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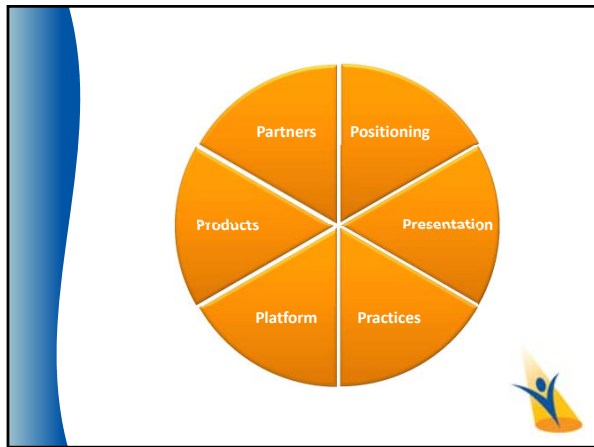
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## **Partners**

- Team
- Nonprofit Partners
- Joint Ventures
- Strategic Alliances
- Networking
- Corporations



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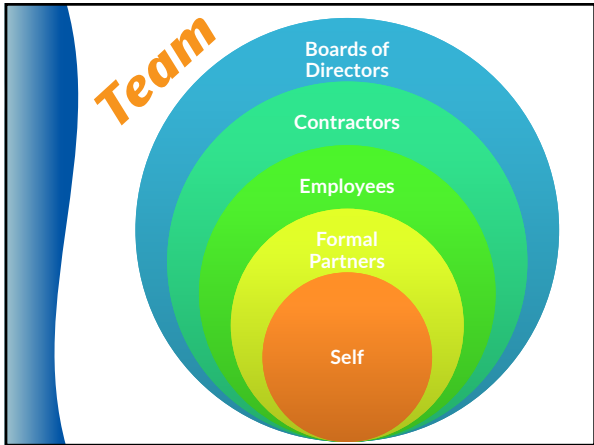
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## **Boards of Directors**



- [bit.ly/buildingaboard](http://bit.ly/buildingaboard)
- Create your own
- The Alternative Board (TAB) or Vistage



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# Contractors & Employees



- Delegate!
- IRS question
  - <http://bit.ly/irsemployeecontractor>
  - Consultants
- [www.ivaa.org](http://www.ivaa.org)



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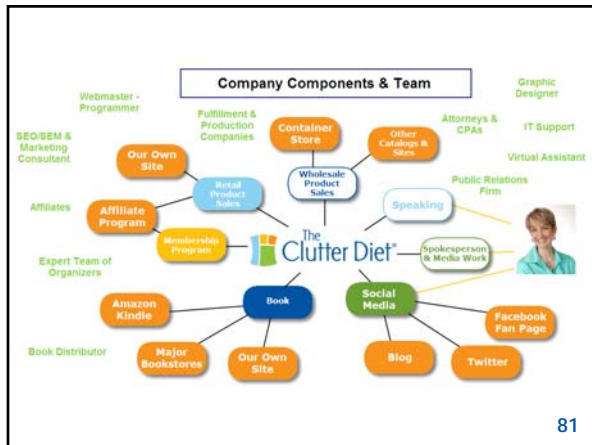
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# Formal Business Partners



• Just say NO 😊



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*“A friendship founded on business is better than a business founded on friendship.”*  
- John D. Rockefeller

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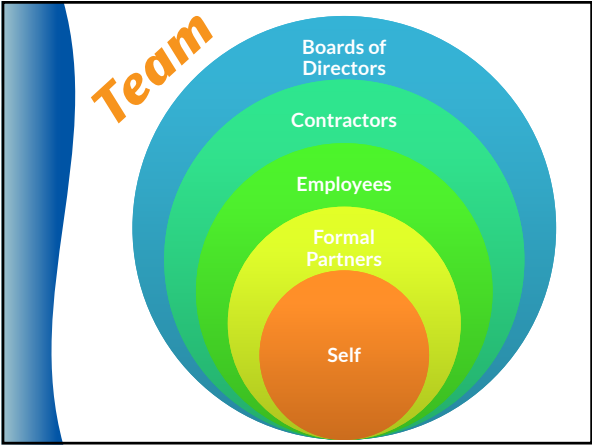
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### Yourself, Your Role



- Accountability
- Building
- Connecting

 Expert Visibility

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# Partners

- Team
- Nonprofit Partners



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### Other Donate Movement Partners



FamilyCircle

planet green

GAP

Hanes

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### Donate Movement PSA



<http://bit.ly/donatepsa>

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### Partnership



Good Housekeeping

NAPO  
National Association of  
Professional Organizers

Green  
HALLOWEEN

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## Research Resources



- Guidestar.org
- CharityNavigator.org
- Greatnonprofits.org
- Philanthropy.com
- GivingInstitute.org



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## Partners

- Team
- Nonprofit Partners
- Joint Ventures



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## Joint Ventures



- Their brand
- Their industry
- Their platform
- Your positioning



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## “Dream Team”



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## Partners

- Team
- Nonprofit Partners
- Joint Ventures
- Strategic Alliances



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## Strategic Alliances



- More formalized
- Co-branded products/services
- Consistent cross-promotion



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personalized organizing

powered by Clutter Diet

Home  
What's Included  
How it Works  
Meet the Organizers  
Testimonials  
Join Us!  
Contact Us

Lose clutter, gain time, and reduce stress!

