

CPS Implementation Workshop

QUESTIONS

(THE LADDER & THE WALL)

ASK

ASK

AGAIN

(WALT DISNEY)

ASKING
VS
NEEDINESS & HELPLESSNESS

WHY PEOPLE DON'T ASK

1. Lack Knowledge
2. Fear
3. Unworthy / Insecure
4. Doubt
5. Excuses

The One Sentence Business Plan

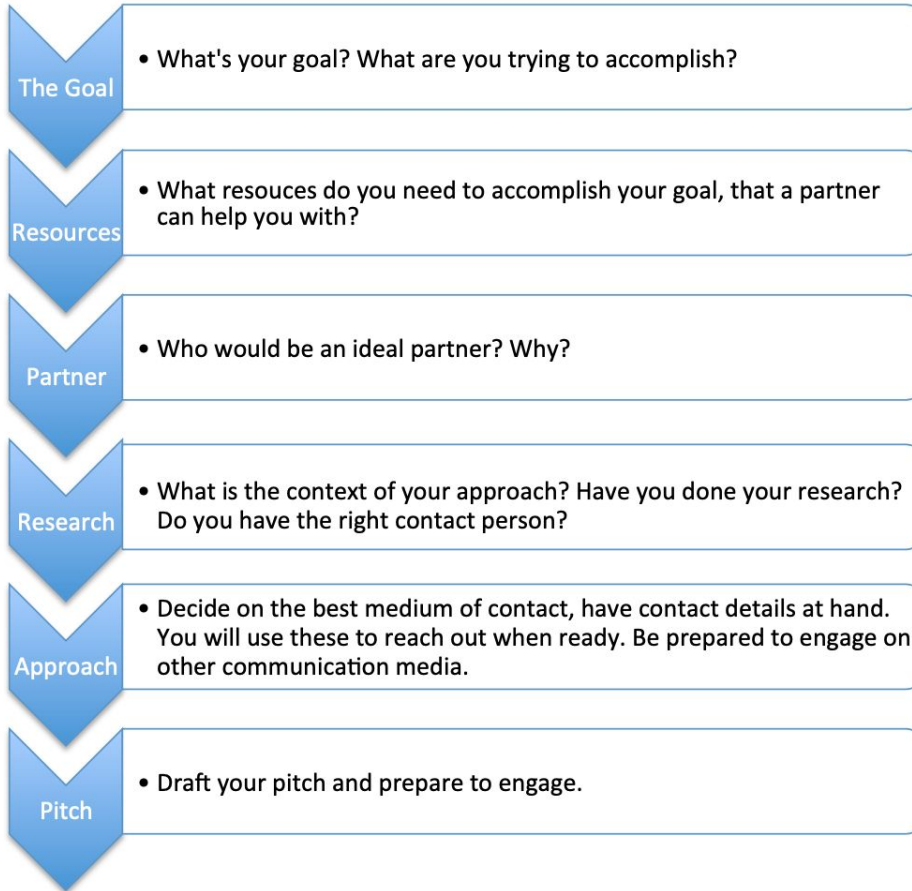
And it works by answering — in just one sentence — these 4 questions:

1. What market do you want to serve?
2. What product/service do you want to sell that market?
3. What will you sell to people who buy that product/service?
4. How will you reach that market?

“I want to sell a video teaching single mothers looking for extra income where to find expensive name-brand clothing cheap, and then resell it at a profit, THEN offer them one-on-one home-based business coaching, and I’ll reach them using paid ads on social media websites and in Facebook groups and other forums where they hang out.”

“I want to sell divorced men a book about how to get dates with women, THEN offer them testosterone supplements, style advice, and dating & relationships coaching, and reach them using print media ads, Google AdWords, and via joint ventures with businesses in related industries.”

The Partnership Thinking Plan



Google
Company Website
LinkedIn
Other Social
News Articles
Etc...

Google

Hunter.io

Voilanobert.com

Rockertreach.com

Phone

Etc

Who's this?

What's this about?

Why me SPECIFICALLY?

DRAFT.
SEND!

THANKS!

Dear Mr Zee,

This is Henri, co-owner of Sign Wonder Vehicle Branding.

Sign Wonder has been in operation for over 30 years specialising in vehicle branding. We are a total turnkey operation from the designing, printing and the application at our convenient premises in Alrode, Alberton.

I notice your fleet of vehicles on the road daily, it is obvious that many of your vehicle's branding has deteriorated to such an extent that it is almost unreadable.

As a first step towards a mutually growing business relationship, I would like to meet with you in your office at a mutually convenient time to explain the benefits and answer any question you might have regarding branding of your fleet.

I look forward to meeting you in person.

Sincerely,

Dear NAME,

I hope this email finds you well.

I have been impressed by COMPANY's mandate and have been following your (and team's) fantastic work & initiatives with regards to the impact by PROGRAMS on our township and broader economy - and I wish to applaud you for this.

I am Managing Partner at 8th Season Capital and we invest in and support emerging businesses (startups and SMEs) across South Africa. More relevant to COMPANY, we have recently launched a **Housing Fund** to support emerging property developers and SMEs (including building contractors & PropTech startups) focused on South African townships.

Through some interactions with emerging developers and the PROGRAM information sessions hosted recently, I am well aware of the funding challenges faced by emerging developers in townships - especially those who might qualify for support by COMPANY's products, but might not have the required equity contribution. Our fund aims to support such entrepreneurs / developers by providing some funding to get their viable township projects off the ground.

I would kindly like to explore some partnership ideas with yourselves and was wondering whether you would be open to have introductory meeting / call (whether with yourself or any of your team members) to discuss further. I am happy to have an in-person meeting or even a Zoom / virtual meeting depending on what suits you.

Many thanks and hoping to develop a mutually fruitful relationship with COMPANY.

Thabo Ncalo

Founding Partner

Dear Mr. X.

I hope you are well.

The reason i am addressing this email to you is that i have been following you and your company X. Under your leadership X parts was launched as division on its own in 1999. You are also one of the CO B founders were you offer non traditional creative financing option for SMEs. You also represented neighboring factory owners against CO C that the facility was set up without your consent.

I am the Director of Legala Fuels which is certified supplier of bulk fuel such as diesel, petrol, paraffin and jet fuel. I have over 19 years experience working in petrochemical industry, this include SASOL and SIPCHEM (Saudi Arabia).

I have this huge idea that will present opportunity for both of us.

I know you are busy, however i would like to suggest that we meet for a coffee or zoom meeting to discuss the details at your convenience.

How is your schedule next week?

Looking forward to meet you.

Thanks and Regards,
Mike