



Strategic Alliances Workbook

This workbook will help you gain highly profitable, great quality strategic alliances (other businesses you could join with the promote each other for mutual gain.)

The best thing about strategic alliances is you make them once and, with a little effort, you keep reaping the rewards for many years down the line.

Firstly, write down the general types of businesses you have a general affinity with (for example, carpet cleaners could work with carpet shops or builders, accountants could work with solicitors or business clubs etc.) Do that in the space below. Write down every trade or profession you can think of; there really is no daft answer at this stage.

Business types you could join with to become trade partners or alliances:

e.g - plumbers	
electricians	



Sales Letters

Alternatively you may decide to write them a sales letter. On the next page we have an example of a sales letter that changed a builder's fortunes forever. We also wrote reminder letters and other sales materials for this builder who has been on the up and up ever since. (For details of our copywriting services visit (<http://www.businesssuperheroes.org/bsh-copywriting-services>))

You are welcome to copy the letter that follows as a template, just don't forget:

- A strong headline (The most important part of any sales letter)
- A great offer
- Answer the "WIIFM" (what's in it for me?) statement (The "Why Should I" statement)
- A guarantee
- Testimonials
- A p.s

Whatever else you do don't forget 2 things:

- 1) The recipient doesn't care about you or want to read the letter
- 2) It's not about you ... it's always about how you can help the recipient.



Do NOT Get a Conversion, Loft Extension or Other Building Work Until you Have Read This Letter!

If you are thinking about any sort of home alterations, who do you trust with your most treasured possession, your home? What price is “good,” and what price is just so good you feel they will run off with your deposit and not actually do anything? ***Just who can you trust?***

We Understand It’s Difficult Choosing an Experienced Builder!

With a combined building experience between the directors of the company of over 100+ years, xxx are the local builders you can trust, because there is nothing we haven’t seen, or any work we cannot perform to the highest of standards.

We may also be able to come up with ideas you may not have thought of, recommend solutions, or highlight potential pitfalls with planning etc ... **all of our advice and quotations are totally FREE.**



6 Cast Iron Guarantees I Make To You Today:

- 1) All our workmen will be polite and cheerful
- 2) All our work personnel will treat your house as if it were their own, and leave it tidy and clean
- 3) We are so confident in our work that we are the ONLY company to offer "Commitment Beyond Completion" More about this later
- 4) All quotes and advice are free
- 5) Should any aspect of the work fall behind schedule for any reason, for example weather problems, we will keep you up to date and get the job back on track as soon as we possibly can!
- 6) We will leave anywhere we have been in an immaculately clean and dust free condition. **We will even have your carpets professionally cleaned once we have finished too!**

Only We Offer "Commitment Beyond Completion"

We know you will be worried about Cowboy Builders. We understand you may have watched "Builders from Hell" or such like on TV. There is no 2 ways about it ... those people on those sorts of programmes really suck!

To be honest these dreadful individuals and their shoddy work makes us cringe with embarrassment for our whole industry.

At xxx we are so convinced about the true quality of our work, we will call or visit the property to ensure everything is fine every 3 months for a whole 2 years after the completion of the work, so that, in the event of any problems, any minor niggles can be sorted out, and quickly!

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For a FREE, no obligation quotation, or any advise you may need, call me personally on xxxxxxxxxxxx or on my mobile xxxxxxxxxxxx.

It would be great to talk you through this minefield.

Yours sincerely

Xxxxxxxxxxxxxx

Director, company

P.s I've enclosed some client comments sheets from recent assignments we've done. Should you wish to contact any of these people I'd be more than happy to put you in touch with them.

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