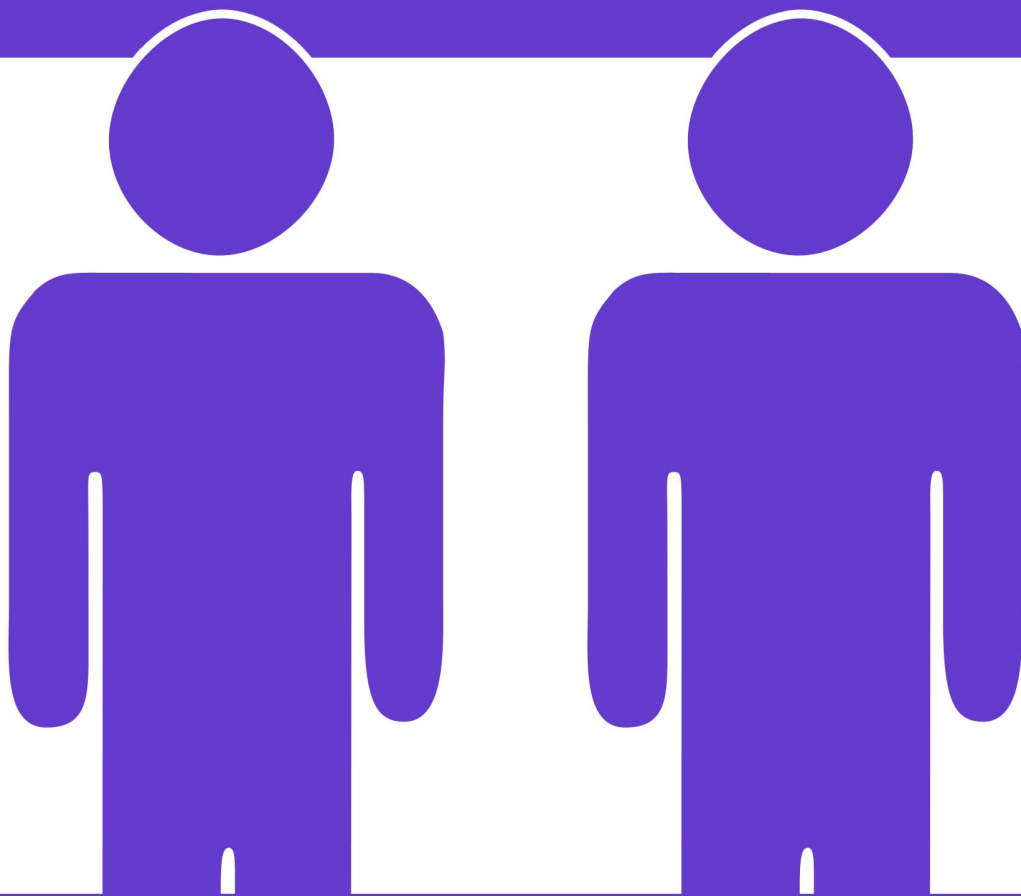


Joint Venture *Report*



How To Get Rich Doing Joint Ventures - An Insider's Guide To Maximizing Your Profits... Even If You Have No List, No Product, And No Website!"

Joint Venture Report

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Section 1 – Introduction

Setting up joint ventures and brokering joint venture deals for other people is highly lucrative. In this report, I'm going to explain to you how to get started doing deals.

Let me first give you some background on myself. My name is Marc Goldman and I've built my business almost exclusively by doing joint ventures. In fact, many of the big players in marketing heavily focus on joint ventures as a method of building and expanding their businesses.

Doing joint ventures has enabled me to live a lifestyle most people can only dream of. Every winter, I spend a couple months at a home I have in a tropical paradise. I'm my own boss, answer to no one, and can work whenever I want.

The freedom I experience, that I've achieved by doing joint ventures, is unmatched. Originally, I began this business so that I can work with my wife Terry on something of our own. I followed my mentors advice (who taught me to focus on joint ventures), applied everything I knew, worked hard, and the money soon began to pour in.

