

PLAY #10

Closing the Deal

Partner for Equity

Equity Partner Playbook
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Key Insights

Before diving into the full transcript, here are the most important takeaways from this play:

Three-part closing: get agreement signed, set 90-day expectations, avoid deal killers.

Address specific concerns, not vague hesitation - specificity closes deals.

Be willing to walk away - this is your most powerful negotiating position.

Create urgency through deadlines while maintaining professionalism.

Closing the Deal

Play 10. Closing the deal and securing your first partnership. How to make it official, lock in your arrangement, and set the deal up for long-term success. This is it, the final step in your journey to landing a partnering arrangement with a business owner. You've done the hard work, built trust, positioned yourself as the perfect partner, and structured a performance-based deal that aligns everyone's incentives. You've handled objections and removed any lingering doubts. Now it's time to cross the finish line, get signatures on the paperwork, lock in your partnership, and set up the relationship for successful execution. Remember, equity isn't always the answer. Before we dive into finalizing your deal, I want to emphasize something important. You don't need to pursue equity in every business you work with. Often, a well-structured revenue share or success fee arrangement can better serve your goals while simplifying the legal and tax complexities. I frequently focus on upside and profit sharing rather than direct equity because it achieves what I want the deal to do for me—provide financial returns without unnecessary complications. There's nothing saying you must go for equity every time, and often it's not the best approach depending on whether the business plans to sell in the near future. Your level of desired involvement. The company's existing ownership structure. Tax implications for both parties. Your personal financial goals. Simple consulting agreements with revenue share components can be executed much faster, with less paperwork and fewer potential complications. When the business owner balks at giving up equity—which many do—having alternative structures ready can save deals that might otherwise fall apart. The key is designing a deal structure that gives you the returns you want without unnecessary complexity. Sometimes that's equity. Sometimes it's not. The three-part closing process. With that perspective in mind, let's break down the three critical components of successfully closing your deal.

1. Get the agreement signed and official. Turn verbal agreements into legally binding contracts.
2. Set expectations for the first 90 days. Ensure the business owner is fully aligned on implementation.
3. Avoid last-minute deal killers. Handle hesitation, doubts, and stalling tactics.

Let's explore each component.

1. Get the agreement signed and official. The professional approach. Hire an attorney. I cannot emphasize this enough. Work with a qualified attorney to draft and review your agreements. This isn't the place to cut corners. Many business partnerships fall apart within the first year not because of bad intentions but because of poor documentation that leads to misunderstandings and conflicts. A good attorney will help you.
1. Structure agreements that protect your interests.
2. Anticipate potential problems before they arise.
3. Ensure documentation complies with relevant laws.
4. Create clarity around terms that might otherwise be ambiguous.

For simpler arrangements like revenue shares, you might need just a basic consulting agreement with revenue share provisions. Even these should be professionally drafted to ensure enforceability and protection. Many quality attorneys can create these agreements for \$1,000 to \$2,500, a small investment compared to the potential value at stake. For equity arrangements, expect to invest more in proper legal documentation, typically \$2,500 to \$7,500, depending on complexity. This

might sound expensive, but it's typically less than 5% of the value you'll ultimately create or protect through the partnership. If the business owner suggests using their attorney, politely insist on having your own legal counsel review any agreements before signing. The business's attorney represents their interests, not yours. The right way to get your agreement signed. Working with a good attorney is just the start. You also need to manage the signing process effectively.

1. Present agreements in person when possible. This allows you to address questions immediately and create social pressure to complete the signing.
2. Use digital signing tools for efficiency. Services like DocuSign or PandaDoc make the process seamless and eliminate excuses about printing difficulties.
3. Create urgency through deadlines. Be clear about when the offer expires. We need to wrap this up by Friday so we can start implementation next week.
4. Make it easy for them to say yes. Eliminate friction points by walking them through the agreement and explaining key terms. When presenting agreements, frame them as the natural conclusion of your previous discussions. These documents simply formalize what we've already agreed to during our conversations. They protect both of us and ensure we're aligned on expectations.

2. Set expectations for the first 90 days. The first 90 days set the tone for the entire partnership. Once the agreement is signed, you need to immediately establish what happens next. Without clear next steps, even well-intentioned partnerships can stall before they begin. The most important question to ask after signing, what does success look like in the next 90 days? This question serves multiple purposes. It shifts focus from negotiation to implementation. It creates shared understanding of immediate priorities. It establishes concrete metrics to track progress. It prevents misaligned expectations about pace and outcomes. Your 90-day action plan should include

- Phase 1. Priorities be specific about the first problems you'll tackle. Based on our discussions, I'll focus initially on rebuilding the marketing funnel, starting with customer journey mapping in Week 1, followed by new campaign development in Weeks 2 and 3.
- Owner responsibilities. Clearly define what you need from them to be successful. To make this work, I'll need complete access to your customer database by Wednesday, an introduction to your current marketing team by Friday, and approval authority for ad spend up to the budgeted amount.
- Key metrics to track. Establish how you'll measure progress. We'll track lead generation volume weekly, cost per acquisition daily once campaigns are live, and conversion rates at each funnel stage. I'll provide a dashboard showing these metrics updated in real-time.

