

Joint Venture Strategies

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Introduction

You know what's funny? I thought that when I wrote my book on JVs that I knew it all, or at least close to it. Then I asked some very successful people if they'd share some of their JV strategies.

I was first surprised that so many were willing to share, though quite a few said, "Thanks, but I think I'll keep these secrets to myself", which is understandable.

But what I learned from the people who DID contribute is that in spite of what I thought I did know, which was considerable and helped me a ton, there was so much more that I had not even considered...which makes me wonder how many more methods for getting JVs are out there.

Anyway, this companion book contains some strategies for getting JVs that you can add to my book "Complete Guide To JVs." Between the two, you should have absolutely no excuse for not getting a joint venture.

The strategies you are about to read are presented as submitted by each person without any editing so you will notice that the styles are all very different. I did this in order to preserve the integrity and the voice of each person.

So without any further ado, I now present some killer strategies that you'll want to take advantage of immediately.

John Rhodes

My favorite joint venture (JV) strategy is extremely simple. In fact, it's hardly a "strategy" at all. I'm almost embarrassed to explain it since it's so basic. Forgive me!

I'll walk you through my JV strategy, step by step. There are really only 4 steps and each step is a baby step. I'm happy to say that anyone can follow this recipe and create a JV out of thin air. It's true!

Here we go:

1. I make sure that there's some reasonable level of demand for a product or service. I usually use Clickbank, Google's Keyword Tool, Google SERPs, and the like. I try to answer these two basic questions, "Do lot's of people want this and do they spend money?" – This is pretty much Internet Marketing 101. Before I do anything at all, JV or not, I make sure there is some reasonable chance of making money.
2. Next, I do preparation. I map out a product or service. I create an outline. I act like I'm going to create the product or service myself. For example, if I'm going to create a report, I write up the title, the headline, and the outline. This takes about 15-20 minutes. I do this rapidly. You can do it slow or fast, but I feel it's important to create some structure.
3. Third, I make a short list of people who would add significant value to the project. Keep in mind that I can always just outsource the work I don't want to do, or that I don't feel strongly about. The purpose of a JV, in my mind, is to bring significant value to the table. For example, when I think of "writing and editing outstanding reports" I think of Steven Wagenheim. You can't easily find people like Steven, so doing a JV and forming an alliance is a smart, strategic move.

4. Finally, I contact the person (or people) who would work with me. I don't push anything. I'm not aggressive. I simply ask my potential JV partner a few questions and provide some background on my project. It's a bit like fishing. You might land a big fish, and you might not. Having everything prepared ahead of time goes a long way. People feel safe and secure when the JV partner is prepared. This is tactically and strategically important.

So, that's really my main way of creating JV's out of thin air. I guess to summarize it, I would say that I plan ahead and then talk people who could bring significant value to the table. There's no pressure involved. It's all about relationships. You can take that to the bank.

One last point. Keep in mind that a great JV has very little to do with making a one-time killing. It isn't hard to make hundreds of dollars every single day. We demonstrate this to our members very clearly inside the Simple Cash Blog. The real trick is that you're building relationships and you're building a business. And business, my friend, is not a one day affair. It's stepping stones. It's baby steps. It's creating assets that offer residual, long term cash.

If you're interested in learning more about simple strategies and formulas to make money online, I highly recommend the Simple Cash Blog. Hundreds of members are making money following our step-by-step recipes. And get a load of this. They're going to help you succeed too. It's true. Hundreds of people will help you make money.

Read our Simple Cash Blog story right now...

<http://SimpleCashBlog.com>

All the best,

~ John S. Rhodes of "The Rhodes Brothers"

Rob Toth



Internet Marketers Are Bringing Lazy Back
by Rob Toth, www.RobToth.com

These days, internet marketers seeking "joint venture partners" are bringing lazy back. (To paraphrase Justin Timberlake).

And they're doing a great job of it.

I know because I'm on the receiving end of plenty of these.

A lazy, short, yet hyped email that resembles this is what frequently hits my inbox:

"Hey Rob! I've got a great new ebook for you to promote! Everyone's on board. This thing will be huge! Get ready to make a tonne of money with this.

It's a Clickbank product. So here's the link _____. Just add in your CB username and get this out to everyone!"

A few of problems with the above...

1) Typically these "proposals" come from marketers who have little or NO rapport with me. So automatically, I don't care and it gets deleted.

2) It doesn't tell me anything about their product... why is it ideal for my subscriber/client base AND what's in it for me.

3) These are filled with optimistic and unrealistic forward-looking statements.

