FREE GUIDE

THE PARTNER OFFER BUILDER

The foundation of how I build partnerships: the strategy behind an offer a company can say yes to.



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INTRODUCTION

BRING A RETURN

> Companies don't partner with drivers who need money. **They partner with drivers who bring a return on their investment.**

A company doesn't care about your car. It cares about its own customers, its team and its image. A logo is a small part of what you can give it, and on its own it's rarely worth a real budget.

My partners aren't funding my racing. **They're buying marketing they can use for their business,** delivered through motorsport.

This guide is the foundation. It gives you an idea of the strategy I use, in six steps. **It is not the full method.** Most drivers who try to apply it alone get stuck at what comes next: finding the person who decides, writing a message they answer, pricing the offer and closing the deal.

01

STEP 01

01 / 06



WHAT COMPANIES ACTUALLY GET

A logo is the smallest thing you can give. Here's where to start.

- **Visibility:** logo on the car, helmet and suit, plus posts and stories.
- **Content:** branded content from the track, and your story told around their brand.
- **Events:** karting evenings, team building, VIP access for their clients.

These are only three. There are more ways to bring a company a return, and how to combine them into an offer it can't refuse is in The Racing Driver Blueprint.

WHICH OFFER FITS WHICH BUSINESS

Ask one question first: what is this company trying to achieve?

IF THE COMPANY...	LEAD WITH	WHY
Sells to consumers	Content and social visibility	They want to reach customers.
Sells to other businesses	Corporate events, client access at the track	They want stronger client relationships.
Focuses on its own team	Team building with you (karting)	They want to reward and bond staff.
Is a local business	A local event and your story	Community matters more than your follower count.

Offer everything, but lead with the row that fits them.

03

STEP 03

PICK THE RIGHT COMPANY FIRST

Before you write a word, check three things.

FIT
Do their customers overlap with your audience?

MONEY
Do they spend on marketing?

PERSON
Can you reach the owner or the marketing director?

If one of the three is no, don't contact them yet. How I find these companies and reach the person who decides is in The Racing Driver Blueprint.

04

STEP 04

BUILD YOUR OFFER

Fill this in for every company you contact.

1. **Who are their customers?**

2. **My lead offer for them:**

3. **The return they get, in one sentence:**

If you can't write step 3, don't contact them yet.

05

STEP 05

05 / 06

WRITE THE DELIVERABLES PRECISELY

Vague offers are hard to approve. Write exactly what they get.

EXAMPLE: MAIN PARTNER

- Logo on the kart, suit and helmet
- Integrated into your posts and stories
- One event, for example a karting evening with their team
- A short report after each race

"Visibility on my car and social media" is not an offer. A list like this is. How to price it is in The Racing Driver Blueprint.

06

STEP 06 — 06 / 06



THE CALL THAT CLOSES THE DEAL

Getting the meeting is only half the work.

What you ask, how you present the offer and how you handle **"we don't have the budget"** decides whether you sign.

This is where most drivers lose the partnership, even after a great first message.

My full call script, with the exact questions I ask and the answers to the most common objections, is in The Racing Driver Blueprint.

WHAT COMES NEXT

THIS IS ONLY THE FOUNDATION

You now have the basics of what companies want. That's only the surface. Getting a company to sign is a full process, and every step has its own traps.

IN THIS GUIDE: THE BASICS

- The basics of what companies want
- A first idea of which offer fits which business
- A quick first check before contacting a company
- The basic shape of an offer

IN THE RACING DRIVER BLUEPRINT: THE FULL METHOD

- Everything in this guide, in depth and step by step
- Finding the companies and the person who decides
- The exact messages and follow-ups I send
- How to price your packages and negotiate
- My call script to close the partnership
- Contracts, payments and keeping partners
- Direct access to me for your questions

Want the full method? Join my private waiting list on WhatsApp. Members ask me their questions directly and get first access at the founding price.

JOIN THE WAITING LIST

THAT'S IT

THE CAR STARTS THE CONVERSATION. THE OFFER CLOSES IT.

Know your menu, pick the right company, lead with what fits them, write it precisely and ask for a call, not money.

Keep an eye on your inbox. Over the next days, I'll send you what comes after the offer: how to handle companies that go silent, and how a partnership actually gets paid and signed.

And you'll be the first to know when The Racing Driver Blueprint opens.

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