Auxiliarv list - where to find candidates for collaboration

Let us start with a rhetorical question, one that I hope, you are familiar with:

What's the secret to McDonald's success? It's not the burgers! Rather it is *location-location-location* meaning that the exact location of the branches is what made them one of the most successful chains in the world.

And how does that relate to small businesses? The secret to the success of your business also lies in one significant factor. It is a *leads-leads-leads* a constant flow of new customers.

At this stage, after reading the COLLABORATE for SUCCESS, you are aware that these new clients/leads must not only come from paying for ads on social networks rater they come for lower costs via the correct collaborators.

The following is a partial list of ideas for where the people you might be collaborating with might be found. So that you may set such collaborations that can get the leads flowing your direction continuously and regularly:

* I would love to hear more ideas from you

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Inner Circle

- 1. Family, near and far;
- 2. Friends;
- 3. Neighbors;
- 4. Customers Both current and former customers;
- 5. Colleagues.

Secondary Circle

- Your personal service providers;
 e.g. Family doctor, banker, hair dresser, nutritionist, salesperson in the clothing store, etc.
- Your business service providers
 e.g. Attorney, accountant, bookkeeper, Courier
 Company, printing house, graphic designer, etc.
- 8. Neighboring businesses;
- 9. Chambers of Commerce municipal / regional / professional
- 10. Municipality Small Business incentive programs;
- 11. Past colleagues;
- 12. Your friends' neighbors;

External Circle

- 13. Prospects who ultimately did not purchase from you;
- 14. Friends of customers;
- 15. Customers' customers;

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| 5. Bookstore random meeting, next to the profession | |
|---|--|
| bookshelf; | |
| Neighboring traveler during a flight/ train; | |
| People at the airport business lounge; | |
| People at the hotel business lounge; | |
| People you meet at sports activities; | |
| e.g golf, yachting, running, cycling; | |
| Professional discussions on the net; | |
| e.g blogs, Facebook groups, etc. | |
| Members of your social club / professional union/ | |
| student association; | |
| Team leaders on social networks; | |
| Organizers of networking events; | |
| 25. Companies that produce events according your | |
| customers' field of interest; | |
| | |
| Networking events; | |
| Reunion events - High school / University; | |
| Vacations, next to a lake or pool, skiing, hotel lobby; | |
| Meetings / conference rooms; | |
| Spouse work related social events; | |
| Professional conferences; | |
| | |

- 32. Commercial fairs;
- **33.** Weddings, anniversary, birthday parties;

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Your mailing lists

Go through lists that dust up in your drawers or computer, shake off the dust and contact those people. The prospects who gave you their details at past but did not buy anything from you. You may not have the right product for them, however you may discover that they will be happy to collaborate with you:

- 34. People that responded to your ads on social media;
- 35. Those who left their details following your advertising on radio, TV, press;
- 36. The piles of business cards you collected at exhibitions.

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Make a list of names to be approached in the comming 90 days:

| | Name / Phone | From where do I know them: |
|----|--------------|----------------------------|
| 1 | | |
| 2 | | |
| 3 | | |
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| 18 | | |

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