4) Other than my name being included (often even that's left out), there is NO personalization in here that would indicate that this email was actually written for me.

(And I could go on).

The reason my affiliate signup pages, my joint venture invitation pages and my various affiliate communications have been noted as "the best" or "one of the best" by top Joint Venture Brokers and 10+ year internet marketing veterans (and the reason why I now have more and more clients pulling me in the mix to work on either part or all of their affiliate communications) is for 2 primary reasons:

- 1) I don't treat potential affiliates/JVs like dummies ...
- 2) But I also know that I need to SELL them on my affiliate opportunity especially if it's in a very crowded and noisy marketplace (such as "internet marketing" or "make money online").

The first point means I avoid hype. I rationalize why the offer is ideal for their group, which invited JVs have shown interest or have committed, and what the true WIN-WIN-WIN opportunity is.

The second point is the most important...

I know I need to sell the opportunity. I need to quickly present why the product is so great; Why the offer is so great; Why the overall affiliate opportunity is so great.

Yet I want to accomplish this with excited realism not cookie-cutter hype.

And as part of any sales-transaction, I know I'll get further if I establish rapport first.

And I also know I'll get much further if I personalize my offer and communicate 1-to-1 (rather than sending a blanket advertisement).

What this means is I typically setup redirect pages from that product's domain so if I'd like You There to look at my offer and my new product is Coming Soon Widget then the link that you'd see is www.ComingSoonWidget.com/YouThere .

Or I may even purchase a domain if it's a big enough JV prospect (notice I said "prospect"!?. Again, there's a sales process here).

But the email (and/or other communications) that a JV partner will see from me will certainly make it clear that the message is directed to them even though 95% of it will be a template (I, of course, don't want to be there all day sending out my invitations).

What I comment on will greatly vary depending on how we met, what our relationship is, etc but a comment on their own product, their projects, or asking about their business would make a lot of sense.

But you're a marketer, so I'll let YOU get creative.

The real point that I'd like to drive home is don't assume that anyone cares about your product. You plain simply need to SELL them on why the affiliate opportunity is one that they should act on.

And if you start treating the affiliate recruiting and JV invitation process with that mindset, I promise you the responses will be quite favorable.

Markus Allen

Get More Customers With Joint Venture Partnerships

Unless you're very well connected, it's almost impossible to start a business and get it booming in a short period of time.

By leveraging other well-established, related businesses to yours... it's very possible to create a thriving business virtually from scratch.

A joint venture partnership might be a great way to build your business off of the success of someone else's hard work.

On a recent radio show that I host called Stump Markus, I was ending my interview with Willie Crawford when I asked him to give us his best-kept secret marketing strategy. He chimed in immediately and revealed his passion for joint ventures.

Willie's strategic alliance example reminded me of a joint venture marketing idea I tested with John Saya -- founder of CGIConnection.com. John asked for my help to grow his web software download site. I knew joint ventures were the way to go for him because he offered a solution to a wide-open niche... offering moneymaking web software scripts to those with boring, unprofitable websites.

I wanted to test an idea that I knew would be a surefire success. Not surprisingly, during our small test, we generated a 100% conversion rate!

Before I reveal the idea, it's important to understand what NOT to do when approaching potential joint venture partnerships.

As a marketer with a nice-sized list of subscribers, I'm regularly pitched to promote a joint venture product. Just about all of the pitches come to me via email... I'll skim these opportunities, but they

usually go into my swipe file without action because they fail to interest me (and more important -- my subscribers)...

... I'm sure most potential joint venture partners deal with the same issues... lots of JV offers... lots of promises... but fail to reverse the risk. When you ask potential joint venture partners about the problems with strategic alliances, they'll often bring up the following issues:

- Too many hoops

Far too many joint venture pitch letters force us to waste a lot of time trying to figure out a website, instead of focusing on the benefits of a strategic alliance.

- Getting paid

I've delivered customers to over 200 joint venture partners and affiliate programs since 1997... less than 5 of those have paid on time (or at all). Needless to say, guarantees of payment are very important to me.

- Risk of regret

What if the opportunity is a scam? For example, even the well-known Dan Kennedy recently forced a hidden continuity billing scheme on prospects to his site... leaving the joint venture partners to rush an apology to their list.

Knowing that these three top joint venture roadblocks prevent most strategic alliances from getting off the ground, I tested a very simple joint venture pitch... **I sent a \$100.00 advanced-commission payment to possible joint venture partners.** Doing so got the pitch to be opened, read, and acted upon.

John Saya (of CGIConnection) copied my joint venture agreement letter, personalized it, and mailed it off to a few test joint venture partners in a FedEx envelope.