I'm totally convinced that anyone can duplicate my success. And in this short report, you're getting a blueprint that will enable you to quickly get started doing joint ventures. Remember, this report is just like a "crash course". It'll be enough to get you started and stuff some cash in your bank account.

If you want more, I've got the "masters-level" course in both joint venturing and joint venture brokering available. These courses will lead you to bigger deals, bigger piles of cash, and true mastery in the art of joint ventures.

Details of how to get your hands on these courses are at the end of this special report.

Please realize something as you go through this report. This is a content-filled presentation that gives you the real "insider" advice that lets you get started immediately. It's not pitch, pitch, pitch. I stand for giving you content and true value that will benefit your life. I think this report does that but you're the ultimate judge of that.

Section 2 -- Starting From Square One: An Introduction To Joint Ventures and Joint Venture Brokering

In this section, I'm going to define exactly what joint ventures are and what joint venture brokering is.

Joint Ventures are strategic partnerships where two or more businesspeople come together to exploit their existing assets to create a profitable, win/win situation.

Most commonly, marketer A will have a list of customers who have purchased a product and another marketer B will have a new product. The marketer A with the customer list then promotes the other marketer's B product to his customer list in exchange for a commission.

Marketer A brings the asset of his customer list to the strategic partnership. Marketer B brings his new product to the strategic partnership. They combine forces to produce profits that neither of them would have enjoyed had they not done a joint venture together.

If you've got a customer list, you can find products to promote to your list in exchange for commission. In this case, it's almost like free money to you. All you need to do is make sure you promote high-quality products that are relevant to your customer list. This report shows you how.

If you've got a product yet lack a customer list, you can find marketers with lists of customers who are eagerly looking for high quality products to promote to their lists in exchange for a commission. This report shows you how to find those marketers with customer lists.

Now, if you've got neither a customer list nor product, and are basically starting from scratch, that's fine too. You can set up deals between a marketer with a customer list and a marketer who has a product and get a commission for setting up the deal.

Just like a real estate broker puts together a buyer and seller and receives the commission for putting them together, you'll receive a commission for putting together the list owner with the product owner. You can truly start from scratch and make yourself a pile of cash brokering joint venture deals. I've done this over and over again.

Here's the best part about this – Once you have mastered the art of joint ventures and joint venture brokering, you have this skill for life...and with it, the ability to create money at will, almost like you're able to pull it out of thin air.

Section 3 – Identify Potential Joint Venture Partners

Here's the first step of my tested and proven formula for setting up joint ventures. If you're brokering a joint venture, everything is the same except you're going to set up BOTH sides of the joint venture and look for both a list owner and a product to put together to earn your commission.

Please note that as you look for joint venture partners, it is always better to first look toward people who you have some business relationship with. Someone who has bought from you or someone who you have bought from will always be better prospects for joint ventures than people who are "cold" strangers.

If you're a list owner, you're going to look for someone who has a good quality product. If you promote rubbish to your list, you damage the goodwill that your customers have toward you. And

they will stop buying if they realize that you're just promoting to your list for the money. You've always got to have your customers' highest and best interests in mind when you promote.

Look for a high-quality product that is relevant to your list. What that means is that if you have a self-help list, you should find a product in the self-help field. Ideally, the product will be similar to yours yet not exactly competing.

To find a product like this, you answer the following question: What kinds of products & services would my customers benefit from before, during, or after the time that they buy from me?

If you have sold people a book on weight loss, you now have a customer list and you know they're interested in slimming down. So what else is similar to what you just sold them that would benefit your customers? You could promote exercise equipment, exercise videos, vitamins, special diet food, etc. Because a person who is interested in slimming down needs all those other tools to maximize their chances for success.

Think of it as going the extra mile for your customers and adding more value to their lives...and you'll be handsomely compensated for it by bringing these products and services to the attention of your customers through joint ventures.

