



Joint Venture **Partnerships**

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Introduction to Joint Venture Marketing:

Tired of being scammed?

Everyone says it is easy to make money on the net, but it just isn't happening for you? The Opportunity One! Newsletter is your answer. I will show you exactly what to do to avoid the scams and get the checks coming in.

More Profits With Less Effort...

One of the best ways to reach more people in your target products on the internet without having to do really do anything, other than having a good product, is by creating joint venture partnerships with other businesses.

Joint ventures are the ultimate form of no-risk advertising because your partners do all of the marketing for you in exchange for a share of the profits. You only have to pay when a sale is made.

Joint ventures operate just like your normal affiliate program except that in a normal affiliate program only about 10% -15% of your affiliates will actually do any selling. These 10% -15 %of your affiliates will account for 85% - 90% of your sales. The other 80% of your affiliates will have sales that trickle in from time to time and some will never make any sales at all.

So, logically, in order to operate a more successful affiliate marketing campaign you need "super affiliates." When we use the term "super affiliates" we are talking about joint venture partners who have the marketing know how and resources to sell a large volume of your product or service on a consistent basis. These super affiliate joint venture partners can be defined by three different characteristics:

- Someone who has a large enough opt in list to sell large volume of your product/service in a short amount of time, such as an e-zine owner.
- Someone who has a website with heavy monthly traffic that targets the market you desire.
- Someone in the market place whom consumers trust when it comes to making buying decisions.
- The key to more profits and success is to continuously find and recruit these highly productive "super affiliates" to sell your products for you.



Before You Begin:

Target Your Perfect Partners

Before you even attempt to go out and put together a joint venture deal you must have an idea of who your perfect partners are. You need to find out who else is selling lots of products similar to yours. You must think like the customers that you want to reach.

Where do your perfect customers go online?

Who is your competition?

Who publishes content to your target market?

Questions like these will often lead you to potential joint venture partners, especially when you consider partnering with your competition. Most business owners believe that competition is a bad thing, and for most businesses it is, unless you find a way to turn your competitors into your partners. Although it seems unlikely, joint venture partnerships thrive because of competition.

By using the methods outlined in this ebook you will learn how to make almost any competing business a new profit center for you. And although everyone you contact will not be willing to joint venture with you, many of them will. Many of them will review your joint venture proposal and jump at the opportunity to partner with you when you apply what you are about to learn.

So let's get to it...

Here are the four major steps that you need to take in order to start and run a recruiting the "super" affiliates who can literally make tons of sales for you in a short amount of time.

1. Test Your Product First
2. Create Good Sales Tools For Your Joint Venture Partners
3. Find Joint Venture Partners
4. Lure Them Into Your Program

The background of the page features a large, light gray silhouette of two people standing and facing each other, appearing to be in conversation. The person on the left is slightly taller and has their arm slightly extended towards the other person. The person on the right is shorter and stands with their hands near their waist. The entire scene is set against a white background, framed by a thick red border.

Step I. Test Your Product

I know you've heard this one some where before...

The very first thing you should do when selling any product is to test the market for your product. You don't want to waste time recruiting joint venture partners for a product that won't sell. The easiest and cheapest way to test your products/services may be to buy some e-zine advertising in a publication that targets your market.

If you are selling skin care products you should buy advertising in a e-zine focused on health care or women's health as women tend to be more concerned about the appearance of their skin than men do. If you are selling car alarms you may want to buy ads in e-zines that cover topics such as car care, maintenance, etc. You should test a few classified ads and solo ads if possible.

Solo ads normally are more expensive than classified ads but they usually pull more response. Remember only buy e-zine ads that target your specific type of customer and always test your ad copy before you spend a lot of time and effort to find joint venture partners.

And remember if you've got your own opt-in email list be sure to test to them first, assuming your marketing a product they would be interested in.



Step II. Create Good Sales Tools For Your JV Partners.

7 Good Sales Tools to Develop a Lean Mean Marketing Machine For Yourself & Your JV Partners...

You need to make it as easy as possible for your joint venture partners to make the sale for you. If you already have sales tools for them to use then that certainly make it easier for them to say yes to your joint venture offer. Now all your affiliates' have to do is get your marketing message in front of as many qualified prospects as possible. After that your lean mean sales machine takes over.

Here are some good sales tools that you can create for your affiliates to use...

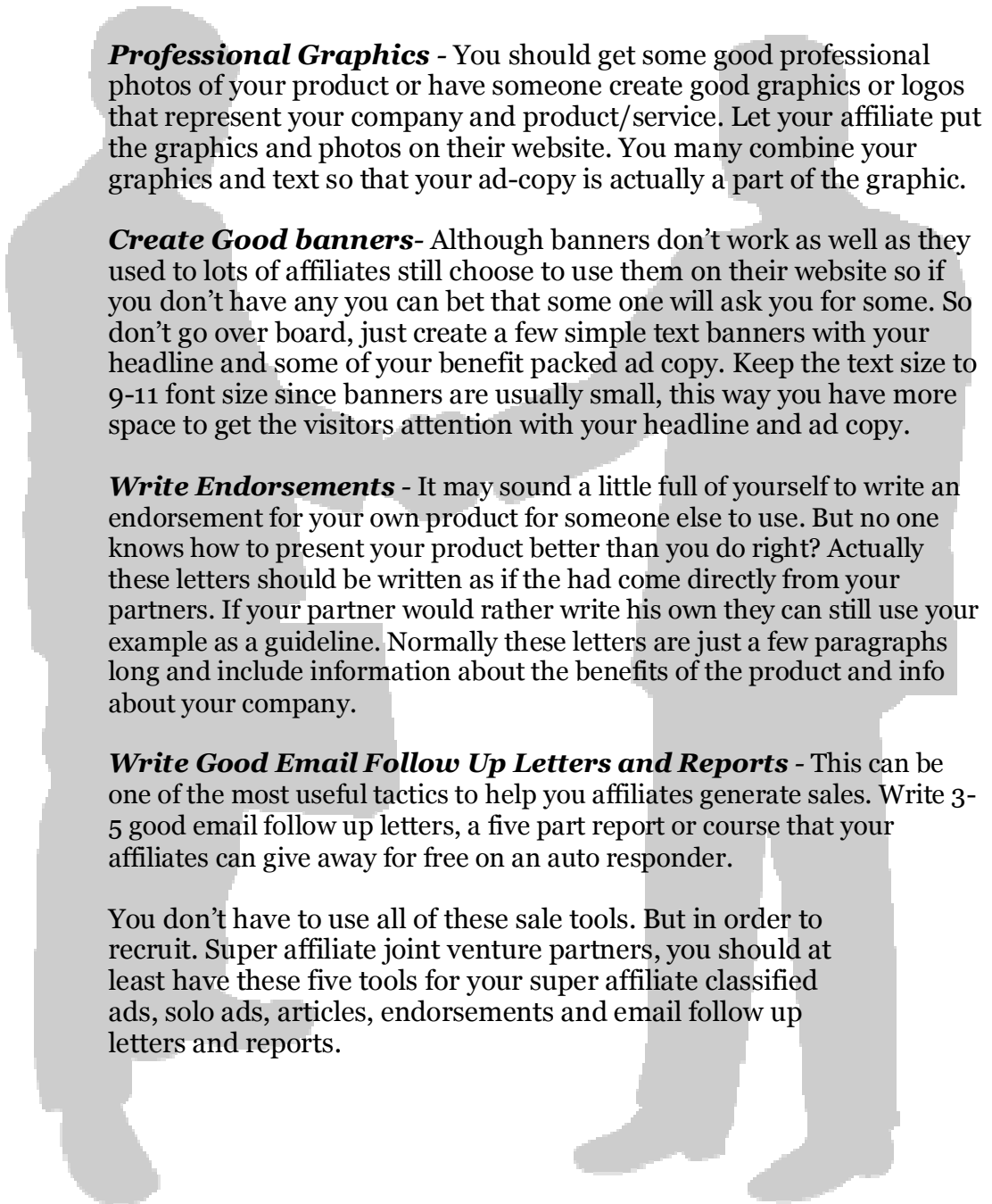
Classified Ads - A lot of affiliates make sales by running classified ads in e-zines. Remember the testing you did before you even thought about starting your affiliate program. Well you can allow your affiliates to use those same ads to run in other e-zines also.

Solo ads - In my paid advertising campaigns solo ads have a higher ROI (return on investment) than any other form of Internet advertising. And since you have already tested your classified ads you can simply use the same headline and expand the body of your classified ads into larger more detailed solo ads that will express

More benefits to the reader.