Inside the envelope, John stapled a \$100.00 check to the pitch letter. He also included a self-addressed, postage-paid return envelope just in case the recipient wasn't interested in the opportunity

As you might imagine, the response was beyond amazing. Every recipient ultimately replied to the joint venture pitch.

It's said a 2% response rate is good... our efforts generated 100% response.

Mea culpa:

While this joint venture pitch letter test was amazingly successful, it didn't put a dime into John Saya's bank account. At the time, the benefits of promoting John's web software coop wasn't clear. We've since fixed that by creating a comprehensive FAQ section on his website at <http://www.cgiconnection.com/scripts> .

Markus Allen is the host of Stump Markus... a weekly, live call-in broadcast all about growing your business.

Details here: <http://www.StumpMarkus.com>

Marc Meole

"No man is an island." Not sure where that quote came from, but it's priceless business advice. When you are marketing a product you can work and work, spinning your wheels, watching days turn to weeks, weeks to months, months to years, etc. Sure you get some good traffic to your website, but there are only so many people you are going to reach. That's just the simple truth of it.

The only true way to reach a broad, diverse range of customers is with joint ventures. I know reaching out to form a partnership with someone you never even met face to face can seem like a challenge, but really it's not. The biggest tip I can give on forming solid, lasting, and most important profitable joint ventures is simply this: BUILD STRONG RELATIONSHIPS.

That's it...really. Don't go out and be a salesperson. The best successes I've had with JV partners are with people I've built some kind of relationship with. Now I'm not talking about having to be best friends with everyone on the net. You just need a connection in some way. It really helps to be relational. I can't tell you how many people I chat with a day. Not long draw out conversations, but just some brief contact. Some emails exchanged, a couple of lines on IM, a forum conversation.

It's really not that hard to do. Really it's a technique I just stumbled on. You see, I am a very relational person. It's just you I am. Now when I first started in online marketing, I didn't want to have to send out emails asking people to help me promote a product. But, with limited success, I did. It always reminds me of a telemarketer "cold calling".

Now after working on line for a while and build relationships it became nature to JV with people I had the grown to know. Then after I started actually knowing what I was doing and started teaching people what I knew, it was amazing. I would help someone

start out, and see their business grow. They became a natural JV partner.

You see when you have personally invested in someone it comes back 100 fold. They will promote your product not only to make themselves some money, but because they want to be part of your success.

Here is where it gets really cool. Now you have built some strong relationships with people. And they have built some strong relationships with other people, and so on. Word of mouth is an extremely powerful tool. You hook up a JV with someone and see if they pass the word around. Now your business is being built on trust. Trust in you, trust your JV partner, trust in their JV partner, and so on. These partnerships just explode exponentially.

When you approach someone with a JV offer don't write "salesy" sales copy. Another IMer will smell that a mile away. When you have a relationship with someone you don't want them to sell you something. Just think when your spouse, or a friend starts buttering you up, the first thing you think is "OK, what do they want"

You see, you're not just looking for a one-time partnership here. You are looking for a long lasting relationship. Sure you can make quick money here and there with JVs, but the true value in a Joint Venture, when done right, comes in the long last source of income and a long lasting friendship.

Marc Meole

www.my-one-stop.com

Mark Clayson



Do The Work Yourself: Webinars as a JV Example

Making a Joint venture successful can be difficult at the best of times. There are many potential stumbling blocks and dead ends. One of the biggest issues is that of approaching JV partners in the first place. Attending seminars and workshops is a great way to make new acquaintances and partner up and, of course, good old email can put you into contact with almost anyone.

But these people are likely to be busy and distracted. Unless you have a list of many thousand or are a personal friend of the potential partner, then your request either in person or via email is likely to be deleted from the brain or from the email folder. That sucks but is fully understandable.

Busy people lead busy lives. They have no time to chase people and have a long discourse about JVing. They know that many of their requests come from people that are unknown, poorly experienced and liable to overestimation of their skills. Busy people do not want to have to do even more work.

So, do it for them wherever you can.

I started doing webinars last year. The training I had was great and the learning curve steep. After finishing the course of instruction I was not only more experienced but I felt empowered to use these skills to help build a JV. After all, a webinar is a teleseminar with pictures - a "show and tell" using the phone for the conversation and the computer for demonstration. Webinars are not new but they

require not only a financial investment but also their own learning curves to become fluent and skilful in their operation.

