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WoDiLab

AFFILIATE & PARTNERSHIP MARKETING

Use this worksheet to explore one potential partnership and turn it into a simple, realistic collaboration idea.

ACTION CHECKLIST

☐ **Step 1 – Choose One Potential Partner**
Choose one person or organisation whose audience or work connects with yours.

☐ **Step 2 – Find The Mutual Value**
Think about what you could bring, what they could bring, and how the audience could benefit.

☐ **Step 3 – Choose a Partnership Model**
Decide what a simple collaboration could look like.

☐ **Step 4 – Make Your Idea Concrete**
Think through how the partnership could work in practice.

☐ **Step 5 – Take a First Step**
Prepare one simple message and choose your next action.

Step 1 – Choose One Potential Partner

Think about **one person, business, or organisation** whose work connects naturally with yours.

This could be:

- ☐ Someone you already know
- ☐ A trainer or course creator
- ☐ Another small business
- ☐ A professional community
- ☐ An event or webinar organiser
- ☐ A content creator or podcast host
- ☐ Someone you discovered through LinkedIn or social media
- ☐ Other: _____

My potential partner:

_____

What do they do?

_____

Who is their audience?

_____

Why could this be a good fit?

_____

_____

<u>REMEMBER</u>

You are not looking for the person with the biggest audience.

You are looking for a relevant audience and a good fit.

Step 2 — Find The Mutual Value

A strong partnership should create value for both partners and the audience.

Think about your potential partnership from three perspectives.

WHAT COULD I BRING?

What knowledge, service, product, audience, resource, or expertise could you contribute?

WHAT COULD THEY BRING?

What could your potential partner contribute?

WHAT WOULD THE AUDIENCE GAIN?

Why could this partnership be useful to the people you want to reach?

QUICK CHECK

- ☐ We work with similar or complementary audiences.
- ☐ Our expertise or offers fit together naturally.
- ☐ The partnership could be useful for both sides.
- ☐ The audience would receive genuine value.

☐ I would feel comfortable being professionally connected with this partner.

REMEMBER

A useful partnership is not only:

“What can they do for me?”

Also ask:

“What could we create together that is useful for the audience?”

Step 3 — Choose a Partnership Model

Now think about **how you could work together**.

Which option could make sense?

☐ **Affiliate recommendation**
They recommend your offer and receive an agreed commission when their recommendation leads to a sale.

☐ **Referral**
You recommend relevant clients or audiences to each other.

☐ **Joint webinar**
You teach or present something useful together.

☐ **Guest session or training**
One partner shares their expertise with the other's audience.

☐ **Shared content**
You create a post, video, Live session, interview, or other content together.

☐ **Bundle or bonus**
You combine complementary offers or add extra value to an existing offer.

☐ **Cross-promotion**
You introduce each other's relevant offers to your audiences.

☐ **Other:** _____

The partnership model I would like to explore:

_____

Why could this model work?

_____

_____

Step 4 — Make Your Idea Concrete

Now turn the general idea into something simple and specific.

MY PARTNERSHIP IDEA

We could:

_____

_____

I would contribute:

_____

My partner could contribute:

_____

The audience would receive:

_____

_____

IF AFFILIATE MARKETING COULD BE PART OF THE IDEA

You do not need to create a complete affiliate programme now.

Use this section only if an affiliate recommendation makes sense for your idea.

My offer:

_____

Offer price: € _____

Possible commission: _____ %

Partner would receive approximately: € _____ per sale

How could the sale or referral be tracked?

☐ Affiliate link

☐ Discount code

☐ Referral form

☐ Manual tracking

☐ I need to explore this later

REMEMBER

You do not need a complicated affiliate system to start exploring partnerships.

Start simple and make the agreement clear.

Step 5 — Take the First Step

Your first message does not need to contain a complete partnership proposal.

Use this simple structure:

1 — CONNECTION

Why are you contacting this person?

_____

2 — RELEVANCE

Where do your audiences, topics, or work connect?

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3 — VALUE

Why could your idea be useful?

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4 — SIMPLE IDEA

What could you suggest as a first possibility?

NEED HELP GETTING STARTED?

You could write:

Hi [Name],

I noticed that we both work with [audience/topic].

You focus on [their area], while I work with [your area], and I think our work could complement each other.

I wondered whether [simple partnership idea] could be useful for your audience.

Would you be open to exploring the idea?

Best,
[Your name]

My version:

MY PARTNERSHIP IDEA

Bring everything together.

MY POTENTIAL PARTNER

WHY ARE WE A GOOD FIT?

WHAT VALUE COULD WE CREATE?

WHAT COULD WE DO TOGETHER?

MY NEXT STEP

WHEN WILL I DO IT?

Your Next Action

Choose one realistic partnership action.

☐ Research my potential partner more closely

☐ Connect or reconnect with them

☐ Prepare my partnership idea

☐ Send a simple message

☐ Suggest a collaboration

☐ Discuss an affiliate recommendation

☐ Arrange a short conversation

☐ Other: _____

You do not need to build a complete partnership today.

Start with:

ONE good fit ⟶ ONE useful idea ⟶ ONE next step

Your Points

- **1 XP** – Watch the Lesson
- **2 XP** – Complete the Worksheet
- **2 XP** – Take One Partnership Action

TOTAL: 5 XP

✨ Strong partnerships grow when both sides — and the audience — gain something valuable.