If you have a product that you're considering promoting to your list, see if you can get tested and proven ad copy from the product owner. You want sales copy that converts prospects to customers at a high rate. Do your best to get specific numbers of the conversion rate. Interview the product owner to find out who he/she has done successful joint ventures with in the past. You want to work with a product with a proven-track record of making sales, especially in joint venture situations. If you're online, you can start looking for products by going to ClickBank.com or by going to Google and keying in words that are relevant to your target market. These are both excellent methods for digging up products to promote.

Get samples of the product and verify for yourself that they're high quality. Then, get samples of the ad copy from the product owner and read it over. Is it compelling? Get conversion statistics from the product owner. Keep a list of the top products and (most likely joint venture partners).

We just covered what to do if you have a customer list and want to find a product.

Now, let's cover what happens when you have a product and want to find marketers with sizable customer lists to promote your product to their lists. Identify people who you have done business with in the past. Who have you bought from or sold to that has a customer list?

Approaching people who you have existing relationships will always be easier, and more profitable than total strangers. It's much easier to do these deals with people who are acquainted with you than with someone who has never heard of you. If someone has never heard of you or your product, there is some instant, built-in skepticism that you have to work hard to overcome. This is lessened when you joint venture with someone you know.

To find people with customer lists, I would recommend going back to Google. Then, search for keywords that your target market would search for. Look for who is advertising to that target market.

Investigate the person's website. If they collect email addresses (and thus are building a list), that is a good sign. Make sure that what they're selling is similar to what you have yet non-competing.

If you visit someone's website and they're selling a "make money with stock trading" formula, and that's exactly what you sell, then it's unlikely that they're going to be willing to promote your product to their list. It's best to pass on that marketer as a prospect.

So make a list of your prospects that look pretty good to you. You're going to be contacting each one of them later.

That covers identifying prospects for joint ventures no matter if you are the one with the customer list or the one with the product to promote. If you want to broker a joint venture, what you do is to first determine what niche you want to go after.

After you've determined the niche market where you want to set up deals, you need to follow BOTH steps listed above to identify both list owner prospects and product owner prospects. Later on, I'll show you how to put them together for hefty commissions.

Section 4 -- Pitch the Idea to the Joint Venture Partner

By this time, you have identified who you want to approach with the idea of doing a joint venture. And here's something else you should know – Identify and approach lots of people at the same time. Doing things one by one takes too long to get you results. And you want to make money quickly, don't you? When I began doing joint ventures, I contacted everyone I could possibly think of who fit my criteria. Had I contacted one at a time, it would've gone at a snail's pace and I wouldn't have gotten anywhere.

Setting up joint ventures is based upon contacting the decision-maker, negotiating with them the terms of the deal, and then executing the joint venture. The decision-maker is your prospective joint venture partner who will ultimately say yes or no to the deal.

However, there is often an obstacle in your way. It's the person commonly known as the gatekeeper. The gatekeeper's sole job is to keep people away from the decision-maker and to act as a filter to determine who actually gets through to speak with the decision-maker.

Here's how to slide by the gatekeeper. Get on the phone and act "as-if" you were meant to call the decision maker. Act as if the decision maker was expecting your very important call. Have a deep, confident, authoritative voice. If you call up timidly and meekly, the gatekeeper will turn you away. They can sense whether the call is important or not.

You've got to revere yourself and believe that this is a valuable business proposition when you call these people up to do these deals. If what's running through your mind is "I'm new, I'm not worthy, I don't even know if this is gonna work," then that could sabotage your success.

This truly is a valuable business deal that you're offering your joint venture partner. It's a win/win deal that serves the customers, your joint venture partner, and yourself. Treat it as such.

Take note of this. Avoid using email to pitch joint venture deals. I know, I know. Some of you want to be able to use email alone to do these deals. Here's what's missing from email communication... the ability to cultivate relationships like you can when you're on the phone. So use the phone.

As soon as you get your prospective joint venture partner on the phone, give them a short pitch about the joint venture on the phone. Tell them what's in it for them. Be organized. Speak authoritatively.

