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NORTHERN VIRGINIA

Beyond Networking

Becoming the Trusted Partner Everyone Wants in Their Corner

Use this worksheet to identify strategic partnership opportunities, strengthen relationships, and create more value for your customers and your business.

Part 1: Relationship Audit

Think about five people or businesses you already know:

#1 Name/Business: _____

#2 Name/Business: _____

#3 Name/Business: _____

#4 Name/Business: _____

#5 Name/Business: _____

How do I know them?

How could we create value together?

Trust Level (1–5)

Reflection:

Which relationship has the greatest untapped potential?

What is one opportunity neither of you has discussed yet?

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Part 2: Discover Your Partnership Opportunities

What do I do exceptionally well?

What services do my customers frequently ask for that I don't provide?

Who already provides those services exceptionally well?

Could introducing them create a better customer experience?

☐ Yes ☐ No

How?

Part 3: Stop Competing. Start Completing.

List **three** businesses that might look like competitors but could actually become partners.

#1 Business :

Why They Seem Like Competition:

How We Could Complement Each Other:

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Part 3: Stop Competing. Start Completing. (continued)

#2 Business :

Why They Seem Like Competition:

How We Could Complement Each Other:

#3 Business :

Why They Seem Like Competition:

How We Could Complement Each Other:

Part 4: Trust Inventory

Rate yourself on the following behaviors: (Rarely / Sometimes / Usually / Always)

	RARELY	SOMETIMES	USUALLY	ALWAYS
I ask thoughtful questions.	☐	☐	☐	☐
I listen more than I talk.	☐	☐	☐	☐
I follow through on promises.	☐	☐	☐	☐
I introduce people without expecting anything in return.	☐	☐	☐	☐
I celebrate others' successes.	☐	☐	☐	☐
I look for ways to create value before asking for business.	☐	☐	☐	☐

Which behavior needs the most improvement?

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Part 5: Your Strategic Partnership Action Plan

This Month I Will:

- ☐ Schedule one coffee meeting.
- ☐ Introduce two people.
- ☐ Reconnect with an old contact.
- ☐ Refer a business without expecting anything in return.
- ☐ Attend one networking event with a 'help first' mindset.

My additional action:

Part 6: Leave Every Relationship Better

For your next five conversations, write one way you can add value to each person.

Person: _____

Value I Can Add: _____

Person: _____

Value I Can Add: _____

Person: _____

Value I Can Add: _____

Person: _____

Value I Can Add: _____

Person: _____

Value I Can Add: _____

Part 7: Your Partnership Vision

One year from now...

What kind of reputation do you want to have?

When someone says your name, what do you hope they say?

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30-Day Strategic Partnership Challenge

- ☐ Introduced two people.
- ☐ Referred a business.
- ☐ Followed up with an old contact.
- ☐ Wrote three handwritten thank-you notes.
- ☐ Asked someone, 'How can I help?'
- ☐ Created one new strategic partnership.
- ☐ Solved a problem without being asked.
- ☐ Connected two businesses.
- ☐ Followed through on every promise.
- ☐ Left every relationship better than I found it.

Final Reflection

What's the single biggest lesson you learned from this chapter?

What's the first action you'll take within the next 48 hours?

"Before your next networking event, don't ask, 'Who can help me?' Instead ask, 'Whose relationship can I make better today?'"

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