Solo ads in e- zines are higher priced than classifies and sponsor ads because these ads go out alone to the entire subscription base. Most of them time you can create and use you own headline to use as the subject line of the email. In my campaigns solo ads have produced the greatest returns. (NOTE: If you run your own opt in list you can test you classifieds and solo ads to your list first to see what ads pull the most response.)

Write Articles for Your Affiliates - Many of your affiliates will be running their own e-zine or opt in email lists. Many of them want quality content they can supply their list with. So write a few good articles related to your product. Try to actually include some useful content and don't just make it another ad for your product or service. This way you save your affiliates time by giving them some free content they can publish to their list that will increase the response to your joint venture more than a regular advertisement.



Professional Graphics - You should get some good professional photos of your product or have someone create good graphics or logos that represent your company and product/service. Let your affiliate put the graphics and photos on their website. You may combine your graphics and text so that your ad-copy is actually a part of the graphic.

Create Good banners- Although banners don't work as well as they used to lots of affiliates still choose to use them on their website so if you don't have any you can bet that some one will ask you for some. So don't go over board, just create a few simple text banners with your headline and some of your benefit packed ad copy. Keep the text size to 9-11 font size since banners are usually small, this way you have more space to get the visitors attention with your headline and ad copy.

Write Endorsements - It may sound a little full of yourself to write an endorsement for your own product for someone else to use. But no one knows how to present your product better than you do right? Actually these letters should be written as if they had come directly from your partners. If your partner would rather write his own they can still use your example as a guideline. Normally these letters are just a few paragraphs long and include information about the benefits of the product and info about your company.

Write Good Email Follow Up Letters and Reports - This can be one of the most useful tactics to help your affiliates generate sales. Write 3-5 good email follow up letters, a five part report or course that your affiliates can give away for free on an auto responder.

You don't have to use all of these sale tools. But in order to recruit. Super affiliate joint venture partners, you should at least have these five tools for your super affiliate classified ads, solo ads, articles, endorsements and email follow up letters and reports.



Step III. Finding and Recruiting Your "Super Affiliate" Joint Venture Partners

Remember that when we speak of super affiliates we are talking about individuals that have one or more of the following characteristics...

- Someone who has a large enough opt in list to sell large volume of your product/service in a short amount of time, such as an e-zine owner.
- Someone who has a website with heavy monthly traffic and content that targets the market you desire.
- Someone in the market place who people respect enough to trust their recommendations when it comes to making buying decisions, such as experts or forum/message board moderators.

Part I. Finding Super Affiliates Through Ezine Directories

Some of your best affiliates and joint venture partners will definitely be e-zine publishers who publish content for your target market. E-zine publishers are excellent prospects to target for your affiliate program because they already have an email list full of people who would be interested in your product.

Most of the smaller-medium sized e -zines would be likely candidates for joint venture deals because they are just getting started and most of them need to bring in some revenue to their new business. But make sure that these online publications are related to your target



Market and have at least 1000 subscribers.

You should also go after the larger sized e-zines too but don't over look an e-zine just because their subscriber base is somewhat small. They owner may publish a very good ezine and have loyal subscribers who really trust what they say and would by a product that they highly recommend.

Part II. Finding JV Partners through the Internet

Many webmasters may also have an opt- in email/e -zine list that they can market your products/services to yet they may not list their e-zine in the directories. Locating these potential joint venture partners is just as easy if you have the right tools.

So, first you need to down load the following "free" applications to your computer and install the software. These will become one of your most valuable tools for finding webmaster for your affiliate-joint venture.

Tool #1

<http://www.copernic.com/>

- At this site you will need to download the copernic2000 search engine. Here are the time saving features that makes Copernic very useful.

Copernic has registered contact information on over 10,000,000 webmasters.

- The Copernic search engine will allow you to simultaneously search the top 10 search engines all at once. This is the time saving feature that makes Copernic very useful.
- Copernic can also search by answering your specific question, an exact phrase search, or you can search for all of the words you choose in any combination.

Play around with this feature until you are comfortable with the program.



Tool #2

<http://www.alexa.com>

Here you will need to download the Alexa 5.0 software. It is also a type of Internet searching tool but what Alexa does is give you detailed and specific information about the website you have located. Including traffic ratings, contact information, physical address, fax number, email and how long the website has been online.

NOTE: You will also need Internet Explorer, if you don't have it already you should be sure to download it because Alexa works with Internet Explorer by automatically integrating itself into your Internet Explorer web-browser after the install process is complete.

After you have downloaded both programs and installed them on your system here what you need to do...

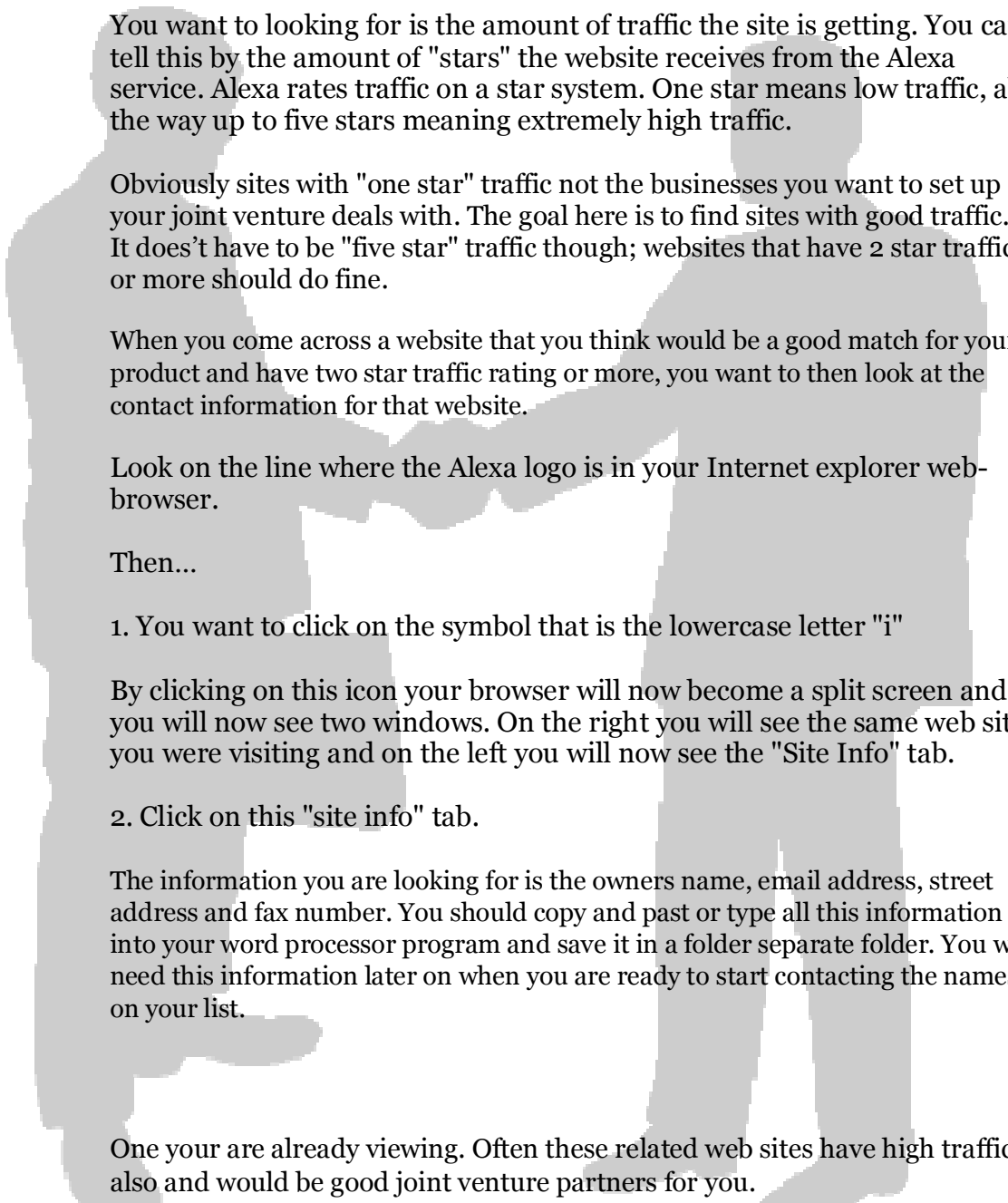
1. First open up Copernic Search engine.
2. Click on "search" option then click on "new". You should now have a new window that is titled "New Search-The Web".
3. Now it's time for some brainstorming, so get out a pencil and a pad, or open up your favorite word processor or text editor. You should think about...

