

Partnership Non-Negotiables

Personal

1. Prospect's **customers** should **care** about the product.
2. Prospect's **customers** should have **money** to buy the product.
3. Prospect's **market** is ideally to the **smaller** side.
4. Prospect's **business** has **High Profit** Margins or **Low Operating** Cost. Ideally both.
5. Prospect acts as a **professional**, replying to my DM's / Emails on time.
6. Prospect has a **problem** that needs to be **solved**.
7. Can we **reach** these people?
8. Is there **competition** in the niche?
9. CAN THEY **PAY** ME?
10. Prospect's business has the needed **ingredients** that I NEED to help them:
 - A. Existing **audience**.
 - B. **Already selling** a product with decent reviews.
 - C. If a **local** business → **Good reviews** matter.
 - D. Businesses **match the ideas** I have for them.

I communicate these with the customer

1. Our **morals** line up.
2. We operate with **speed**.
3. You need to have a **clear goal** in mind.
4. I need to be provided with **clear objectives** and **critical info** in order to provide my services.