I recommend you write the selling points out on a piece of paper that you can refer to as you're on the phone. And take notes of what they're saying too. You can refer back to these later in follow-up calls.

If you're talking to the decision maker and they've never done a joint venture before, you're going to have to educate them on the benefits. You need to stress that doing this joint venture creates almost FREE money for them, that it is easy for them to do (because you'll do most of the work setting it up), and that it won't take money away from what they're doing.

Show them how they can make money. Paint the scenario vividly of what it would be like for them to make money, fairly easily, by doing a joint venture with you.

Eliminate as much of the risk as possible. The less your prospective joint venture partner has to risk in doing a deal with you, the more likely they are to say yes to your pitch.

Section 5 – Protect Yourself with an NDA

An NDA stands for a non-disclosure agreement. Basically, a non-disclosure agreement binds anybody who signs it from disclosing certain secrets related to the joint venture deal.

The NDA is used to communicate to your joint venture partner that what the joint venture you're putting together is a valuable, exclusive technique that not everyone knows. This communicates to them that this is valuable.

The NDA is to be used with partners who haven't done joint ventures before or who don't really know how joint ventures work. If you're proposing a joint venture to a seasoned marketer, don't bother with an NDA. They already know how joint ventures work and have likely done a bunch of them before.

The NDA is a valuable tool when brokering joint ventures. Before giving away exactly how you plan to make them money without them lifting a finger, have them sign an NDA. If they balk, stress the importance of what you're going to teach them and educate them as to how you're creating value at no risk and no expense to them.

To get your hands on an NDA, you can get a copy of my JV Secrets course or you can hire your own attorney to draft one for you.

Section 6 – How To Get Paid

You never charge an upfront fee. That goes for setting up joint ventures and brokering joint ventures. You only get paid when your joint venture partner gets paid.

Part of the appeal of doing joint ventures for joint venture partners is they only pay out a commission for money they've already collected. They're not coming out of pocket or contending with any up front fees. And when you're talking to prospective joint venture partners, you need to educate them to this fact.

In other words, if the joint venture for some unlikely reason didn't make it money, they would not be liable to pay out any money. So in doing a joint venture or brokering joint ventures, it is strictly a performance arrangement; meaning that you get paid based upon the performance of the joint venture.

By not asking for any money up front, you're shouldering the risk. And that makes it more appealing to your joint venture partner to do a deal with you.

If you did ask for money upfront, you would kill far more deals than you would ever land. Are we clear on this?

Section 7 – Make The Joint Venture A No-Risk Proposition For Your Partner

Once you have the decision maker on the phone, make him a no-risk offer. Take as much of the risk away from him. Protect him from any downside there might be from doing the deal with you.

And make the joint venture "turnkey". By "turnkey", I mean that you should set everything up so that your joint venture partner needs minimal effort to pull off the joint venture and make money. Here's why. Your joint venture partner is likely busy and distracted with other things. Then, you come along and you're asking the joint venture partner to do a deal. That deal is much more likely to happen if you make it as easy as humanly possible for them to do what you're asking of them.

If you want them to promote your product to their list, have the ad copy ready for them. Sign them up in your affiliate software with all their details. Put their affiliate id in the ad copy. Contact their newsletter person who is responsible for sending out to their lists.

Give the newsletter person the ad copy. Get the joint venture scheduled onto their calendar.

Now by doing all of this, what's this going to do for you in the eyes of your joint venture partner? They're going to look at you and feel great about doing business with you because all they had to do was okay the deal and then collect a check. All the rest of the work was done by you.

I cannot stress this too much. For whatever you want someone to do, make it as easy as humanly possible for them to do it for you. Do 99% of the work if you can.

If you're brokering a joint venture, do the work of both the list owner and the product owner. By doing their jobs for them, after you've got them to sign off on the joint venture, they're going to love you for it. You're the glue in the deal that puts things together and makes things happen. Sure, you're working to earn your money yet realize this: You didn't have to spend a fortune creating a responsive list of customers (like the list owner) or spend countless hours and a boatload of dollars developing a product (like the product owner). You earn your commission putting the deal together.

