

# Business Success Partnership™



# **Business Success Partnership™**

*A unique program designed to insure and accelerate  
success for the self-employed.*

Written and Created by  
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And  
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## **How to Use This Kit**

Congratulations! With the purchase of this BSP Kit, you have put yourself on the fast track to self-employed success by leveraging all the power of, and none of the hassle of, *partnership*.

This kit contains tools which, combined with your time and determination, will be all that you need.

### **BSP Kit Contents**

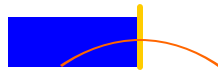
CD Audio Training on BSP Tool Kit & Process for Success

1. Support Assessment
2. The Five Phase BSP Process
3. Sample Interview Questions
4. Partnership Agreement
5. BSP Meeting Template

In addition to the hard copies of these forms, you will be receiving these documents in Microsoft Word format via email, so that you can use them on line, interactively, and print fresh copies. (If you haven't already provided your email information to receive the documents, email us at [colleen@superachiever.net](mailto:colleen@superachiever.net).)

### **IMPORTANT LEGAL NOTICE**

The BSP name, concept, process, and tools are the legal intellectual property of Lisa Kramer and Colleen Bracken. Therefore, under no circumstances are these forms to be distributed to anyone outside of your Business Success Partnership. You and your BSP partner are entitled to use these forms indefinitely.



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## (1) Support Assessment

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### What type of support is best for *you*?

*Circle True or False for each one of the following statements.*

- |  |   |   |
|--|---|---|
| 1) Self care is a priority in my life, and I am satisfied with the way I take care of myself physically, emotionally and spiritually.    | T | F |
| 2) My personal relationships nurture me.   | T | F |
| 3) I am having fun in my work and my personal life.  | T | F |
| 4) My physical environment supports me both personally and professionally.   | T | F |
| 5) My relationship with money is balanced---money is there for me to enjoy, to share with others and to save for the future.             | T | F |
| 6) I am confident in my coaching skills and style, and this is reflected in my coaching relationships.                                   | T | F |
| 7) I have support in place to process my coaching challenges and questions, thus contributing to my effectiveness and growth as a coach. | T | F |
| 8) I participate in ongoing professional development to assist me in being a masterful coach.  | T | F |
| 9) I am coaching my ideal clients and it is gratifying for me to work with them.   | T | F |
| 10) I maintain ongoing coaching relationships for an average of six to nine months with the majority of my clients.                      | T | F |
| 11) I have the resources to assist me in the aspects of my business that are not my areas of expertise or strength.                      | T | F |

- |  |   |   |
|--|---|---|
| 12) Administrative tasks are handled systematically, efficiently and quickly.  | T | F |
| 13) I have relationships in place to support the operational efficiency of my business.  | T | F |
| 14) I have a comprehensive marketing plan in place for my business.  | T | F |
| 15) I consistently “work” the action steps of my marketing plan.   | T | F |
| 16) I am clear about my business vision, mission, purpose and goals.   | T | F |
| 17) I have systems and structures in place (or am in the process of creating them) so that my business runs easily and effortlessly.   | T | F |
| 18) I have at least one professional relationship that provides me with unconditional support in running my business and is based on mutual trust, respect and a genuine interest in the success of my business. | T | F |
| 19) I am clear about who my ideal clients are.   |   |   |
| 20) I have a structure in place that allows me the freedom to discuss my business without concern about time or money.   | T | F |

### **Scoring**

For Questions 1-5: If you have three or more ‘False’ answers, you can benefit from working with a personal coach

For Questions 6 – 10: If you have three or more ‘False’ answers, you can benefit from working with a mentor-coach or buddy-coach.

For Questions 11 – 15: If you have three or more ‘False’ answers, you can benefit from working with a consultant or an assistant.

For Questions 16 – 20: If you have three or more ‘False’ answers, you can benefit from a business success partner.

Areas of Overlap:

Questions 1 -10 relate to personal coaching and mentor-coaching. It is possible to hire one coach to assist you in both of these areas.

Questions 11 – 20 relate to being an entrepreneur. While you might benefit from hiring a consultant for some of the entrepreneurial areas, e.g. marketing, creating systems, etcetera, you might begin with a Business Success Partner to identify the gaps that a paid consultant or assistant could help you to narrow.



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## (2) The Five Phase Process

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### **Phase 1 Search**

1. Create a list of people you know and trust.
2. Be prepared to discuss definition of a BSP.
3. Prepare list of screening questions:
  - Is a BSP an arrangement you would consider at this time?
  - How long have you been in business?
  - What stage of business would you say you're in?
  - Where is your business ranked in level of importance in your life?
  - How do you describe your work style?
4. Conduct screenings.

