



*Badass Bodyworkers*



*Ultimate  
Collaboration  
Checklist*

**BY REBECCA BRUMFIELD**

# Partner with Non-Profits to Boost Your Biz!

Wait... what? How can you build your client base by volunteering and donating? I thought that was just to get a tax break! Yes, that is part of it, but below, we will discuss some ways to capitalize on your efforts.



# *Checklist for Partnering with A Non-Profit*

Choose a non-profit that you already volunteer with/donate to/are very passionate about.. Local non-profits means local email lists in your area. Avoid those 'big box' non-profits.

ACTIVELY volunteer with them. Take pics for social media as well if allowed, and tag tag tag! Let your client base know that you are a significant part of the community.

Instead of discounting during the holidays, donate a portion of the proceeds to your charity for a set time frame. Not only does \*donating instead of discounting\* set your biz apart, you are also earning good karma.

During the holidays or slow times, create a graphic with your logo + chosen non-profit logo, and the organization will send out that graphic to their email list. Use the non-profit's email list to build your own and reach target clients that you otherwise wouldn't have been able to.



# *How To Give Silent Auctions, Galas, & Fundraisers*

Give something that can reach several people, not just one person. For example: I donate 2 hours of corporate chair massage valued at \$250 with stipulations: must be used at a corporate business or a school.

If you donate products, I recommend you add a service gift certificate to it as well, so they can come into your office. Make specific baskets to target a specific client (pain relief basket, sports recovery, prenatal relief, organic skincare).

Do not be afraid to say no to organizations asking you for donations. You do not have to say yes or be guilted into giving to everything that comes your way.

Don't forget about tax deductions! Ask a professional, and keep up with the donation forms & receipts for proof.

Attend their events. Sometimes when you donate an X amount, the organization will let you attend their fundraiser complimentary. A lot of fellow business owners attend fundraisers/galas. Use this chance to network!

Donate gift certificates to fellow volunteers. Why not give a special "Thank You" to your fellow volunteer buddies for being a super badass?

# Time to Brainstorm

Which non-profits in particular are you passionate about and interested in partnering with?

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What ideas do you have for things to give/donate for Silent Auctions, Galas, and Fundraisers?

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How do you plan to maximize this partnership with a non-profit to ensure you get exposure and can use it as an opportunity to expand your clientele?

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# Checklist for Collaborating with Local Bloggers + Influencers

Identify the best bloggers + influencers in your area that have followers in your niche. Also consider other businesses that have services that compliment your clients' wellness goals?

Determine the best way to collaborate with each person based on where they have the most followers and how you will be able to reach the most people through their connections. Is it an event, swapping blog posts, exchanging facebook live videos, etc..

Connect with these individuals over email or DM to discuss your ideas for collaboration.

Have a contract. This not only puts more pressure on the influencer/blogger to deliver what they've promised, but it protects you (and your brand) against any liability for whatever the influencer says.

Stay in touch! Influencer marketing at its finest is when an influencer or blogger develops a long-lasting relationship with a brand and continues to talk about it and promote it simply because they LOVE IT!



# Time to Brainstorm

Which local blogs do you like to read and/or which local social media accounts do you love? Are there any businesses with services complimentary to yours in the area?

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What ideas do you have for collaboration with these individuals? Are the ideas maximizing your chances of exposure?

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What are the key points you want to hit home in your contract with the influencer/blogger/business owner?

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# Checklist for Business-to-Business Collaboration

Be on the lookout for partners to work with, to share ideas, to cross-market products or services. Have an attitude of curiosity about that person and their business.

Consider where you shop when you support other local businesses, which other local business owners buy from you, and which community events/festivals do your colleagues hang out at?

Determine the best way to collaborate with each person based how you will be able to reach the most people through their connections. Is it an hosting a fundraising/community event, interview each other's businesses/bios, cross promote holiday promos via email, donate items/baskets to fundraisers together, or create product/service packages with each other, etc..

Use the collaboration to learn better ways to do things, learn different techniques, discover new tools & ideas for performing services, learn new biz strategies, save you time & money, bring in new clients, provide amazing value & customer service, forming great alliances/referral partners, and see things from a new perspective.



# Time to Brainstorm

Do you already have some businesses in mind for potential collaboration?

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What can you learn from them? What do you LOVE about that person's methods? What do like about their marketing strategies?

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What ideas do you have for collaboration with these businesses?

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# Badass Bodyworkers

with REBECCA JOANN BRUMFIELD

## About The Author

Rebecca Brumfield is a spa owner, Queen of Cupping Therapy, Massage Magazine Author, Bodywork Mentor, Industry Educator, Anti-Human Trafficking Advocate, Spa & Wellness Concierge, 2021 Massage Therapy Hall of Fame Inductee, Aquarius, & Taco Lover.

Rebecca currently resides in Baton Rouge, Louisiana, but her love of traveling and mentoring women in the health & wellness industry allows her to help other women grow their business. She has a deep passion for Mother Earth and spending time out in nature hiking and camping with her rescue dog. Her current project is self-converting a tiny school bus into her very own "spa mobile" which will allow her to take her bodywork skills on-the-go!

Rebecca is the founder of Badass Bodyworkers, a supportive online community of encouraging, badass go-getters and goal-diggers who help each other overcome their fears and blocs, attract their ideal clients, and set boundaries needed in order to grow a thriving, profitable business that allows women to rock their wellness business without stress and burnout.