By doing the work of the joint venture partner, when you pitch it to them in this fashion, the offer becomes almost irresistible.

Section 8 – Show The JV Partner What Kind Of Value You're Giving Them By Setting Up The Joint Venture

This section is important, especially if you're a joint venture broker. What I'm going to teach you in this section is how to educate the joint venture partner to what kind of value you're bringing to the table here.

This is important because when they understand the importance of what you're doing for them, they're going to happily pay your commission instead of feeling that you got too big of a share (if you don't educate them).

The best way to do this is to educate the joint venture partner up front. At the same time you're educating him about all the things he doesn't have to do and how he can make money very easily doing this joint venture with you, begin to stress all the work that you're going to be doing on his behalf.

And if you're brokering a joint venture, you're going to have to educate both sides. Explain to them what you're doing for them and explain to them the value that they're getting by working with you. If they're like most business owners, they probably have a lot going on and very little time to spare in setting up joint ventures. Then, along you come, and you do it for them. Educate them to the fact that doing a joint venture with you only ADDs to what they are doing. It never takes anything away from what they are doing.

If needed, you can politely explain that, without you, this deal would not come together. Remember this – They need you.

Even if you're doing this for the first time, avoid feeling sheepish about educating your joint venture partner about the value they're getting. You're doing a joint venture with them and that will make them money. Yet at the same time, you're also giving them a crash course in joint ventures that will enable them to make money over and over again. That's truly a valuable thing.

Section 9 – Negotiate The Deal

Here's where you go to the negotiating table to really put the deal together. I always prefer to negotiate over the phone. Avoid using email...as I said earlier.

Once you have your joint venture partner on the phone, figure out what it's going to take for the joint venture to work from their end. For some joint venture partners, it's money. For others, it's delivering a super hot product to their list that will benefit their customers.

My point here is that it really depends upon the joint venture partner. Here are the questions to ask your joint venture partner to fish for what their hot buttons are:

- 1. What's important to you in a joint venture?*
- 2. What do you need to make a joint venture work for you?*

Then, be silent and listen. Listen for what truly makes a great joint venture for your joint venture partner. Identify what this is. Ask questions to clarify. Take notes on the phone to write down what your joint venture partner needs to make a joint venture come together.

What you've just done is to find the exact criteria that you must fulfill if you want your joint venture partner to do business with you. Now, fulfill that criteria by making sure all the conditions that your joint venture partner told you are met.

If your joint venture partner really wants a testimonial for his new course in exchange for promoting your product to his list (along with the commission of course), then give him the testimonial.

If your joint venture partner has a big list and wants to find unique, high-quality products that no one else is promoting yet have a high commission, start hunting for exactly that. This is in the case that you're brokering a joint venture.

It goes back to this – doing joint ventures is all about creating and maintaining relationships. Each person is unique and therefore what a person wants and needs out of a joint venture will be unique.

Can you see how finding out what a person really wants and then giving it to them during the course of your joint venture is so much more powerful than just pitching them on 50% commission, blah, blah, blah?

Here's another thing you should keep in mind too. As you do this joint venture, think for the long-term. If you do the joint venture and everybody makes money, all is well. You have a relationship established. That means that you can continue to go back to the joint venture partner over and over. This is where there is some real power in doing joint ventures. Avoid being a hit-and-run, one-time joint venture type person. It's much too hard to sustain success just doing once-off joint ventures.

Cultivate relationships. Do multiple joint ventures with multiple people. You're now on the fast track to success.

The standard commission for a joint venture is 50%. You can negotiate how that is calculated but the easiest way is to calculate the gross sales.

For joint venture brokering, I tell my students to start at a 10% commission. And I normally recommend charging that to the product owner. So the list owner would get 50% and the product owner would get 40% (and you get 10%).

However, it is really up to you what you can charge. A lot of it depends upon what you're doing. The more you do to pull the joint venture together, the more you can charge in commission. The more value you provide, the more you should make.

