



Strategic Alliance Exploratory Meeting #1

Interview Guide

*This is an interview guide that you would use with another professional with whom you are considering collaborating in some form. This guide offers questions to ask, as well as answer yourself, to establish if your businesses, audiences, talents and personalities align. The purpose of this **first exploratory meeting** is to establish whether there is a strong enough foundation between you to move forward to **a second exploratory meeting** where you would then explore doing with an initial collaborative project or marketing effort. **At the end of your exploratory meetings, in order to move forward you must feel EACH of the following Three Criteria apply:** 1) this is someone with whom you would enjoy working 2) your businesses and focuses compliment each other but don't compete directly AND 3) your clients and "following" would be drawn to the other professional and vice-versa. Sometimes you do not know at the end of the first meeting if these three criteria are present. Do not agree to move forward on a project or collaboration until you are sure these are present.*

Note: It takes more than two exploratory interviews to establish whether to move forward on a project. I do not recommend agreeing to move forward decisively on a project after only one meeting, no matter how much you click!

- 1) How long have you been a _____? (ex: marketing consultant, wellness coach, business mentor, yoga teacher). What do you love about it?

- 2) Who do you consider your Ideal Client?

- 3) What are the services and/or products you provide?

- 4) What do you consider your "sweet spot" (with your services/products or the "gift" you provide to your clients)?

- 5) How big is your email list?

- 6) What are you up to this year? How might I be able to support you?