### **Phase 2 Interview**

1. Select 2-3 candidates from those people that you screened.
2. Interview thoroughly, paying close attention to the BSP suggestions for a good partner fit, as well as your own intuition.
3. Make an "offer"!

### **Phase 3 Agreement**

1. Discuss and sign Partnership Agreement Form.
2. Each partner keeps a copy of the Agreement.

### **Phase 4 Launch**

1. Determine frequency, timing, length & location of meetings.
2. Always have the next two meetings scheduled, more if possible.
3. Use the BSP Meeting Template to prepare for each meeting. Answer the questions and bring two copies of the completed form to each meeting.
4. Have a clear agenda for each meeting.

### **Phase 5 Momentum**

Around Meeting #4, review & evaluate your BSP process & tools.

- What's working well?
- What needs to be changed?
- What needs to be said or requested of your partner?



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### **(3) Sample Interview Questions**

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1. Tell me about your background and your business.
2. What appeals to you about a BSP?
3. Why is now the right time to form this?
4. What are some of your greatest challenges in running your business?
5. What's your vision for your business?
6. What kind of partnerships have you tried before & how did it go?
7. In terms of life priorities, where does your business fall?
8. Is your business your primary means of financial support?
9. What are you looking for in a BSP?
10. What would you like to know about me?

Additional Questions...



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**(4) Partnership Agreement**

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As we, \_\_\_\_\_ and \_\_\_\_\_  
formally establish this Business Success Partnership[to be referred to as 'BSP'] on this  
day of \_\_\_\_\_, we agree to adhere fully to the following conditions, requirements and  
commitments for the life of the Partnership:

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- Keep all information 100% confidential between partners.
- Honor the meeting schedule to the best of our ability, making it a top priority.
- Be on time and prepared for all meetings.
- Abide by the agreed upon structure for each meeting.
- Complete all assignments between meetings.
- Be open and honest with information and feedback.
- Hold one another accountable to his/her commitments.
- Immediately inform one another of any substantial changes that might affect the partnership.
- If/when one or both partners determine that the partnership is no longer desired, we will collaborate to arrange a mutually satisfactory conclusion to the partnership.

**Additions**

Print Name \_\_\_\_\_

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_



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## (5) BSP Meeting Template

**Name**

**Date**

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### **Leader, Visionary, Strategist**

What is inspiring me and giving me energy?

What breakthroughs, realizations or lessons have I had?

How have my priorities or focus changed since our last meeting?

What is causing me to feel anxious or concerned or distracted?

What decisions need to be made?

What new ideas & possibilities have bubbled up?

*What I commit to is....*

*You can help me by...*

### **Business Developer**

Total \$\$ amount of business booked/sold for next 3 months?

Mix of Products/Services booked/sold for next 3 months? Is this the balance I want?

What prospects are pending? For how much? Where are they in the “sales cycle” and how can I move that forward? When do I expect to have an answer one way or the other?

Since our last meeting, what actions have I taken to develop new business?

What business development actions do I have planned for the next 2 -4 weeks?

*What I commit to is....*

*You can help me by...*

### **Service Provider (Coach/Speaker/Trainer/Consultant)**

What actions or commitments have I followed through on?

What work have I performed/completed, and how did it go?

What services or engagements are booked for next 3 months?

What needs to be done to be fully prepared to deliver these?

*What I commit to is...*

*You can help me by...*

### **Product Manager**

What current products/services do I offer?

What needs to be done on current products/services to make them even better and more valuable to my clients?

What new products need to be developed based on what is booked? By when?

What ideas do I have for new offerings? Will I act on these and if so, when?

*What I commit to is...*

*You can help me by...*

### **Customer Service**

Are all my customers delighted? What evidence do I have of that?

What problems have surfaced around this area? How am I resolving that?

What have I done since our last meeting to respond to my clients needs, and help them to feel special and appreciated?

What new ideas am I considering to enhance customer service?

*What I commit to is...*

*You can help me by...*

## **Financial**

Are the books fully up to date?

Am I within budget? If not, why not?

Have I been able to meet all my financial obligations on time? Can I continue to do that in the short term future?

Is there any capital investment or cash needed right now?

How profitable has the business been this past quarter?

What is the profitability forecasted for the current quarter?

## **Admin/Operations**

What new admin tasks am I working on? What's the payoff for that task? When will it be complete?

Are there any tasks that I am avoiding? Why? What do I need to get those taken care of?

What systems are working? What isn't working? What am I doing about it?

What needs to be delegated or outsourced?

*What I commit to is...*

*You can help me by...*

## **Miscellaneous**

Add your own questions here.

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