If you can, I suggest getting the joint venture in writing. This agreement just specifies the terms and makes sure everyone is clear. We've got a great collection of joint venture forms in *Joint Venture Secrets Revealed*.

The more flexible you can be and the more you can accommodate your joint venture partners, the more deals you will do. Pure and simple.

During the negotiations, do your best to nail down an exact date that the joint venture will happen. Otherwise, the joint venture could be easily postponed with people's hectic schedules. So lock the date onto the calendar.

Section 10 – What To Do After The Joint Venture

Here's what to do after the joint venture is done. I always like to follow up with my joint venture partner and tell them what a pleasure it was when doing business with them. If I'm collecting payment, I tell them when I'm mailing the check and how much money they made.

Remember to always pay promptly. Another thing to do is to hold back 15% in reserves in case of returns. Then, as soon as the guarantee period expires (and therefore will be no more returns), you pay the joint venture partner the last 15%. Be sure to be up front about this during the negotiations of the joint venture.

If you're just getting started, you might ask for a testimonial from them to testify that the joint venture went well that you can use when pitching a joint venture to other candidates. Do this after everyone has been paid, all the products have gone out, and everyone is happy.

Another thing to do is see if you can leverage their network of contacts. Now that you've formed a relationship with the joint venture partner, you can ask them if there is anyone else that they know who would like to promote this product to their list too. If you're the product owner, you could kick them back a 10% commission for successfully introducing you to the other list owner, provided that the joint venture went through. What you're doing here is leveraging other people's Rolodexes. This is very powerful.

Section 11 -- How To Get Your Customers To Set Up Joint Venture Deals For You!

If you're a list owner and have customers, then this is a great method to get people to set up joint ventures for you. Here's how. What you're going to do is take some of your most die-hard, hardcore customers and teach them how to be joint ventures for you.

How? Simple. You can give them a copy of this report and have them read it. Basically, all they need to do is leverage their contacts and make an introduction for you. They introduce who they know to you. From there, you take the ball and run with it. You get that new person on the phone and then follow what you learned in this report to set up the joint venture.

With this technique, you have commission-based fans of yours opening their Rolodexes for you and making introduction so you can make money doing joint ventures. They don't get paid until and unless a joint venture comes off. They're already fans of you so they're happy to open up their contact base to you.

With this technique, you can reach people and do deals that normally wouldn't be available to you. First, identify who are your most rabid fans. Then, see if they have any business savvy or ambition to them. If they do, then hold a tele-seminar that promises to teach them how to make a fair amount of cash doing very little work recommending a product/service that they already are familiar with and love. During the tele-seminar, educate them.

Hear this – A lot of them will do nothing. Yet, the tele-seminar will be worthwhile if you can flush out a handful of your customers who want to work to set up deals for you. Again, teach them well and your efforts will really be rewarded nicely. Arm them with all the tools they need to maximize their chances for success.

Remember my rule from earlier? When you want someone to do something, make it easy as humanly possible to do it for you. So have pre-made templates, scripts, and emails that your customers can use to introduce your product to their contacts. This will make it easier on them.

Section 12 – Conclusion

Recently, I did a joint venture with a legendary marketing man who is directly responsible for increasing his clients' companies revenues by over \$7.5 BILLION dollars. (That's not a typo. That's billion with a "b".) If you're at all familiar with the marketing world, you know who I'm referring to. He's a living marketing legend. If you want to know more about it, then visit [this page](#).

How did I do it? I did it by using the principles you've learned in this report. You now have the same power to go out there and do joint venture deals. This ends my crash-course report on how to get starting doing and brokering joint venture deals. And we're only just getting started.

If you truly want to master the art of joint ventures and the art of brokering joint venture courses, then you've got to check out my "masters-level" courses. They'll teach you insider secrets that you cannot find anywhere else from a veteran who has made a fortune doing ventures.

Being your own boss and having the freedom you want and deserve can be yours. The way is through joint ventures. Visit the following links to find out how to get your hands on these courses.

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