Social Currency: The Value Behind the Ask

Participant Workbook: Workshop Exercises

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Use this handout to complete each exercise during the workshop. Don't think about money yet. First understand your value.

Name	
Organization	

Exercise 1: What Do You Bring?

Part 1: Understand Your Value (Slide 7)

Don't think about money yet. First understand your value.

Prompt	Your Answer
Who we reach:	
What we know:	
Who we know:	
Where we have access:	
What we create:	
What we influence:	
What we are trusted for:	
What we can provide:	

Exercise 2: Build Your Brand Avatar

Part 2: Know the Market You Bring (Slide 10)

Move from "We serve…" to "We reach this specific type of (men, women, child?), with these needs, interests, behaviors, and purchasing considerations."

Demographics

Prompt	Your Answer
Gender	
Age	
Location	
Life stage	
Profession / industry	
Income / buying power	

Psychographics

Prompt	Your Answer
What does the customer care about?	
What do they need?	
What motivates them?	
What influences them?	
Where do they spend they time doing?	

Business question: What businesses want to reach this person?

Exercise 3: Build Your Partner List

Part 3: Understand Their Objective (Slide 18)

Identify your better-fit prospects.

Potential Partner	Who They Want to Reach	Their Objective	What We Have

For each prospect ask:

- Why would this business care about our audience?
- What do we have that could be valuable to them?

Exercise 4: Build Your Partnership Idea

Part 5: Build the Value Exchange (Slide 24)

Choose one prospect from your partner list.

Prompt	Your Answer
Their objective:	
Our audience:	
Our social currency:	
The connection:	
We can provide:	
We would like:	
The partnership could:	

Exercise 5: Turn the Idea Into the Proposition

Part 6: Make the Proposition (Slide 25)

Don't just make an ask. Build a case for partnership.

Prompt	Your Answer
We reach: (Who?)	
You are trying to: (What is their objective?)	
We can help by: (What value do you bring?)	
Together we could: (What could the partnership create?)	
We'd like to explore: (What are you proposing?)	

Exercise 6: Your 30-Second Value Proposition

Part 6: Make the Proposition (Slide 27)

Can you say it in 30 seconds? Complete each sentence, then practice it out loud with a partner.

Sentence Starter	Your Answer
We reach…	
We understand that you're looking to…	
Because of our …, we believe we can help by…	
We'd like to explore … together.	

If you can't explain the value clearly, the partner may not see it either.

Exercise 7: 15-Minute Partnership Lab

Part 9: Partnership Lab (Slide 34)

Test your value proposition. In your group, each person briefly shares:

Prompt	Your Answer
1. Who do you serve? Briefly describe your target audience.	
2. What do you have that could be valuable to a partner? Identify your social currency.	
3. Who might value it? Name one potential partner.	

Then ask the group: "If you were that business, what would make you interested in partnering with this organization?"

Group Feedback	Notes
What would make them interested?	
Questions the group asked	
Value the group helped me see	

Listen. Ask questions. Help each other see the value.

Before leaving the group, write down one idea you had not considered before:

Take It Home: Your Partnership Roadmap

Part 10: Take It Home (Slide 35)

Before you leave, identify the following.

What We Bring to the Table	Your Answer
Our niche	
Our target audience	
Our brand avatar	
Our audience's needs and interests	
Our social currency	
The businesses we want to reach	
Their potential objectives	
The intersection	

Our Next Steps	Your Answer
Our better-fit prospects	
What we can offer	
What we need	
Our value exchange	
Our partnership proposition	
One relationship to begin	
One opportunity to explore	
One values check before accepting support	

The Shift: From "We need your support." To "We believe there may be an opportunity for us to create value together."

Need → Value | Ask → Opportunity | Sponsor → Partner | Transaction → Relationship