"What would a person looking for your type of product or service be searching for?"

"Where would they go and what are some other services or products on the Internet that they might need that are similar to yours?"

To find out where your potential customers are you must think like your potential customers. So your goal is to come up with as many search terms, keywords and phrases, as possible.

4. Take the key word and phrases you came up with from your brainstorm and use them as search terms on the Copernic Search Engine.
5. When Copernic is done with the search you should open the open Your Internet Explorer web-browser so that you will see now has the Alexa software integrated into the tool bar area at the bottom of your browser just below the address line.



You want to looking for is the amount of traffic the site is getting. You can tell this by the amount of "stars" the website receives from the Alexa service. Alexa rates traffic on a star system. One star means low traffic, all the way up to five stars meaning extremely high traffic.

Obviously sites with "one star" traffic not the businesses you want to set up your joint venture deals with. The goal here is to find sites with good traffic. It doesn't have to be "five star" traffic though; websites that have 2 star traffic or more should do fine.

When you come across a website that you think would be a good match for your product and have two star traffic rating or more, you want to then look at the contact information for that website.

Look on the line where the Alexa logo is in your Internet explorer web-browser.

Then...

1. You want to click on the symbol that is the lowercase letter "i"

By clicking on this icon your browser will now become a split screen and you will now see two windows. On the right you will see the same web site you were visiting and on the left you will now see the "Site Info" tab.

2. Click on this "site info" tab.

The information you are looking for is the owners name, email address, street address and fax number. You should copy and past or type all this information into your word processor program and save it in a folder separate folder. You will need this information later on when you are ready to start contacting the names on your list.

One your are already viewing. Often these related web sites have high traffic also and would be good joint venture partners for you.

When you visit the "related links" websites, look to see if any of them have good traffic (two or more stars) and is focused on your target market. If so then you should add that one to your contact list too. Then go to the related links of all the new websites you find.

By continuing this process of following the links down from each website until the sites in the "related links" categories until the websites you visit have less than "two start traffic" you can easily find plenty of potential affiliate-joint venture partners for your product or service.

4 Ways to Create an Enticing Offer To Lure and Trap Potential Super Affiliate JV Partners into Doing Business With You.

One of the main reasons why many online marketers fail to recruit as many joint venture partners as possible is because their offer simply isn't good enough. The top super affiliates are already making a good income from their other online marketing efforts so what will make your affiliate program any different from the thousands that they already have to choose from.

In other words "What's in it for them?"

In order to form a partnership with these "super affiliates" you have to create and clearly present the best offer possible. So before you even think about contacting these super affiliates be sure that you have developed an offer that is very hard to refuse.

Here are three ways to beef up your offer to entice a super affiliate.

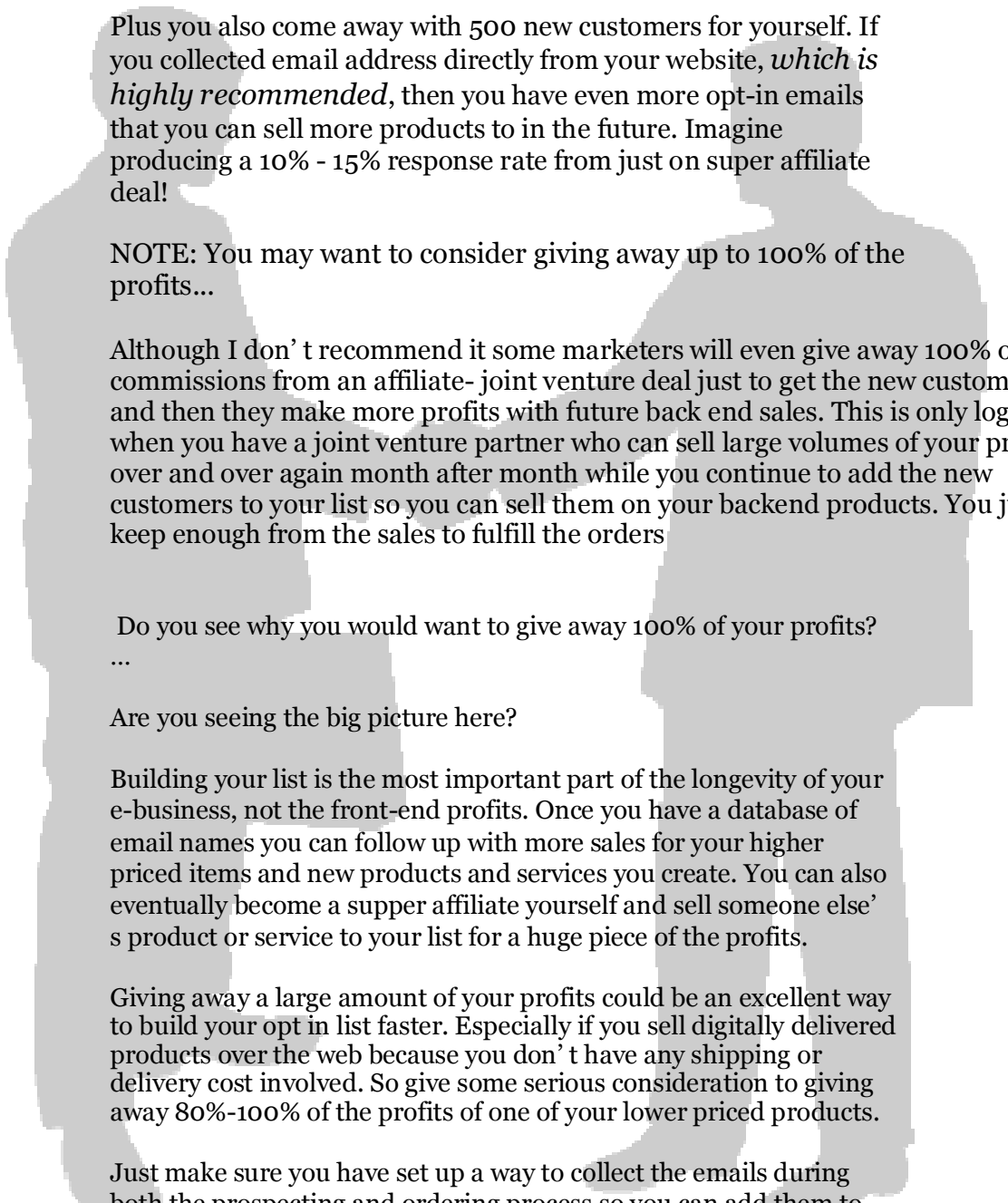
1. Offer Higher Commissions

The best way to entice these super affiliates is to offer them a higher commission than normal affiliates. If you are offering a 30% percent commission to normal affiliates then offer the super affiliate 50% or maybe even 60% for certain individuals who have a strong influence with their opt-in list, subscribers and visitors.

You may think that this is too much to pay an affiliate. But think of what he can do for your business. If he has a large opt in list of lets say 30,000 or more and there are several webmasters and e-zine owners with opt in list of this size, he may give your product his personal recommendation to his opt in list.

A recommendation from someone who has built up trust with his list can go a long way in helping you sell even more of your product. Some endorsement deals have even pulled a 10%-15% percent response versus the normal 1%-3% percent achieved through normal advertising methods.

Even if just 5% make a purchase you would still make 500 sales. With a product that produces just \$20 dollar in profits that would equal \$10,000 dollars in sales. You give the super affiliate 60%, equal to \$6,000 dollars and you pocket the remaining \$4,000 as profit for yourself.



Plus you also come away with 500 new customers for yourself. If you collected email address directly from your website, *which is highly recommended*, then you have even more opt-in emails that you can sell more products to in the future. Imagine producing a 10% - 15% response rate from just on super affiliate deal!

NOTE: You may want to consider giving away up to 100% of the profits...

Although I don't recommend it some marketers will even give away 100% of the commissions from an affiliate- joint venture deal just to get the new customer base and then they make more profits with future back end sales. This is only logical when you have a joint venture partner who can sell large volumes of your product over and over again month after month while you continue to add the new customers to your list so you can sell them on your backend products. You just keep enough from the sales to fulfill the orders

Do you see why you would want to give away 100% of your profits?
...

Are you seeing the big picture here?

Building your list is the most important part of the longevity of your e-business, not the front-end profits. Once you have a database of email names you can follow up with more sales for your higher priced items and new products and services you create. You can also eventually become a super affiliate yourself and sell someone else's product or service to your list for a huge piece of the profits.

