

## **Creating a "JV" proposal for a potential partnership:**

- 1. Introduce yourself & your business in a professional & personalized way. Be sure to include a brief description of your products & services. Write a brief paragraph of the BENEFITS of your products/services.**
- 2. Be sure to compliment the business owner on their business. Do your research. Check out their website, how they started, what they offer, what makes them stand out to you?**
- 3. Include testimonial & references if possible. If not, explain the benefits of your business and what it can mean to them as a business.**
- 4. Explain the win/win of a partnership for both of your companies with compliments about how your businesses will compliment one another's audience.**
- 5. Include a free sample of your product or service.**
- 6. Be clear on what you would like them to do next. If you would like to contact them, tell them that. If you would love an e-mail back Tell them that. Just give clear, concise instructions of how & when they can contact you or expect to hear from you.**