Do you remember I said that busy people are busy? Even if they had the skills in webinar production, they do not have the time to produce them. A webinar takes me several days - usually more, to put together. The date has to be set, the subject matter agreed, powerpoints need construction, sharing and tweaking. A script often needs to be prepared and then there's the landing pages, emails, reminder notices, survey collection, testimonials ... and much more. Then, things go wrong and need putting right. Even after the webinar there's the recording to render and, if you do like I do, there is the "custom editing" needed to make the webinar stand out from all the other webinars that are out there.

Can you see why a busy person does not wish to get involved in something like this

But, the truth is, that self same busy person would enjoy and benefit from the exposure the webinar could give them. Webinars give the interviewee the opportunity to show their products, walk through the use of their products or services, show a website, a forum, a technique - in fact anything that can be seen on a computer screen can be shown on a webinar. Furthermore the screen capture can be annotated with drawings, text and symbols - all in real time. That's powerful when in the right hands.

A busy person needs a webinar, or a series of webinars, but a busy person cannot always achieve it.

This is where you come in. Your approach should be to make contact with the potential JV partner and immediately let them know, not only what your proposal is, but also that YOU will do all the work needed apart from the essential elements requiring the input of the JV partner. Let them know that you will be in charge and that you will be responsible for the success of the venture. Be bold and constructive and even take the step of including an attachment with the email listing the benefits of a webinar and the role you will take

(or alternatively, listing the minimum input needed from the potential partner).

For a webinar, for example, explain the following:

the partner can be showcased on the webinar
their product can be showcased on the webinar
their site can be showcased on the webinar
their sales can increase
their profits can increase

Then explain that YOU:

- will absorb all costs associated with the webinar
- will set up the webinar
- will construct and send the series of emails about the webinar
- will construct a poll on the webinar
- will construct a survey for the webinar
- will provide user testimonials after the webinar
- will record the webinar
- will supply the recording of the webinar
- will optionally provide a MP3 and transcript of the webinar
- will host the webinar
- will take questions on the webinar

Basically what you are saying is "if you partner with me on this project, I will take the vast majority of the burden away from you in order to make this run smoothly and be a success". You may even wish to incorporate timescales into your proposal.

I have used this approach with webinars but the same approach could be used with a variety of other JV proposals. Recently I did a webinar with Neil Stafford of theinternetmarketingreview.com and use this exact approach. Neil is one of the premier internet marketers in the UK and throughout the world. Not only was the webinar a great success but Neil provided a totally unsolicited testimonial actually ON the webinar itself stating that the approach I took was perfect for him. Basically what he was saying was that my approach

to him was successful because I was able to relieve him of the lion's share of the work needed to achieve the ultimate aim. I was grateful for his words because it made me realise that I was on the right track.

So, in conclusion, many people you wish to venture with will often say "no" because they simply do not have the time or skills to do what you are asking. By removing the burden of work from them you are not only making yourself stand out as someone with drive and initiative but you are also giving the potential JV partner a chance to say "yes".

Mark Clayson is an internet marketer from the UK. He runs several successful ecommerce sites and blogs and is specifically involved in interviewing prospects via teleseminars and webinars. Additionally, he is committed to helping new online marketers achieve their aims in business. www.markclayson.com

Kevin Riley

How To Attract JV Partners (Feathers Of Seduction)

Although money is a prime reason for doing a joint venture, you can't buy your way into a JV partnership. Potential JV partners are much like those disinterested female birds. They don't need you – they don't need your money. Like the female birds of paradise, for them there are many other marketers. And you're all vying for their attention.

So, how do you attract their attention? How do you attract good JV partners?

Get yourself the proper "feathers of seduction".

You may not have a product or track record yet, but you need to get yourself in front of your future JV partners, now! Flash the feathers that you've got ... get them to see you ... at least know that you're there. You want them to know who you are - have them watching when you bring out products and build your business.

Your name on the Internet, as anywhere else in business, is impacted by all you do. Every step you take is scrutinized, and your name (or your brand) either has its stock value go up or down. But, before you get to this stage in your marketing, you need to get your name out there - let people know who you are.

The first step in branding yourself, is to step out from behind the computer screen ... and stand squarely in the limelight. Nobody is going to notice you - and want to do a joint venture with you - if you're hidden in the shadows.

This is done mostly from participating in forums, choosing a colorful username, filling out your profile and having a visible signature that other members will want to click on to see what you have to offer.

Quality Posting

From the very beginning, post with quality in mind. Set a tone for yourself. Are you a fun marketer who people can feel comfortable with? Or a dumb clown who alienates other members? Are you a serious marketer with great advice and help? Or are you a boring sod, dishing out stale information that no one wants?

