

The SOUTHERN COTERIE

WORKSHEET: GENERATING GREAT COLLABORATIONS

Dream Big!

THREE BIG BRANDS YOU'D LOVE TO COLLABORATE WITH

WATCH THEIR SOCIAL FEEDS AND NEWSLETTERS. WHAT TYPES OF CONTENT DO THEY FOCUS ON? WHERE COULD YOUR BUSINESS FIT IN? IDENTIFY THREE WAYS YOUR BRAND OVERLAPS OR COMPLIMENTS THEIRS. (I.E. DEMOGRAPHICS, LOCATIONS, COMPLIMENTARY SERVICES OR PRODUCTS...)

IDENTIFY WHERE YOU MIGHT BE ABLE TO MEET AND TALK WITH THIS PERSON/BRAND IN REAL LIFE AND WHAT COMPELLING QUESTIONS OR DISCUSSIONS COULD YOU HAVE THAT WOULD MAKE YOU MEMORABLE. IF THEY ARE SUMMIT ALUMS, REACH OUT AND LET THEM KNOW YOU ARE, TOO! THIS IS A HUGE BENEFIT TO BEING AN ALUM—USE IT!

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Think Beyond Money + Exposure

THREE "DREAM" ALUMS YOU WISH YOU KNEW BETTER

IDENTIFY THREE WAYS YOUR BRAND OVERLAPS OR COMPLIMENTS THEIRS.

IDENTIFY THREE TYPES OF EVENTS OR CONTENT CREATION THAT WOULD ALLOW YOU TO SPEND MORE TIME WITH THAT PERSON/BRAND. IS THERE A WAY TO USE THEIR SERVICES, PROPOSE A POP-UP SHOP OR OFFER TO FEATURE THEM ON YOUR BLOG? WHAT ADDITIONAL CONTENT COULD YOU CREATE FROM THOSE IDEAS? WOULD THEY BE ABLE TO USE THE CONTENT FOR THEIR BRAND AS WELL?

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Think Beyond 3 Your Industry

CHOOSE THREE INDUSTRIES THAT ARE NOT YOUR OWN (EX. INTERIORS, FOOD, FASHION, PROFESSIONAL OR CREATIVE SERVICES, ETC)

IDENTIFY THREE BRANDS YOU ADMIRE IN EACH INDUSTRY.

IDENTIFY THREE WAYS YOUR BRAND OVERLAPS OR COMPLIMENTS THEIRS.

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Think Beyond 3 Your Industry

BASED ON THESE BRAND OVERLAPS, IDENTIFY THREE TYPES OF EVENTS OR CONTENT CREATION THAT MIGHT BENEFIT EACH BRAND.