



Module 4 – Build Profitable Partnerships

In this module you will learn:



- Why partnerships are a **mandatory** part of ministry growth
- How to **prepare and position** yourself for strategic alliances
- **5 Partnership pitfalls** to avoid
- And more...



Partnership Myths



- More money, more appealing
- Big audience = big opportunity
- Longevity = credibility
- Reputation = results

Image courtesy of 89Studio/ FreeDigitalPhotos.net



The TRUTH About Profitable Partnerships

Money is not the ONLY currency.

- ✓ Ideas
- ✓ Strategy
- ✓ Skills
- ✓ Support
- ✓ Influence
- ✓ Commitment

Partner with those who add value to your
organization.



5 Partnership Pitfalls



- ① Lack of clarity
- ② Unrealistic expectations
- ③ Focus on reputation vs. relationship
- ④ One-sided approach
- ⑤ Invisible bulls eye

Image courtesy of 89Studio/ FreeDigitalPhotos.net



Expansion Principle

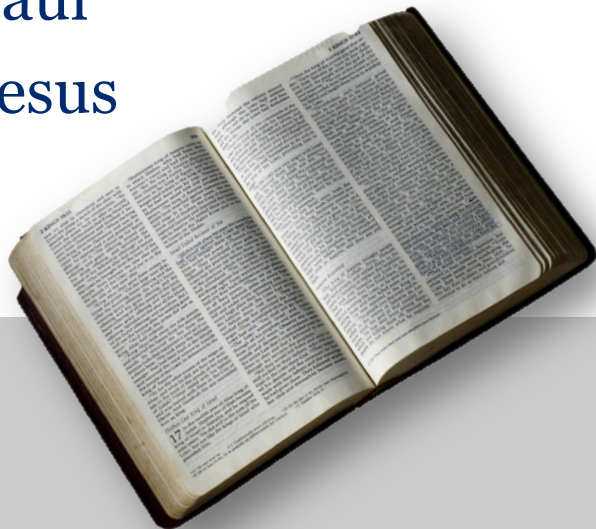
“ONE man can't expand!”



Biblical Reference

Biblical Leader:

- Moses
- David
- Elijah
- Esther
- Paul
- Jesus



Strategic Partner(s):

- Joshua, Aaron, Hur, and the elders
- Jonathan and other “mighty” men
- Elisha
- King Ahasuerus
- Timothy, Barnabas, Luke, Silas, Titus, Mark
- 12 Disciples



A Profitable Partnership

The Azusa Street Centennial Celebration



Janice Johnson

- **Where:** Los Angeles, CA
- **Why:** “Azusa Street” noted as birthplace of Pentecostal movement
- **What makes it profitable?** 600 million people adhere to tenets of Pentecostalism
- **How can it be mutually beneficial?**
 - FREE Access to followers of the faith
 - Expand the reach of the movement
 - Connected our company with Influencers
 - Resulted in 150,000 new subscribers in 5 days



So...What Makes a Partnership Profitable?

- ① Alignment
- ② Added value
- ③ ROI
- ④ Manageability
- ⑤ “Proof”



Alignment

to be in agreement, to cooperate

- **Core values**
 - Guiding principles for your organization
- **Mission (not vision)**
 - Your purpose, passion, or call
- **Strategies**
 - How you get your message out?
- **Audience**
 - Do you serve the same people?



Added Value

(Mutual Benefits)

BEFORE Approaching a Potential Partner...do your homework!

- ✓ Value you will receive
- ✓ Value your partner will receive
- ✓ Value their audience will receive



Return On Investment

ALWAYS TALK TANGIBLES

What do you want?

- Income?
- Influence?
- Impact?

What do they want?

- ✓ **GOLDEN RULE #1:**
Straight from the horse's mouth
- ✓ **GOLDEN RULE #2:**
Document EVERYTHING!
- ✓ **GOLDEN RULE #3:**
Capture the “good” times,
they are leverage in the “not so” good times



MANAGABILITY

(“Look for ways to make partnering with you EASY”)

- Pre-written emails/letters
- Templates
- Graphics
- Sample scripts
- Leverage technology
- Ready-made materials

***Be prepared for the partnership!**



Partnership “Proof”

Show Me How This Matters

- ① What’s the problem?
- ② How can WE help?
- ③ What difference will it make?

***Influencers LOVE being a part of a “bigger” cause. It’s YOUR job to point it out to them.**



EXPANSION in ACTION

In notebook/journal write:

- Review the “Alignment” slide. Identify your:
 - Core values
 - Mission
 - Strategic approach
 - Audience

- Identify 10 potential partners who are aligned with your ministry

- Using the 5 Keys to Profitable Partnership, write a letter of to the partner requesting a conversation.

- Post your letter in the private FB Group or bring to the QA call for feedback.



STAY CONNECTED VIA SOCIAL MEDIA

- Facebook



- ✓ **Like** our Page:
MinistryMarketingMentor

- ✓ **Get active** in our MBD
Group

- Twitter



- ✓ **Follow** me
[@janiceroberson](#)



Make the Most of Your **EXPANSION** Journey

- Write 
 - Listen 
 - Read 
 - Visit 
- ✓ Ah ha's, notes, complete worksheets
 - ✓ Replay lessons for clarity and confidence
 - ✓ Your notes
 - ✓ Stay connected to the group by being active in our FB group



Remember the key to profitable
partnerships is...

RELATIONSHIP!





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