Giving away a large amount of your profits could be an excellent way to build your opt in list faster. Especially if you sell digitally delivered products over the web because you don't have any shipping or delivery cost involved. So give some serious consideration to giving away 80%-100% of the profits of one of your lower priced products.

Just make sure you have set up a way to collect the emails during both the prospecting and ordering process so you can add them to your own opt in list when they visit your site or make a purchase.

NOTE: Once again only give away 100% of your profits when you can find a partner who can move large volumes of your lead in products month after month (100 or more) and only if you have another backend product to sell. Even then try to negotiate keep at least 15% -20% of the profits. Other than that you should of start by offering a 50%- 50% spilt deal. If you do decide to give up 100% percent of your profits make sure you keep enough out of each sale to fulfill and ship your orders.

2. Offer Them Your Product Or Service For Free

Yes you can make more money by giving the super affiliates your product for FREE before he agrees to partner with you. If you give your product to the website/e-zine owner to then they are getting something out of the deal right from the start. Plus they get a chance to check out the quality of your product first hand.

If you are wanting them to market your new ebook or other digitally delivered content for you, then let them have a FREE download or GIVE THEM FREE ACCESS to your member's area. If your offer web design or another type of service offer them your service for free. If you have a quality product or service it will speak for itself.

If he finds your product/service very useful he will be more likely to do the affiliate-joint venture deal with you.

3. Offer Your Product or Service To Their List And Visitors On A Trial Basis Or At A Slightly Reduced Price

If you are selling a product and the super affiliate has a large opt-in list and or heavy traffic to his website then you may want to consider offering your product his subscribers and visitors on a trial basis or at a reduced price. Let your partner know that you are willing to make this special deal for him and that you normally charge more. Tell him he will look like the knight in shining armor for getting his customer/subscriber list such a "special deal".

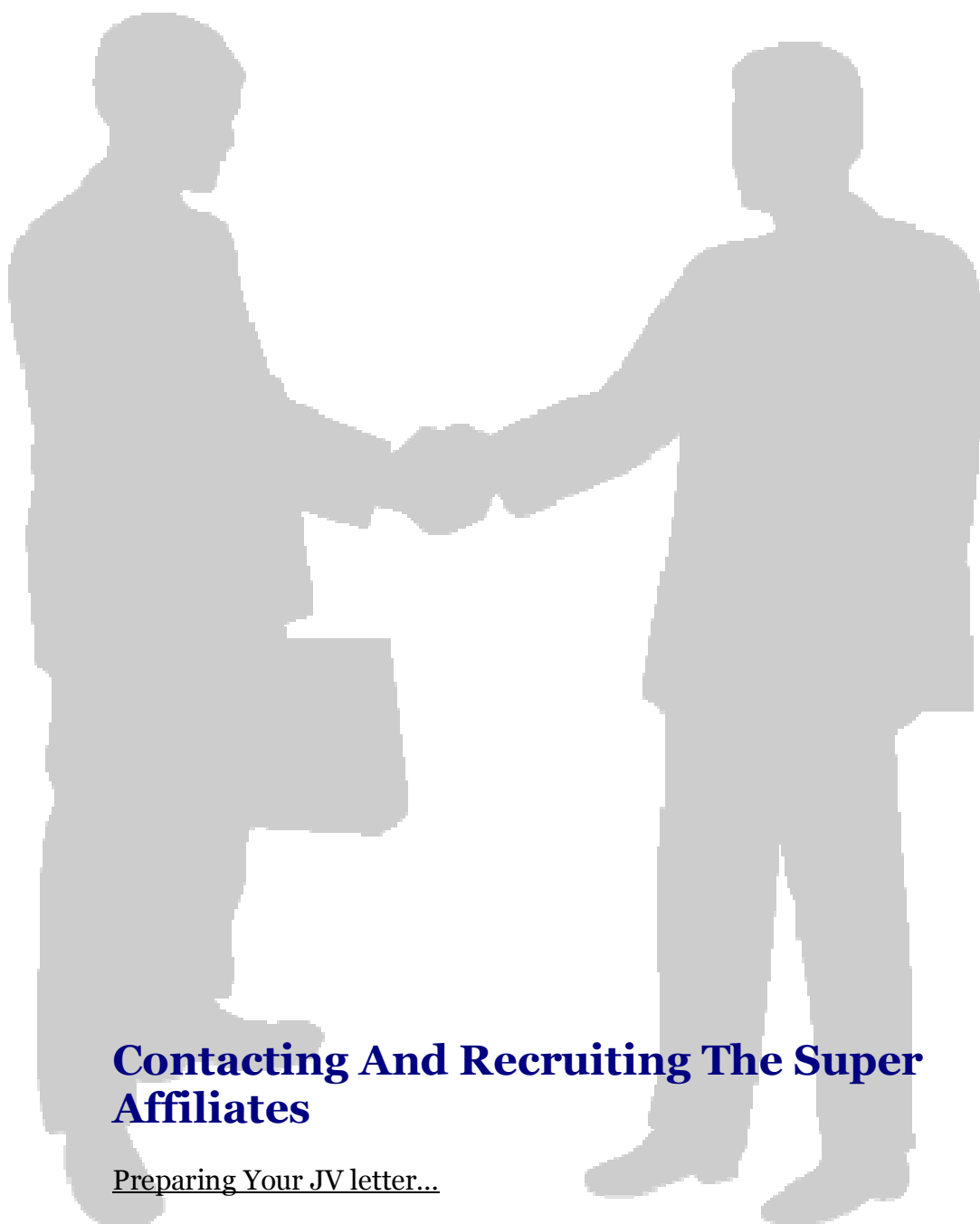
4. Give Your Partners All The Tested Marketing Tools You've Already Created

Be sure to let them know about the tested marketing tools that you have already created for them that were mentioned early in this report. All of which are designed to lead the prospect to purchase from your website. Tell them you have classified and solo ads, the banner ads, the email follow-up letters/ reports, the professionally designed graphics, and articles they can publish in their news letters.

5. Offer Them Free Ad Space In Your Ezine

Do you publish your own ezine if so you can offer your potential partners FREE ad space in your ezine if they decide to do the joint venture with you. If your ezine is small offer several ads over a period of time. Once again your partners will benefit from the deal even if the joint venture is not as successful as you plan.

NOTE: Remember in order to recruit the top venture partners you will have to give up something. In most of the suggestions above you will only be giving up assets that will not cost you to lose profits. If your products are digitally delivered then you can afford to give them away to someone who may be able to sell thousands of them. If you publish an ezine you won't be losing anything by giving your JV partners free ads space because it doesn't cost you anything to publish your email newsletter.



Contacting And Recruiting The Super Affiliates

Preparing Your JV letter...

Once you have developed a contact list of about ten or more possible super affiliates for your program and you have made your offer as good as it can be you need to begin the actual recruiting process.

It is time for you to prepare a personalized message for each website/e-zine owner... **NEVER SEND A GENERIC MESSAGE!**

If you send a generic message you may not be taken seriously and what is worse is if you send it by email, you may be looked upon as a SPAMMER for sending unsolicited bulk email! So... **NEVER, EVER, SEND A GENERIC MESSAGE!**

Instead send a very **personalized** message to your contacts

with details about their website and why they need to contact you!

Below is a sample letter template you can use for your own messages. Feel free to change the content of this letter where necessary and fill in the blanks with the information you got from your research and Alexa.

-----<Start Sample Letter>-----

Hello (webmaster /publishers first name),

My name is (YOUR NAME GOES HERE) I visited you website at www._____.com and I was very impressed with the quality and content of your website. I found that the section of your website about _____ very helpful to me. You obviously run a very stable Internet business since you have been online from _____ until now.

(Remember the info you got from Alexa)

I also own and operate my own website at _____ and I would like to offer you a free copy of my latest and yet to be released product. I would also like to discuss the possibility of doing an affiliate-joint venture deal with you that could significantly increase your profits by producing a nice stream of side income for your online business at no-risk to you.

Soon I will be releasing my new product (product name, price and short description goes here). I was wondering if you would like to partner with me to in a 50%-50% profit split by introducing my product to your list since we are both targeting the same market.


I am willing to be very flexible with the percentage of the profits I would offer you.

And naturally before I can expect a business person of your caliber to participate in this deal with me I respectfully propose that you accept my product, free of charge of course, to make sure it is of the highest quality.

