



# Collaboration Code<sup>®</sup> LIVE Workbook

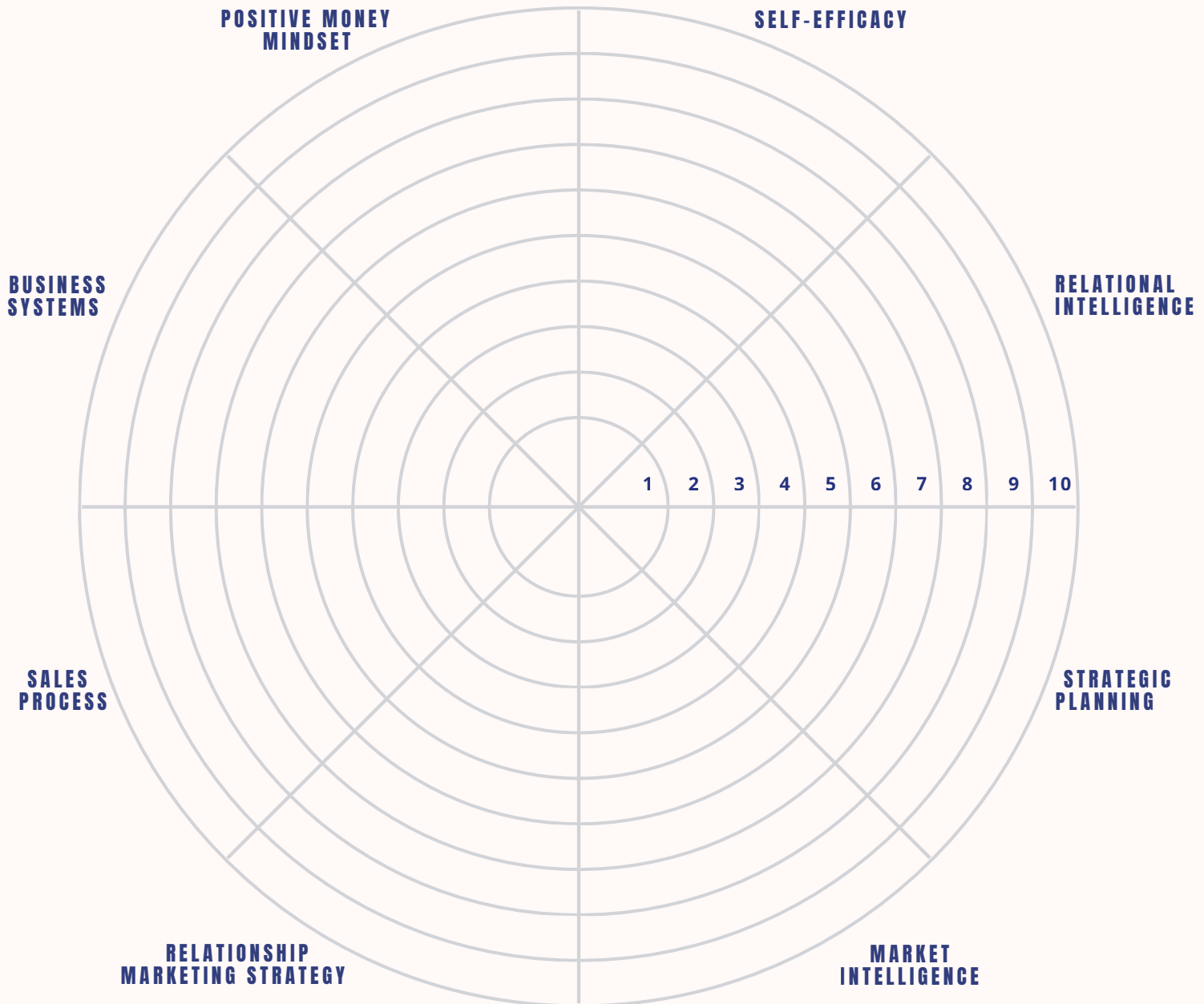


Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Six Figure Freedom Machine

8 Essential Skills to Grow Your Business  
to Multiple 6 Figures (and beyond) Through Partnerships



# Top 20 Referral Partner Prospects



<b>Referral Sources: Create a list of people who have referred you, people to whom you have given referrals and people who have promised to promote you in some way</b>	<b>5-A Status: Acquaintance, Associate, Advocate, Ambassador or Ally? (Check below for definitions)</b>
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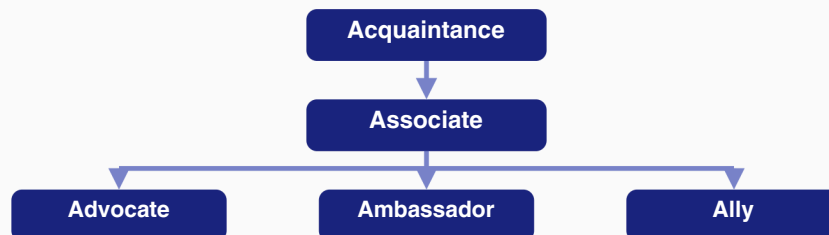
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## Understanding Your Partnership Relationships

Identify where each relationship stands today — and where you want it to go.

<b>1</b> Acquaintance	<p>You've met, but no meaningful relationship has been established. You've exchanged contact info and recognize each other by name, but no meaningful conversation has occurred.</p> <p><i>Test: Could they accurately describe who you help and how? If not — Acquaintance.</i></p>
<b>2</b> Associate	<p>You've established enough rapport to explore a deeper professional relationship. You understand each other's business at a basic level and there is mutual interest in staying connected.</p> <p><i>Test: Would you willingly schedule another conversation to explore possibilities?</i></p>
<b>3</b> Advocate	<p>They are willing to publicly promote you to their audience. They invite you to speak, contribute content, promote your events, and create visibility opportunities so their audience becomes aware of you.</p> <p><i>Test: Would they put their reputation on the line to recommend you?</i></p>
<b>4</b> Ambassador	<p>They actively create connections that expand your network, introducing you to referral sources, influencers, and strategic partners — opening doors to new circles and communities.</p> <p><i>Test: Do they consistently help you meet people who can create new opportunities?</i></p>
<b>5</b> Ally	<p>An Ally is an extension of your business development team. They understand your ideal client, pre-qualify prospects, and regularly send highly qualified referrals proactively on your behalf.</p> <p><i>Test: Do they regularly send qualified prospects and actively help fill your pipeline?</i></p>



# Making Your Network Work For You



Take a moment to recall an example of a personal competency journey...  
What was it like for you at each stage?

UNCONSCIOUS  
COMPETENCE

CONSCIOUS  
COMPETENCE

UNCONSCIOUS  
INCOMPETENCE

CONSCIOUS  
INCOMPETENCE



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## Taking Stock: Your Inventory of Relationship Assets

Time to PRE-DECIDE what you are willing to do for others!  
Remember: Just because it's on the list doesn't mean you have to provide it to everyone...  
YOU get to decide!

Knowledge	Resources	Networks
Skills, Hobbies, Interests	Tangibles you can freely share with others	Where you meet people?