Get started now!

Monthly Membership - Special LOW Introductory Rate of \$4.95 for the first month, continuing at \$17.95

Annual Membership Special - \$11.95/month (\$143.40 prepaid)

JOIN US TODAY!

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## What Did I Learn

- Budget for legal fees
- GOOD attorney
- Get cash up front
- High opportunity cost

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## Partners

- Team
- Nonprofit Partners
- Joint Ventures
- Strategic Alliances
- Networking

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# Networking



- Think big, network big
- Pay to play
- Call people up!



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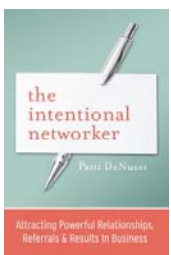
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# Book on Networking



<http://amzn.to/denucci>



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*“The bird a nest, the  
spider a web, man  
friendship.”*

*- William Blake*

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## Networking



- Serve others first
- Cross-pollinate

 Expert Visibility

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## Partners

- Team
- Nonprofit Partners
- Joint Ventures
- Strategic Alliances
- Networking
- Corporations



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## Corporations



- Sponsorships
- Spokesperson arrangements
- Strategic alliances



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## Different Mindset!

- Corporate vs. Entrepreneurial
- Employee vs. Owner
- People leave!
- Slow vs. Fast
- Decision-making



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## Sponsorships



- Speaking engagements
- Speaking tours
- Seminars/events
- Ads/Content



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# Spokesperson Work



- 1. Face of the Company
  - Long-term



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# Spokesperson Work



- 2. Annual Engagement



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# Spokesperson Work



- 3. Campaign Engagement
  - Quarters or months



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## Spokesperson Work



- 4. One-Day Engagement
  - SMT
  - RMT



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**Watch an SMT**  
[www.clutterdiet.com/clips](http://www.clutterdiet.com/clips)

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## What Do Spokespersons Do?

- Local & nat'l media interviews
- Mat releases/radio releases
- SMTs: Satellite Media Tours
- RMTs: Radio Media Tours
- Press conferences



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## What Do Spokespersons Do?

- Press release quotes
- NYC/other deskside briefings
- Commercials/Public Service Announcements
- Voiceovers
- Internal video productions



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## What Do Spokespersons Do?

- Event tours
- Trade show appearances
- Speaking engagements
- Store appearances
- Internal company events
- Microsites



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## What Do Spokespersons Do?

- Blog tours
- Social media events/webinars
- Articles/tips/videos/content
- In-store display materials
- Product lines/packaging images
- Contest/sweepstakes prizes



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## Measuring Success



- Often measured in “impressions”
- Number of interviews
- Objectives reached



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## What’s a Twitter Party?

- Consistent hashtag
- 1½ -2 hours
- Giveaways & questions





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## How to Do This!

- Get media experience!
- Wish list of companies
- NETWORK
- Build your platform





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## SMT Producers



- Vidicom
- MultiVu/  
PRNewswire
- Bit.ly/SMT  
companies



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## Challenges

- Finding work
- Pricing/ negotiating
- “Scope creep”
- Your messages vs.  
theirs
- Script changes



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## Research Resources



- Annual reports
- Press releases
- Hoovers
- Sponsorship.com
- Versaic.com



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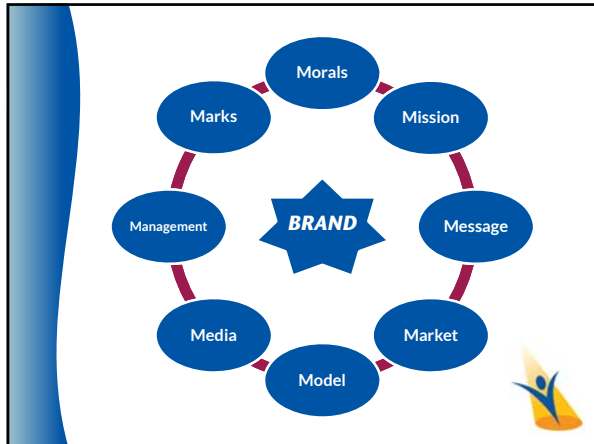
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**Expert  
Visibility**

[eviz@loriemarrero.com](mailto:eviz@loriemarrero.com)  
for program assignments & questions,  
[service@loriemarrero.com](mailto:service@loriemarrero.com)  
for other issues

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