I recommend creating a simple one-page 90-day implementation plan that outlines

- Week-by-week priorities
- Key milestones and deadlines
- Required resources and access
- Decision-making processes
- Communication cadence
- How often you'll meet
- Report

Having this plan ready to implement immediately after signing maintains momentum and demonstrates your preparedness. Avoid last-minute deal killers

- How to handle cold feet and objections that pop up at the last second
- Even after expressing enthusiastic agreement throughout the process, some business owners develop hesitation just before signing. This is normal human psychology. The moment of commitment often triggers second thoughts. Recognizing these last-minute hesitations as natural rather than problematic helps you address them effectively without becoming frustrated.

Common last-minute objections and how to handle them

- I need more time to think about it. This vague hesitation often masks specific concerns the hasn't articulated. Rather than simply accepting the delay, probe deeper. I completely understand wanting to feel comfortable with this decision. Could you share what specific aspects you're still considering? That would help me address any concerns directly rather than leaving things uncertain. This redirects them from general hesitation to specific issues you can resolve. I'm worried about giving up control,

revenue, etc. This reveals fear of making an irreversible mistake. Remind them of the protections built into your agreement. That's exactly why we structured this as a performance-based arrangement. You're not giving up anything until we've actually delivered the results we discussed. The business has to grow and improve before any significant sharing occurs. This reinforces that they're not taking a significant risk. What if this doesn't work out? This expresses fear of failure and being stuck in a bad arrangement. Address both aspects. We've built several protection mechanisms into our agreement. If the results we expect don't materialize within our timeline, you'll retain control. And if for any reason our working relationship isn't successful, we have the separation provisions we discussed that allow either of us to exit cleanly. This demonstrates that you've already thought through contingencies together. Let me run this by my spouse, partner, friend, etc. While reasonable on the surface, this often indicates they're seeking permission to say no. Address this by agreeing while maintaining momentum. That makes complete sense. Important decisions should involve your trusted advisors. Let's schedule our kickoff meeting now for next week, contingent on their input. That way, if they're supportive, we don't lose any time getting started.

This approach respects their process while creating gentle pressure to move forward. Maintaining momentum through the final stages. If you encounter resistance during the closing process, remember these key principles. Don't take hesitation. Personally, last-minute doubts rarely reflect on you specifically. They're typically about the owner's own fears and comfort with change. Address specific concerns, not vague hesitation. Always redirect general uncertainty toward specific issues you can actually resolve. Remind them why they wanted this partnership. Gently restate the problems and opportunities that led them to consider partnership in the first place. Be willing to walk away, really. Paradoxically, your genuine willingness to walk away from a deal that's stalling often brings it back to life. When owners sense you're not desperate for the partnership, their perception of your value typically increases. Final action steps. Closing and launching the partnership. To successfully complete this final play. 1. Send the contract and get it signed ASAP. Use digital signing tools and set a clear deadline for completion. 2. Align on the first 90-day execution plan. Create a detailed implementation roadmap so everyone knows what happens next. 3. Address any final concerns and lock in the deal. Handle last-minute objections directly and confidently without becoming defensive. Once these steps are complete, congratulations. You've successfully landed your first partnership. This achievement represents not just a business transaction, but the beginning of a relationship that could create significant value for years to come. Next steps. How to scale and land multiple deals. Closing your first partnership is a tremendous milestone, but why stop at one? The fastest way to build substantial wealth through these arrangements is to systematize your process and develop a portfolio of positions across multiple businesses. This becomes significantly easier after your first successful deal. You'll have practical experience with the entire process, a clear understanding of what works in real-world situations, confidence that comes only from actual implementation, a case study you can reference in future discussions. With each partnership you add, your credibility grows, your expertise deepens, and your opportunity pipeline expands. Many of our most successful students have built portfolios of three to five partnerships within their first two years, creating multiple streams of income and equity appreciation simultaneously. The journey you've completed through this playbook is just the beginning. You now have the framework, strategies, and tactical approach to build a portfolio of partnerships that can transform your financial future. Final thoughts. Execution trumps knowledge. You now have the complete 10-play playbook for landing partnering arrangements that create both immediate income and long-term wealth. You understand the psychology of business owners, the structure of effective deals, and the mechanics of implementation, but knowledge alone isn't enough. Execution is what gets results. The most successful partners aren't necessarily the most successful. The most successful partners aren't necessarily the most knowledgeable. They're the most consistent in applying what they know. They have regular discovery conversations, make clear proposals, negotiate win-win structures, and close deals efficiently. The difference between those who succeed and those who don't comes down to one factor, taking consistent, focused action. Start having conversations, make proposals, negotiate terms, and close your first deal. Then repeat the process, refining your approach with each iteration.

This approach has created life-changing wealth for thousands of entrepreneurs who recognized its power and took action. Now it's your turn to join them.

Dealmaker Checkpoint. As you complete this final play, 1. Work with an attorney to finalize your agreements. 2. Create your 90-day implementation plan with specific milestones and metrics. 3. Schedule your kickoff meeting to align expectations and begin execution. 4. Start planning your next target partnership even as you implement the first. Remember, your first deal isn't the destination, it's the beginning of a wealth-building journey that can create financial freedom through strategic partnerships. Congratulations on completing the Partner for Equity Playbook. You now have the complete framework for landing partnerships that create both immediate income and long-term wealth.

Action Items Checklist

Use this checklist to implement what you've learned from Play 10:

- ☐ Create a closing checklist with all required documents
 - ☐ Prepare your 90-day implementation plan template
 - ☐ Develop your objection handling playbook
 - ☐ Set up your digital signing workflow
 - ☐ Create your post-close onboarding process
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Ready for the next step?

Continue to Play 1 to build on these concepts and move closer to closing your first equity partnership deal.