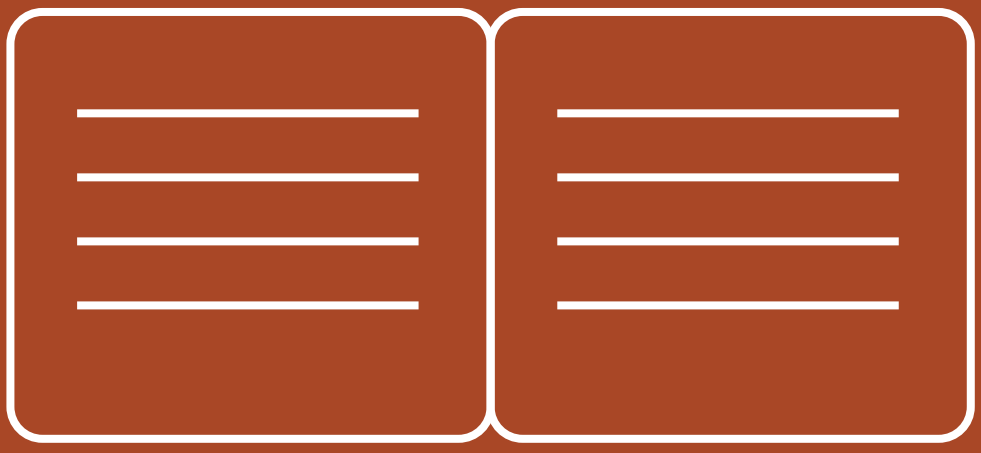
BOOKCHOWK / PRACTICAL MINI BOOKS

The Local Promotion Partner Kit

Plan a small, measurable promotion with a nearby business



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10 focused pages + editable companion | 29 October 2026

One useful result

Plan a small, measurable promotion with a nearby business. Work through one lesson at a time, then use the three printable worksheets on a real, low-stakes situation.

Your route through this mini book

1. Choose an audience overlap

2. Agree the offer in plain language

3. Make the handoff easy

4. Measure the experiment honestly

Read the lesson, compare the worked example and complete the action. Pages 7-9 are writing sheets; page 10 helps you review the result. The editable Markdown companion contains the same prompts for reuse in a notes app.

For personal learning. Examples are fictional; adapt the worksheets to your situation.

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Choose an audience overlap

A useful local partnership serves people who might reasonably need both businesses. Start with the customer situation rather than the partner’s follower count. Name the complementary need and check whether the businesses can fulfil the offer reliably. A small experiment is easier to learn from than a long arrangement with unclear obligations. Keep the first proposal simple enough to explain in one minute.

Worked example

A stationery shop and a children’s activity publisher might test a printable activity sample during a weekend shopping period. Customers can try the sample without being told they must buy a second product.

Try it now

List three possible partners. For each, write the shared customer situation and one benefit the customer would receive.

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