

Partner Discovery Guide: Four Steps to Find Partners To Share Your Resource

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Step #1: Brainstorm 20 related and non-competitive topics

1. What problem do I help people solve?
2. What are 5-10 causes of this problem?
 - a. *Google search / AI Prompt: "Common causes of ..."*
3. What are 5-10 things that result from this problem?
 - a. *Google search / AI Prompt: "Problems caused by ..."*
4. Bonus: What have they tried to solve this problem?
 - a. *Google search / AI Prompt: "Common ways to solve ..."*
5. Bonus: What are the different specialties within your profession?
 - a. *Google search: "Different types of ..."*
 - b. *Google suggest: "[insert topic] problems"*

Step #2: Identify 10 highest potential shoulder topics

- After answering the 5 questions above.
- List out the top 10 topics that surfaced for you.
- Can you imagine your ideal client being on an email list of an audience that covers that topic?
- [Get your imagination going by reading these shoulder topic case studies.](#)

If you need more ideas, take the 10 shoulder topics you found and run them back through step 1.

Step #3: Brainstorm people you are familiar with in and around these topics

1. Friends and family who have businesses

2. Blogs or email lists you've subscribed to
3. Podcasts you listen to
4. Courses or other products you've bought
5. Ads that Facebook, Instagram and Google are showing you
6. Books you've read
7. Services you use
8. People you've interacted with in communities
9. Sites that have back-linked to you
10. Interviews you have done
11. Your customers
12. Your friends

Step #4: Find 50 newsletters within these topics

1. What are newsletters for these audiences?
 - a. Google search / *AI Prompt*: "Top [insert topic] newsletter [year]"
 - i. An idea for prompting AI (such as ChatGPT): I need you to find me the top 10 [insert topic] newsletters of [year]. Not huge ones, smaller ones. Not top 100 in the rankings. Make sure it's active in the last 1 month.
 - b. Google search / *AI Prompt*: [topic] "beehiiv newsletter" ← perfect for content gap
 - c. Google search / *AI Prompt*: "top [topic] podcasts" ← perfect for content gap
 - d. <https://inboxreads.co/> Search
 - e. <https://substack.com/> ← perfect for content gap
 - f. <https://findnewsletters.com/> Search
 - g. <https://newsletterprofit.club/newsletters>
 - h. <https://thanksforsubscribing.app/> Search
 - i. <https://blog.feedspot.com/> Search
2. Paid Customer Lists (that are underserved and easy to get to)
 - a. [topic] + "Course" or "Community" or "Membership" ← perfect for content gap
3. Blogs
 - a. Google search / *AI Prompt*: "Top [insert topic] blogs [year]"
4. Google suggest + Google recommendation
 - i. "[insert topic] problem"
 - ii. Scroll to the bottom and click a long-tail suggestion
 - iii. Then look for sites that rank for that

5. YouTube channels
 - a. <https://channelpages.com/search> and search for subtopic
 - b. YouTube search: “[insert topic]”
6. Instagram account
 - a. Google / *AI Prompt*: “[insert topic] experts on instagram”
 - b. Instagram search: “[insert topic]”
7. Facebook Group
 - a. Google search / *AI Prompt*: “[insert topic] Groups”
8. Software
 - a. Google search / *AI Prompt*: “best software for [insert topic]”
 - i. Click on any google suggest results at bottom
9. Courses
 - a. Google search / *AI Prompt*: “top online course for [insert topic]”
 - b. Udemy search: “[insert topic]”
10. Authors
 - a. Google search / *AI Prompt*: “top books on [insert topic]”
 - b. Google search / *AI Prompt*: “top authors for [insert topic]”
 - c. Amazon search “[insert topic]”
11. Communities
 - a. Google search / *AI Prompt*: “top communities for [insert topic]”
 - b. Linkedin search: “[insert topic] group”

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