Corporate Partnerships & Sponsorships For The New Economy

Workbook Week 2

By Siya Mapoko

8 June 2020

EXERCISE 1

Do a few draft One Sentence Business Plans for your business. Do at least three different drafts.

EXERCISE 2

Go to your list of 20 companies you'd potentially like to partner with, select one company and start applying the Partnership Thinking Plan. You can do more than one company if you like. The more you do, the better you get.

EXERCISE 3

EXERCISE 4

Using my Partnership Thinking Plan and my JSE email example please draft an email / letter you can send to your potential partner. Please send this to me by Saturday so that next Monday I may choose it as one of the emails to work on (improve) during our next lesson.

Watch this training as many times as you need to! Then write down and email a the questions you would like to be answered or clarified for you this week!	al.
	_

ADDITIONAL NOTES
