

The **NORTHERN  
AFFINITY.**



# A Better Normal.

A guide to The Northern Affinity  
for our partners and members.





## Let's be more, together.

To help you understand what The Northern Affinity can do for you, and how you can support others in our group, we've outlined some key information.

## WHAT IS THE NORTHERN AFFINITY?

The Northern Affinity is a collaboration of dynamic Northern businesses, powering growth and development.

We:

- Bring together like-minded people
- Support and promote your collaboration with other people in the group
- Provide a platform to showcase your knowledge and experience to a wider audience
- Share expertise between local business people
- Make introductions with confidence to trusted and like-minded people.





## What's important to our partners?



### connect

Our partners want to develop and deliver services or products in collaboration with others, to help reach a new audience and share skills.

### collaborate


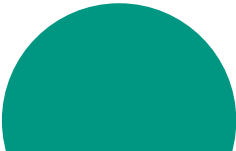
Our partners want to meet and build real relationships with the people leading other businesses.

### together

Our partners believe that if you want to go far, you go together.

### aspire

Our partners want to build and grow their businesses, whatever their definition of success.



## SUPPORTING YOU AND YOUR BUSINESS

Inside our community, we're all people-people. We're big believers in relationships. We're also big believers in supporting and inspiring people who want to be better. Our community connects people who help each other to learn new skills and grow their businesses.

## HERE'S HOW THE NORTHERN AFFINITY CAN SUPPORT YOU AND YOUR BUSINESS:



Provide opportunities to collaborate within the group



Use our partners-only WhatsApp group so other partners don't miss your social media activity



Give you a platform to showcase skills



Ability to connect with high calibre people through various methods and platforms to suit you



Promote you and your business through our social media channels



Opportunity to present at events



Use Live videos on LinkedIn and Facebook to increase your profile



Give you access to significant discounts on additional services such as peer group coaching, co-working space access, website support and much more.



Give you a fully written guest blog on our website (with a little help from you!)



## YOUR PART IN THE NORTHERN AFFINITY

Our partners and members work together to achieve big things. That's why everyone who's part of The Northern Affinity is active and engaged to help support others, who in turn will support you.

## YOUR PART IN THE NORTHERN AFFINITY

Our partners and members expect each other to:

- Collaborate with other partners where possible
- Offer help and advice when needed/required
- Help pass business opportunities to support others
- Attend meetings and events where possible and make them part of your monthly routine
- Use social media to help create interaction for other partners

Our key tools for success are:

- Be active on Workplace and in the partners-only Whatsapp group
- Spread the word on social media
- Leave reviews for partners on channels (where relevant)
- Attend all events that you're able to attend
- Do minimum 2 x Live videos per year

## WHAT ISN'T EXPECTED OF YOU.

Everyone who's part of The Northern Affinity is expected to play an active role, but here's what's never expected of you:

- Give everything away for free to others in the group
- Pass referrals for the sake of passing a referral
- Turn up for every event if it's not right for you

## CELEBRATING YOUR SUCCESS

When it comes to business, sometimes it's the little things that matter. After all, it's the small victories that add up to big wins. That's why we celebrate your success with *The Northern Affinity*.

On a monthly basis at the meeting and via communication channels, we'll celebrate;

- Business Introductions
- One to Ones
- Collaborations
- Business Successes

This all contributes to our Partner of the Month award, where the winner will be celebrated across social media and in our internal and external newsletters.





## What's the difference between partnership and membership?

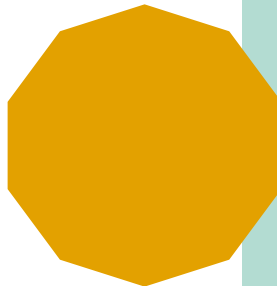


Being a partner of The Northern Affinity is by invitation only, because our partners expect each other to contribute to the group at a level that continues to make it fun, dynamic, engaging and useful, and in turn grows their businesses and supports their personal development. As of 1st September 2020, we'll have just 50 partnerships available.

For more details about partnership and membership, and to talk about which is right for you, we'd love to hear from you.

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SERVICE	VALUE (YEAR)	NON AFFILIATES	ASSOCIATE MEMBERS	PARTNERS (MAX 50)
<b>Events</b>				
Monthly Get Together	£300	1 Guest pass (£25)	£25	YES
Local Networking Event	Priceless	No	YES	YES
How To Events (on private You Tube channel)	£500	£10	£5	YES
<b>Social Media</b>				
4 posts per month	£600	No	No	YES
2 live videos per year	£200	No	No	YES
<b>Opportunities</b>				
Present at Monthly Get Together	Priceless!	No	No	YES
How to Event	Priceless!	No	No	YES
<b>Other</b>				
Whatsapp Group	Priceless!	No	No	YES
Workplace	£60	No	No	YES
Website Directory	£120	No	YES	YES
Targeted introductions	Priceless!	No	No	YES
Collaborate with NA & Partners	Priceless!	No	No	YES
News articles on website	Priceless!	YES	YES	YES
1 Written Guest Blog	£50	No	No	YES
<b>ANNUAL</b>	<b>£1,830</b>	<b>£0</b>	<b>£160</b>	<b>£700.00</b>
<b>MONTHLY</b>	<b>£152.50</b>		<b>£15.00</b>	<b>£65.00</b>
<b>Additional Services (monthly)</b>				
Peer Group Support		£65	£50	£35
Peer Group Coaching		£100	£80	£75.00
Website Support				
Essentials		£47.00	£42.30	£37.60
Optimise		£77.00	£69.30	£61.60
Perform		£147.00	£132.30	£117.60
Coworking				
25 hours per month		£35.00	£31.50	£28.00
Unlimited		£60.00	£54.00	£48.00
Dedicated Desk		£90.00	£81.00	£67.50
Virtual Address Services		£15	£12.50	£10.00
Meeting Room Hire (from per hour)		£15.00	£10.00	£10.00
Networking (In Business)		£37.50	£37.50	£25