Before you start posting, take a few days - or even a few weeks - to get to know the forum. Stay out of the limelight during this break-in period, and get to know the members. Get to know the tone. What's acceptable? What isn't? What do people like to talk about? What is taboo?

Then, when you've got a good feel for the form and its members, start posting. At first, merely answer other members' questions - be helpful and supportive. Be the one others can count on for good advice. Become a valued member of the community.

You also want to put up a blog, make business cards, attend live events and essentially anything that you can to make yourself visible. The more visible you are, the more likely that people will notice you.

In actually approaching somebody for a JV, your first contacts should be the people who you've built relationships with...your list.

Your list is your business' most valuable asset. With a good, responsive list you'll be able to participate in some major product promotions, and show your "feathers" to some of the bigger JV prospects.

If you're one of the leading affiliates on a big launch, other marketers will sit up and take notice. They'll realize that you could be a valuable JV partner.

This "feather" can take some time to build, but each new member you add to your mailing list increases your stock value.

Also By Kevin Riley

<http://ProductCreationLabs.com>

Willie Crawford

My Best Joint Venture Strategy

by Willie Crawford

As a joint venture broker, my success is measure not only by the joint ventures that I set up for myself, but also by the success of joint ventures that I set up for my clients in a variety of niches.

To me, orchestrating a successful joint venture is nothing more than "selling" your potential joint venture partners on the idea. As such, it's answering two basic questions:

- 1) What's in it for me?
- 2) Why should I choose your joint venture over all of the other alternatives that I have?

I should begin by pointing out that most people, in seeking joint ventures, are too myopic. They seem to refuse to even acknowledge that their potential joint venture partners have projects of their own, which to them are MUCH more urgent than your project.

They refuse to acknowledge that there are sometimes dozens of alternative joint ventures vying for your potential joint venture partners' attention, and assistance.

If you acknowledge that your joint venture is only one of many... maybe even only one of many offering very similar products, that shifts you into examining why anyone would want to do a joint venture with you.

You absolutely must answer the WIIFM question. You need to identify what your potential joint ventures partners want.

What are their problems?

What are they struggling with?

How can you and your product help to make their lives better?

How can working with you help them to achieve their bigger objective?

How can working with you help their customers and make them endear them to their customers?

You have to acknowledge that seeking joint ventures is NOT about you and your product. It's about your joint venture partners, and their customers, and their problems... and wants.

In the niche that I operate in most often, the internet marketing niche, my answer to questions 1 and 2 above are actually very similar. That's because I look for ways to tie promoting my product to promoting a desired joint venture partner's pet project.

You can do that by:

Co-producing a product, actually tying a product that they've been struggling to release into your product. Perhaps your product is a traffic generation course, and "Mr. Big" has a piece of traffic generation software. So, you edit your course such that one of the preferred recommended solutions IS your desired JV partner's software.

Offer to do a mailing to the product launch customer list for the top producing joint venture partners. There, you're asking them to set aside their projects temporarily in exchange for you perhaps exposing their products to a broader

database in the end.

Offer to promote others' products if they promote yours. Simply say to certain potential JV partners "Look, I know that you can only send so many emails, and I'm in the same predicament. So, I've decided to help those who help me. If you'll promote my product this week, or month, then I'll get wholeheartedly behind your promotion next month."

Offer to promote others' products if they'll use your product as their backend offers - or vice-versa. Be willing to let THEIR product be the star of the show if you also get to tell all of the paying customers about your product. They can simply offer your product as a one-time offer, on the download page, or even in a follow-up autoresponder.

If your product makes more sense to lead with, then point this out to them and offer to make their product your backend offer, upsell, etc.

This strategy is really very simple when you look at it. At the same time, this strategy is drastically different from what you'll notice 90% of those seeking joint ventures doing.

Most people doing product launches are so blind to the need to get their product launched that they REFUSE to acknowledge that others are also doing product launches... and insist on doing their product launches at the same time. So, they refuse to work with those people who won't promote THEIR product launch. When asked to promote someone else's launch their answer is I can't because I'm too busy trying to find partners to help with my own launch. They blindly say this to their ideal launch partners!

In answering the WIIFM question the way that I've just suggested, you also answer the second questions. They should

choose your JV over all of the others because you are one of the few who want to promote their product at the same time.

Simple - yet amazingly effective Smile

Willie Crawford has been selling goods and services over the internet since 1996. During that time he has helped with the launch of well over 100 of his own and clients projects. You can find out more about Willie and those that he partners with at The Internet Marketing Inner Circle. Don't miss:

<http://TheInternetMarketingInnerCircle.com>