Since YOU MUST always have more products to ***back end sell*** to your current customers why not take a look at my offer. My product appeals to the same target market as yours so your current list will certainly be interested; Yet my product is one that is not in direct competition with yours. And from the looks of your website/ezone your current list will certainly be interested in this product offer.

By partnering with me you will have a new quality product to sell to your current customers/opt-in list you will be pulling more money from a list you have already worked so hard to get. Plus you will not have to spend your precious time developing a new hot product.

Joint Venture Partnerships



Deals like the one I am proposing have been known to have response rates of up to 5%-10% when you, the list owner, endorses the product. This is why I propose that you accept my product for free first. So you can ensure its quality.

I am even willing to let my latest product go to your list at 10% off the normal price.

I have also created and tested some very useful classified, solo ads, endorsements, articles and a dynamic email follow up series that you can use to market the product successfully to your list. Your customers will think you are a knight in shining armor for getting them such a good deal on a quality product that will really help them.

To get a free copy of the product and to discuss the possibility of participating in this deal with me please contact me at your earliest convenience via the information below.

Thank You,

Your Name Goes Here

Tel: 123-456-7890

Fax: 123-456-7890

Email: yourname@youremail.com

<http://www.yourwebsite.com>

-----<End Sample Letter>-----

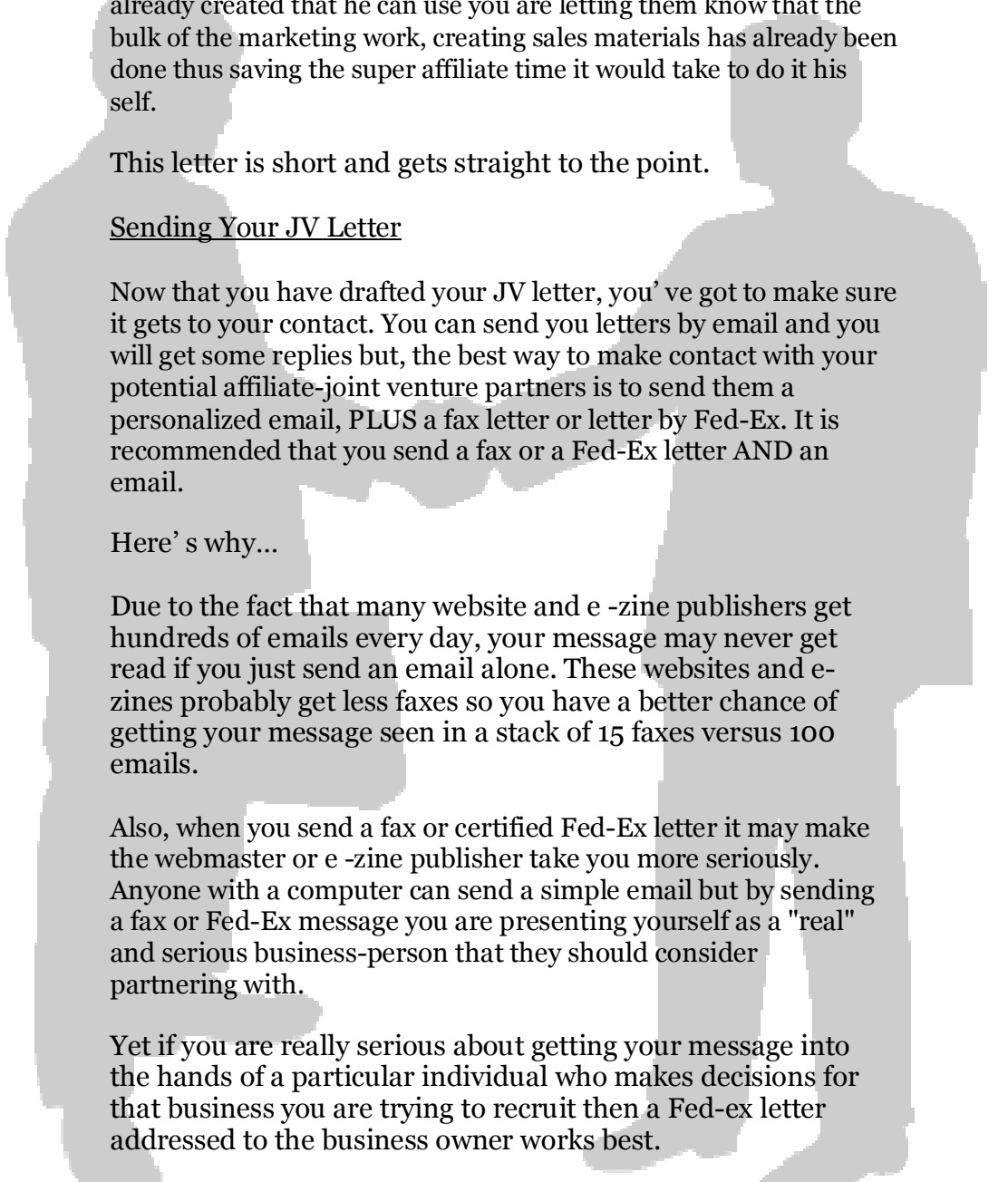
Now let's discuss the important points that are made in this letter that gets the reader interested.

The personalized introduction lets the business owner know that it is not Spam (unsolicited bulk email) or junk mail.

You are gaining his trust by allowing him to check out your product for free.

You are letting him know about the possibility of a slight price reduction to his customers if he agrees to endorse the product. His email list will be more likely to purchase your product as soon as they see it because of the discount.

By including information about all the marketing tools that I have



already created that he can use you are letting them know that the bulk of the marketing work, creating sales materials has already been done thus saving the super affiliate time it would take to do it his self.

This letter is short and gets straight to the point.

Sending Your JV Letter

Now that you have drafted your JV letter, you've got to make sure it gets to your contact. You can send you letters by email and you will get some replies but, the best way to make contact with your potential affiliate-joint venture partners is to send them a personalized email, PLUS a fax letter or letter by Fed-Ex. It is recommended that you send a fax or a Fed-Ex letter AND an email.

Here's why...

Due to the fact that many website and e-zine publishers get hundreds of emails every day, your message may never get read if you just send an email alone. These websites and e-zines probably get less faxes so you have a better chance of getting your message seen in a stack of 15 faxes versus 100 emails.

Also, when you send a fax or certified Fed-Ex letter it may make the webmaster or e-zine publisher take you more seriously. Anyone with a computer can send a simple email but by sending a fax or Fed-Ex message you are presenting yourself as a "real" and serious business-person that they should consider partnering with.

