



PARTNER WORKSHOPS CHEAT SHEET

Nick Loper

Partner Workshop Checklist

The following pages will help you get organized for your first partner workshops.

In broad strokes, here's what you'll need to do:

- ☐ 1. Choose Your Niche
- ☐ 2. List Your Dream Partners
- ☐ 3. Make Your Pitch
- ☐ 4. Make Your Landing Page
- ☐ 5. Craft Your Presentation
- ☐ 6. Create Your Workshop Bonus (Optional)
- ☐ 7. Create Your Follow-Up Email Sequence

1. Choose Your Niche

Who do you serve and how do you help them? What problem do you solve? Why do they care?

For example:

- "I help Amazon sellers set up their own Shopify storefront so they're not as reliant on one traffic source."
- "I help membership site owners reduce churn so they can keep customers happier and make more money."
- "I help homeowners take care of their yard so they can get their weekends back."

2. List Your Dream Partners

Who already has an audience of the customers you'd like to serve?

Business Name (if applicable)

Contact Person

Website

Contact Info

3. Make Your Pitch

Remember, "there's no such thing as a good cold email," so your job is to make your outreach as warm as possible. Maybe you can get an introduction from a mutual friend or otherwise show you've done your homework and aren't just a random stranger.

Example template:

Hey [FirstName],

Love your podcast and had a quick idea to run by you. You guys are doing an incredible job helping Amazon sellers grow their businesses, and I'd love to support you in that mission.

I work with a ton of Amazon sellers as well, specifically in helping them set up their own storefront so they don't have all their eggs in one basket.

Would a pitch-free workshop on "5 Ways to Diversify Your E-Commerce Income" be beneficial to your audience?

I'll handle all the tech. Let me know what you think!

Nick

General best practices:

- short
- build trust / credibility
- make it clear what you're asking
- don't include links

4. Make Your Landing Page

Once you have a "YES" from your partner prospect and settle on a time and date, set up a landing page to collect registration emails.

[LeadPages](#) has some great webinar templates for this, but you can also use your own website if you're comfortable with that.

Connect the landing page to your email service provider and you're all set. (I use [ActiveCampaign](#).)

Dustin Lien mentioned using [Webinar Ninja](#) to host his workshops. Zoom is another option.

5. Craft Your Presentation

- Aim for 45-60 minutes
- 5-7 minutes of introduction, leading off with a joke or icebreaker. Goal: build rapport, trust, and credibility.
- 30-40 minutes of content. Describe the problem, why other solutions have failed, and the cost of ignoring the problem. Goal: teach to show expertise and give people something they can actually implement right away.
- 2-5 minutes of call-to-action. Dustin recommended having a bonus here that viewers could claim. Alternatives could be to set up a meeting or to purchase a product.
- (Optional) 5-10 minutes of Q&A. This gives viewers a chance to ask their specific questions and gives you a chance to overcome objections and continue to showcase your expertise.

6. Create Your Bonus (Optional)

This is more important if you didn't collect emails during the workshop registration, but can be a great value-add either way.

Think of the next logical step a workshop attendee might need to take, and provide a free (or low price) resource that will help them with that.

In Dustin's example, his workshop was on setting up an abandoned cart email sequence, and his bonus was a set of copy-and-paste email templates that his viewers could immediately apply.

7. Create Your Follow-Up Email Sequence

This could be automated or sent in real-time, but your work isn't over when the workshop ends. Now that you have people on your list, continue to provide value to them and make it clear you're available to hire for one-on-one help.

Happy selling!