

Who can you collaborate with?

Who already has your ideal client as one of their clients?

Who else is in the same industry but not a direct competitor?

Who amongst your competitors could you collaborate with?

Most of your competitors do not do exactly what you do. Think how you could combine what you offer.

How could you collaborate?

e.g. joint stand at exhibition, business cards, flyers.

How else could you help promote each other's businesses?

How can you find potential collaborators?

e.g. networking

What incentives can you offer for promoting your business/services?

e.g. referral or finders fee