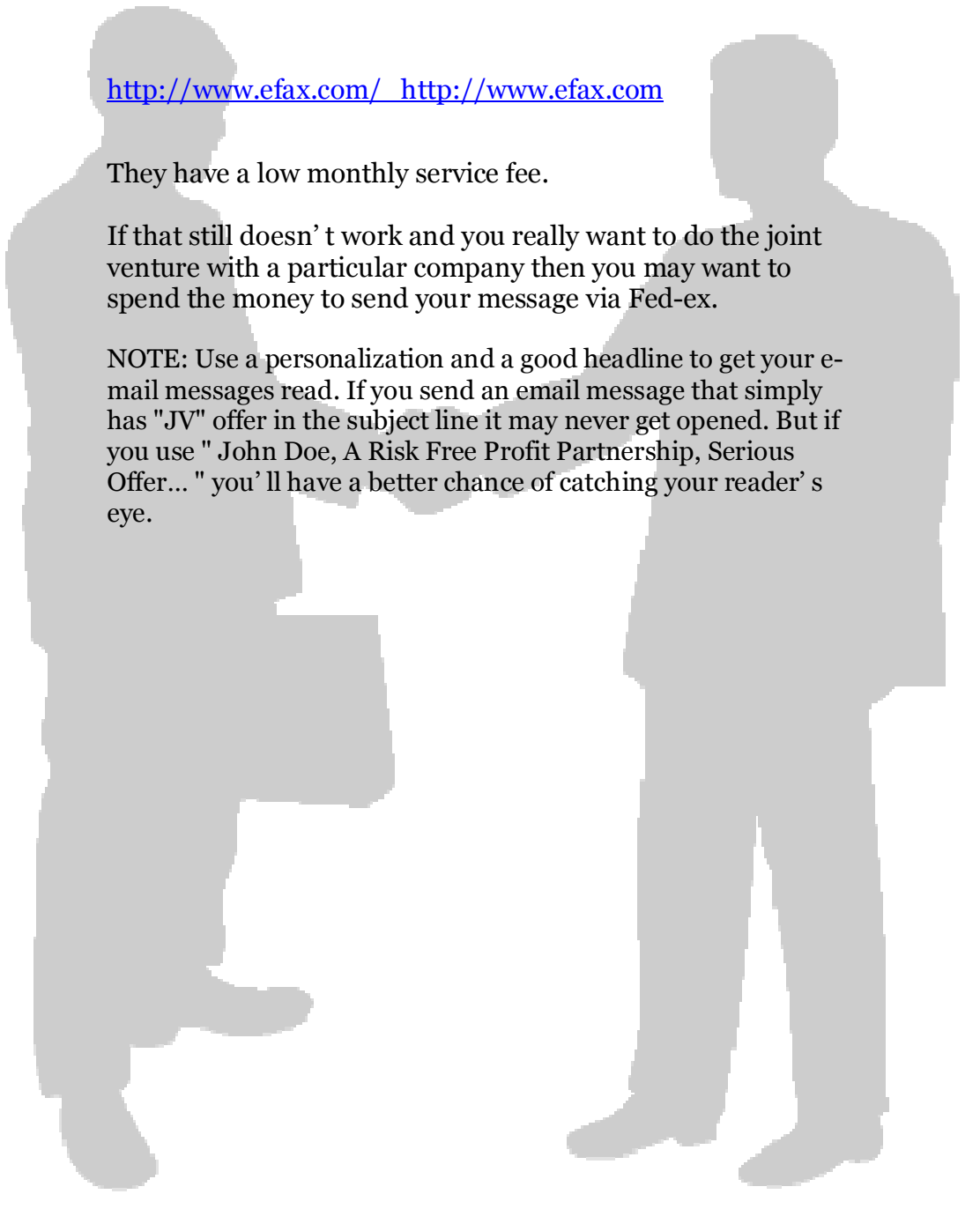
Yet if you are really serious about getting your message into the hands of a particular individual who makes decisions for that business you are trying to recruit then a Fed-ex letter addressed to the business owner works best.

How many Fed-Ex packages have you ever received and left unopened?

Probably none, that's because when you get a package through Fed-ex it usually means it is very important, so you open it and read whatever is inside and that is exactly what you want your potential affiliate-joint venture partners to do.

Always try emailing them first because it is the least expensive.

If that doesn't work then you may want to send them a fax. If you want to send faxes directly from your computer you can try the web faxing service below...



<http://www.efax.com/> <http://www.efax.com>

They have a low monthly service fee.

If that still doesn't work and you really want to do the joint venture with a particular company then you may want to spend the money to send your message via Fed-ex.

NOTE: Use a personalization and a good headline to get your e-mail messages read. If you send an email message that simply has "JV" offer in the subject line it may never get opened. But if you use " John Doe, A Risk Free Profit Partnership, Serious Offer... " you'll have a better chance of catching your reader's eye.



Special Section On Endorsement Marketing

Endorsements: Why Are They So Powerful?

Endorsements if presented correctly can make you far more profits. If your normal website normally closes and sales 2% of all your visitors you can easily pump it up to 8%-10% with an endorsement offer.

Simply put, an endorsement gives you much more leverage if your JV partner has a good relationship with his list.

Your best endorsements will come from partners who publish original content to his list on a regular basis. An endorsement from an ezine publisher who only publishes content created by sources other than his self will not work as well because the publisher has no personal relationship with his list.

If your partner has already gained the trust of his prospect and customers then they will believe in the quality and benefits of your products based on his endorsement. This trust and relationship between the business owner and his prospects and customers is what gives the endorsement major profit potential.

The easiest way to get an endorsement is to simply ask. After your JV partner has reviewed your product ask them if he will put his personal endorsement on it. The key here is to have a good product, when they review it the product will speak for itself.



9 Ways to Put Together a More Profitable Offer

Below are nine ways to put together a more profitable offer. Use these methods in your everyday marketing as well as you joint ventures to boost sales.

1. Longer Guarantees

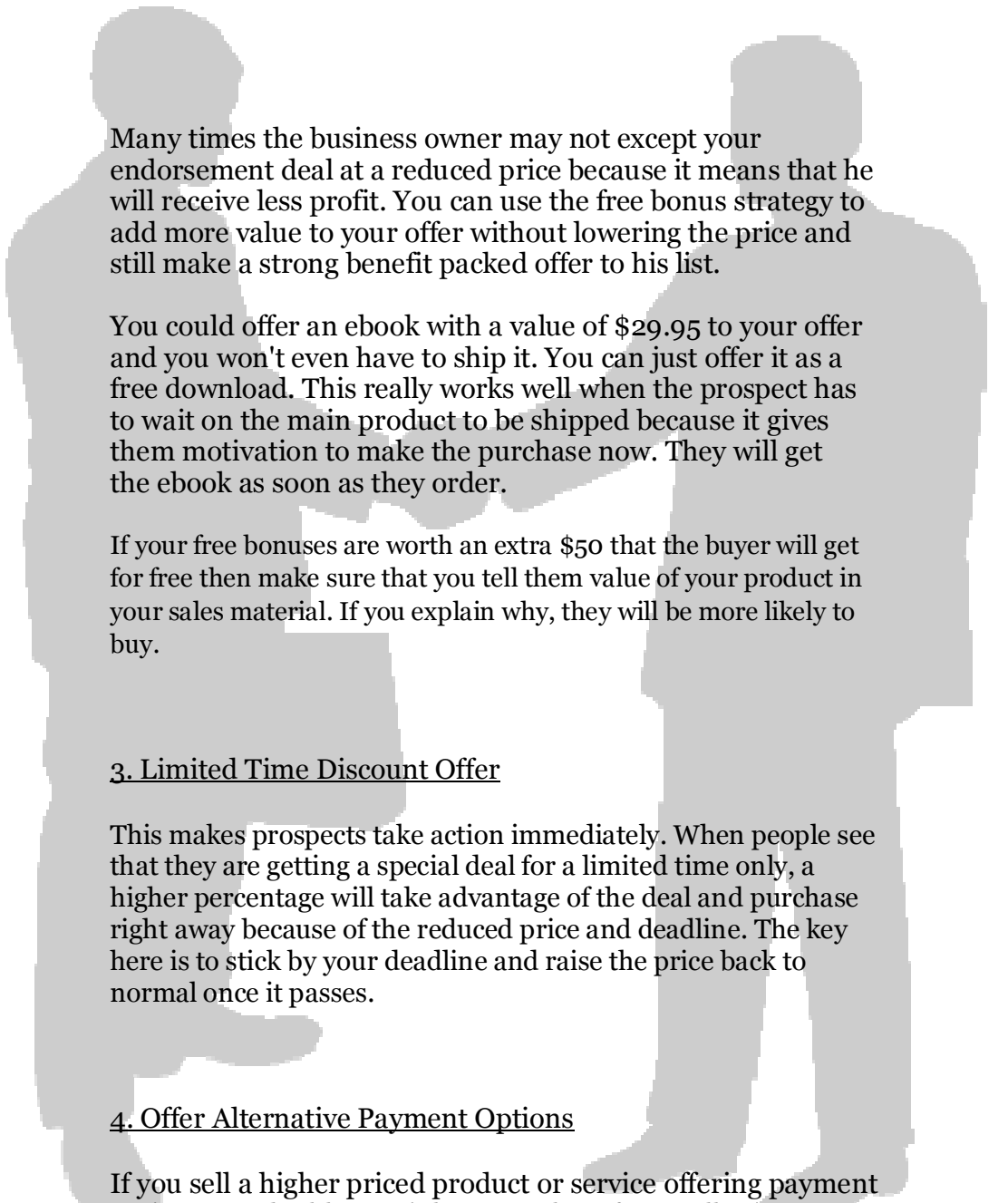
Hands down a longer guarantee will reduce your number of returns. Shorter guarantees such as 7 days, 30 days and so on only add pressure and resistance in the mind of the buyer. Put yourself in their shoes. Normally it takes a consumer a considerable amount of time to decide if they like a product or not. They don't want to get stuck with a product they are unhappy with. They want to be able to try it out without risk. So take the risk off their shoulders and put it on yours.

Buy offering a longer guarantee it takes the risk off the buyer and puts it back onto you. The customer knows that he has substantial amount of time to try your product and still be covered by your guarantee.

Also if you sell products delivered my mail a longer guarantee works best because over a long period of time most people simply forget about the guarantee or just get used to having the product in their possession. Often they're too lazy or just don't feel like going all the way to the post office to get packaging and postage to send the product back to you.

