadmap to achieving your marketing goals more sanely and without spending so much time on your marketing that it seems like a second career.

I hope you've been inspired by these four Partnership Plays. And more importantly, I'd love to see you pick one or two Plays and start implementing them today.

As you've seen, these Plays cost you nothing to implement and you have no risk whatsoever. All are repeatable and give you the ability to start out as big or as small as you'd like.

So why not get started today?

Happy partnering!

About Bob Serling



Bob Serling is a 30-year marketing veteran and the founder of LicensingLab. His innovative take on marketing, licensing and strategic partnerships has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and licensed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect... then created strategic partnerships to use that same letter in 14 different industries... and much more.

He's perhaps best known for having pioneered the use of Strategic Partnerships to achieve all your marketing goals with no costs and no risk. Whether you need more traffic, a quick boost in cash flow, more sales, or multiple streams of passive revenue, Strategic Partnerships are more effective than other costly, risky methods. Bob's clients find that using Strategic Partnerships not only increases their profits, but balances cash flow so there's a steady, reliable stream of income every month.

You can contact Bob at: bob.serling@LicensingLab.com