



1. Print out a copy and fill in this worksheet by hand ... *or*
2. Type in the worksheet below and save a copy on your computer, *not to this read-only CD-ROM.*

## What kind of Partner do you need?

Do you need help or expertise in sales, marketing, customer service, operations or finance?

YOUR BUSINESS NEEDS...	TYPE OF PARTNER	Impact to your Business
<b>Financing</b> to grow or overcome cash flow problems.	<b>Investor</b> (behind-the-scenes or active). Pre-determine how much of your company you're willing to give up for this investment.	__High __Medium __Low
<b>Management</b> of employees or help in running a specific area of your business.	<b>Co-owner, Co-manager</b> – Someone who brings needed management expertise to your business. Directly tie performance to an incentive, bonus or ownership plan. Owning a “piece of the pie” can be extremely attractive to someone “trapped” in a situation of always working for someone else.	__High __Medium __Low
<b>Experience</b> in your market or a related market.	<b>Consultant</b> – Hired for a one-time project or on a monthly retainer with a simple “out” clause for you. <i>See sample consultant agreement at <a href="http://www.TheSmallBizCo.com">www.TheSmallBizCo.com</a>.</i> <b>Co-owner</b> (could bring new customers with them).	__High __Medium __Low
<b>Growing</b> your business into new areas.	<b>3<sup>rd</sup> party business</b> – Look for opportunities to co-share customers and/or leads (restaurant partners with movie theater for “dinner and movie” night out; moving company partners with storage company for shared business when renters need storage).	__High __Medium __Low
<b>Marketing</b> ... research, advertising, targeting.	<b>Consultant</b> – Hired for a one-time project or on a monthly retainer with a simple “out” clause for you. <i>See sample consultant agreement.</i> Highly incentivize based on performance.	__High __Medium __Low
<b>Sales</b> ... new customers, more purchases from current customers.	<b>Co-owner/Sales VP</b> – Bring in new customers and fresh ideas. Bonus them based on performance.	__High __Medium __Low

*Now, it's time to create your plan to Partner and REVITALIZE.*