2. Offer Free Bonuses

Free bonuses are a good way to increase the sales made from an endearment deal as well as your normal everyday marketing. The easiest freebies to ad to your offer are information products.



Many times the business owner may not except your endorsement deal at a reduced price because it means that he will receive less profit. You can use the free bonus strategy to add more value to your offer without lowering the price and still make a strong benefit packed offer to his list.

You could offer an ebook with a value of \$29.95 to your offer and you won't even have to ship it. You can just offer it as a free download. This really works well when the prospect has to wait on the main product to be shipped because it gives them motivation to make the purchase now. They will get the ebook as soon as they order.

If your free bonuses are worth an extra \$50 that the buyer will get for free then make sure that you tell them value of your product in your sales material. If you explain why, they will be more likely to buy.

3. Limited Time Discount Offer

This makes prospects take action immediately. When people see that they are getting a special deal for a limited time only, a higher percentage will take advantage of the deal and purchase right away because of the reduced price and deadline. The key here is to stick by your deadline and raise the price back to normal once it passes.

4. Offer Alternative Payment Options

If you sell a higher priced product or service offering payment options can double or triple your sales. If you sell a \$320 dollar product you can allow you customers to pay in two or three monthly installments.

This takes a lot of the risk off the buyer. It allows them to buy your high priced product or service without having to spend a large lump sum of money that they normally wouldn't spend at one time.

Some will cancel their order after they receive your product and have only made partial payments but you will make far more sales and profits than you would if you did not offer payment options for your high priced product/service.



5. Better Than Risk Free Guarantee

Better than risk free simply means that the customer will get something out of the deal even if they decide to return the product for a refund. If you offer a bonus with your product you can allow the customer to keep the bonus even if they decide to return it.

I have also seen some marketers that offer money as a guarantee. "If product x does not work for you I will give you \$100 plus a full refund. I would not recommend that you use this type of guarantee though it is an option. I would instead simply offer free bonus package with a \$100 value.

If you do offer a "get more than what you paid for " refund I would advise you to do so only if the purchaser can provide you with proof that they tried your product and it did not work for them.

6. Bill Them Later

A lot of business have become extremely profitable by offering their prospects the bill me later option. In this case you have the customer fill out the order form and send it to you but you don't charge their credit card or checking account for a set number of days.

This method can work best if you have a membership site with a recurring charge. It takes the risk out off of the customer and allows them to try your service for a set period of time without being billed. When the trial is over you automatically bill them.

Some will cancel before the trial period is over but if your service is good and your price is right the profits that you do bring in will be well worth it.

7. Have A Special Contest

You can use a contest as a sales boosting technique for your endorsement offers also. You can tell your prospects that a certain amount of people who purchase now will win free personal training from your or the creator of the product (if you can get the product creator to agree).

You can offer free ads in your ezine as a prize...

You can offer a discount of your next product as a prize...

Actually you can offer almost any kind of prize through you contest. Just make sure that the contest and prize is closely related to the product you are selling and tell them why you're running the contest and how they will benefit from it.

8. Offer Support Or Consultations

Offer extra support through email or over the phone to prospects that purchase through one of your special endorsement offers. Most times less than one tenth of the people who purchase from you will even take the time to take advantage of the personal support or consultation so don't worry about being swamped with email and telephone calls.

If you do use the personal support method have the buyers set up an appointment time with you before hand or you can set up your own private chat room and have them post their questions their.

9. Make Them Believe You...Tell Them Why

No matter what marketing methods your using if you always explain why you are making the special offer then it will always be more believable than if you did not give a reason. And you will make more sales.

In your sales message you need to explain why they are getting such a special deal. Tell them that it is special new release offer, holiday sale, birthday sale, etc.

Did you just release your product?...

Is it a new years sale?...

Tell them you're increasing the length of the guarantee because the person doing the endorsement is going to add their own personal guarantee to the product. Whenever possible always have a very specific reason why the offer you're giving right now is better than what they can normally get. If the business owner is presenting your offer only to customers that have made purchases from him in the past then let them know that.

If you are doing a "customer only" special for past buyers.

Tell them.

How long did it take you to arrange the special deal?

The background of the slide features a large, light gray silhouette of two men in business attire shaking hands. The man on the left is slightly taller and is holding a briefcase. The man on the right is shorter and has his arm around the other's shoulder. The entire scene is framed by a thick red border.

Tell Them.

What did you sacrifice for them?

Time...

Money...

Tell them.

Always tell them why the offer they are getting right now is better than what they would normally receive.



BOUNUS SECTION: "Joint Venture Secrets"

Joint Venture Secret #1:

When you finally start getting the "super affiliates" to partner with you, encourage them to link to your web site. When a web site that has excellent traffic and is rank well in the search engines and has an exit link to your site on it... Guess what?

Your Search Engine ranking gets better also!

This is an amazing and exciting bonus to getting "SUPER Affiliates" selling your products.

Most of the search engines now use what is called "link popularity" of a web site to help determine how it should be ranked within the search engines.

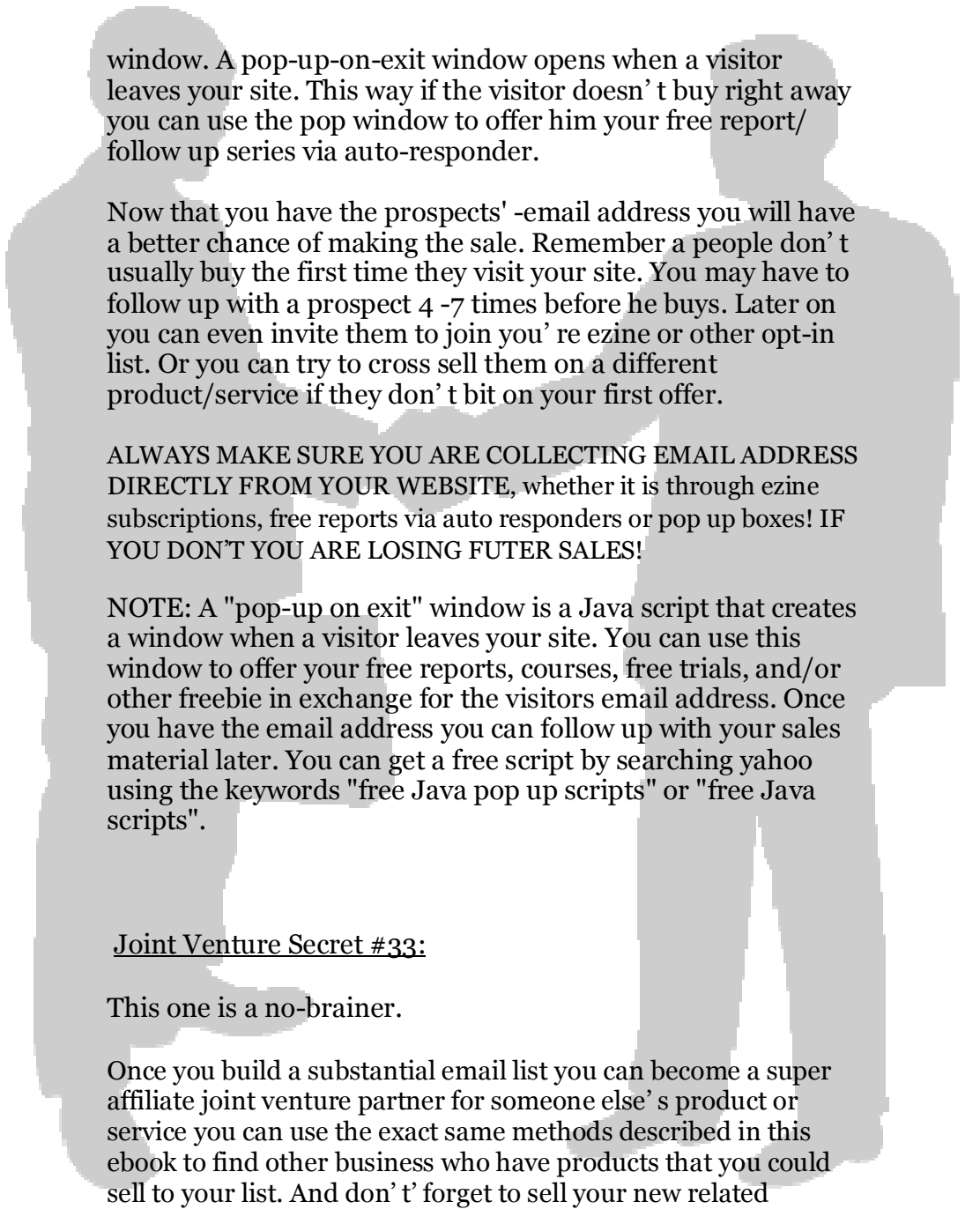
The rational behind this is that if someone is searching the internet looking for web sites about cars then the companies who run the search engines think that the sites that are the best will also have a lot of sites linking to them.

So when you have several sites linking to yours, especially a good one your search engine ranking improves. Search engine companies also weigh the links by how much traffic the site that has your link on it is getting. Resulting in an extra boost in your ranking also.

And in the same fashion they determine the best sites by link popularity. So a link from a SUPER Affiliate is looked upon as a power link which will also boost your traffic.

Joint Venture Secret #2:

When you are designing your web site use a "pop-up-on-exit"



window. A pop-up-on-exit window opens when a visitor leaves your site. This way if the visitor doesn't buy right away you can use the pop window to offer him your free report/follow up series via auto-responder.

Now that you have the prospects' -email address you will have a better chance of making the sale. Remember a people don't usually buy the first time they visit your site. You may have to follow up with a prospect 4 -7 times before he buys. Later on you can even invite them to join you're ezine or other opt-in list. Or you can try to cross sell them on a different product/service if they don't bit on your first offer.

ALWAYS MAKE SURE YOU ARE COLLECTING EMAIL ADDRESS DIRECTLY FROM YOUR WEBSITE, whether it is through ezine subscriptions, free reports via auto responders or pop up boxes! **IF YOU DON'T YOU ARE LOSING FUTER SALES!**

NOTE: A "pop-up on exit" window is a Java script that creates a window when a visitor leaves your site. You can use this window to offer your free reports, courses, free trials, and/or other freebie in exchange for the visitors email address. Once you have the email address you can follow up with your sales material later. You can get a free script by searching yahoo using the keywords "free Java pop up scripts" or "free Java scripts".

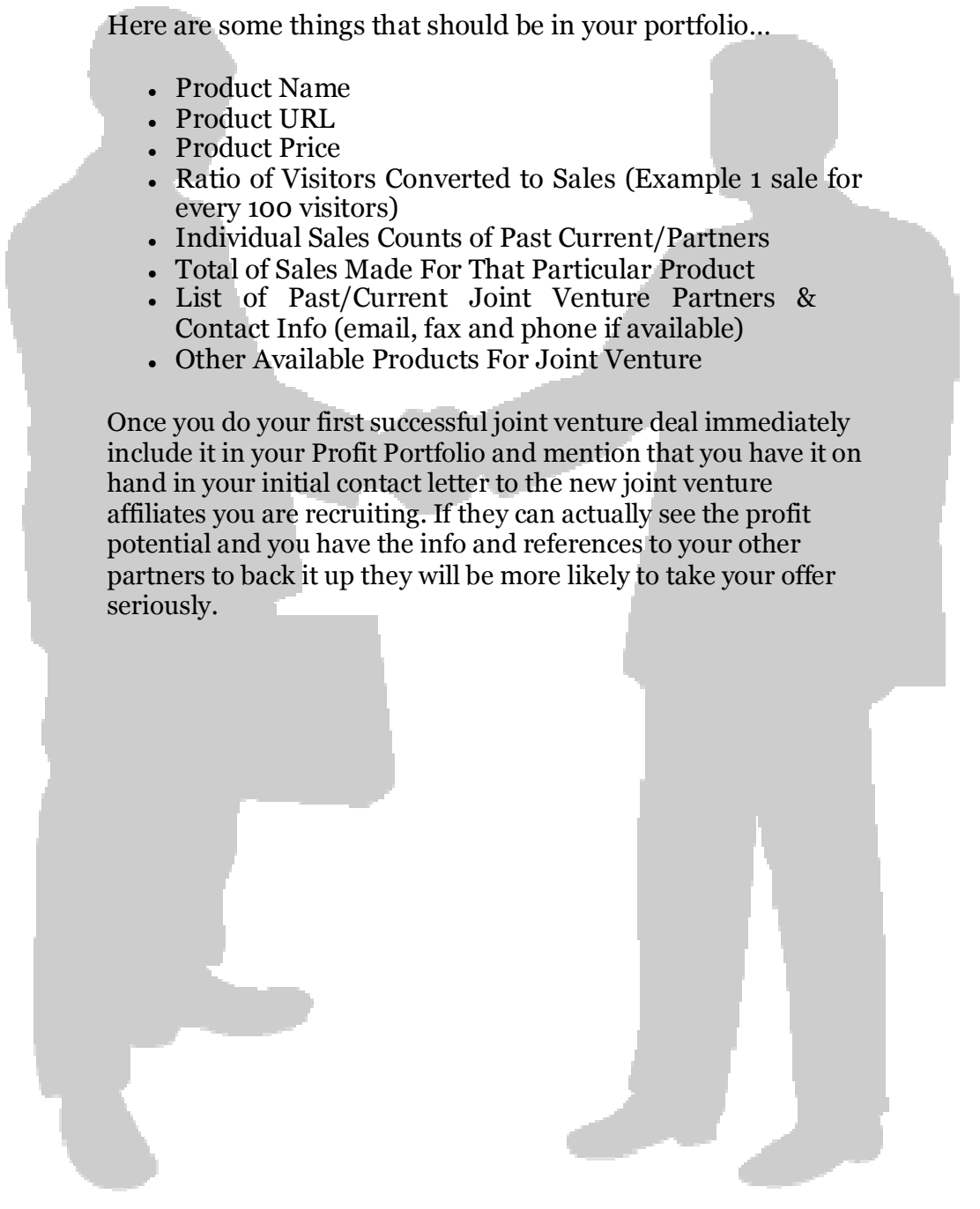
Joint Venture Secret #33:

This one is a no-brainer.

Once you build a substantial email list you can become a super affiliate joint venture partner for someone else's product or service you can use the exact same methods described in this ebook to find other business who have products that you could sell to your list. And don't forget to sell your new related products to your list.

Joint Venture Secret #4:

Create a Profit Portfolio. If you plan to do more joint ventures in the future you should keep a portfolio containing all the details of past/current joint venture efforts and references from your partners with their contact info. If you have this when you go to recruit newer and larger joint venture partners you'll have something to show that you are serious about the partnership.

A large, light gray silhouette of two people shaking hands is positioned in the background of the page. The person on the left is wearing a suit and tie, and the person on the right is wearing a suit jacket and a collared shirt. They are both facing each other with their arms extended in a handshake.

Here are some things that should be in your portfolio...

- Product Name
- Product URL
- Product Price
- Ratio of Visitors Converted to Sales (Example 1 sale for every 100 visitors)
- Individual Sales Counts of Past Current/Partners
- Total of Sales Made For That Particular Product
- List of Past/Current Joint Venture Partners & Contact Info (email, fax and phone if available)
- Other Available Products For Joint Venture

Once you do your first successful joint venture deal immediately include it in your Profit Portfolio and mention that you have it on hand in your initial contact letter to the new joint venture affiliates you are recruiting. If they can actually see the profit potential and you have the info and references to your other partners to back it up they will be more likely to take your offer seriously.



Closing Remarks

REMEMBER: Any "super affiliate" willing to take you up on your offer will be opening the door to new profits for you. This will be advertising for your business that you will be getting for free. Every sale that they make for you will be pure profit so don't be stingy.

You can afford to offer a "super affiliate" much more of the profits because of his high traffic website or large number of subscribers to his ezine/opt-in list, or customer list. Depending on what you think the potential sales could be you can offer them or more of the profits especially if they are willing to do an endorsement for your product/service to their e-zine or opt-in list since endorsements tend to bring in the most sales.

And even though everyone on your contact list won't participate in your affiliate-joint venture program, **DON'T LET THAT STOP YOU!**

Remember most of the individuals you are contacting are business minded and most of them are constantly looking for new ways to make money without having to sacrifice much time or money. An affiliate-joint venture with you could be the perfect solution.

Some of them will accept your offer.

You could easily recruit three to five "super affiliates" each month and within a year you would have 30 super affiliates selling your products for you. If each of them made \$500 dollars profit for you over the next year that would be \$15,000 in profit for your business with no advertising or marketing costs.

What if they each made you \$500 every month of the year? That would be over \$75,000. Before now it may have sounded a little far-fetched but now you know that it's possible. So what are you waiting for?!!!