

JOINT VENTURES

Tips For Successful Partnerships



After You Read This Guide...

- **6 focused tips, covering the entire JV partnership spectrum**
- 2 actions to make sure you never omit, when taking this step
- **5 essential attributes you must display, to make top quality partners eager to work with you - the next time**
- The one thing it's vital not to do, the moment your project's complete
- **3 levels you need to pay attention to, if your partnership involves joint product development**

Check Out This Available Resource...

Joint Venture Marketing

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Joint Ventures: Tips For Successful Partnerships

While it's true that a Joint Venture can be a flash-in-the-pan, one-time sort of thing, why waste a golden opportunity?

If you treat your JV as a flash in the pan, it's guaranteed to turn into **exactly that**. Your partner may find the experience so forgettable, their non-experience with you slips out of their minds like yesterday's email.

After all, they did their part (hardly missing a beat from their regular marketing efforts.) They wrote a review, gained a few more subscribers to their list. The commission your sales produced, they hardly noticed among all their others...

Worse, perhaps the experience was nothing but a pain for them from beginning to end. With the best intentions, the truth was, your project ended up being:

- Disorganized
- Full of "gaps"
- Less than stunning

And you yourself know in hindsight that you fell down on a few details.

You tell yourself: "Oh well... I'll do better next time." The only problem is, if this is how things went down, there may not **be** a "next time!"

At least, not with that particular marketer!

When Your Partnership Involves More Than Promotion

Of course, I was just talking about a minimal JV partnership, where your partner's role consisted of simply **promoting** your product to her list, and adding the resulting commissions to the ones from her 100 or so other sources that regularly trickle in.

With a true **partnership**, however, where you've convinced someone to actually go in with you all the way on developing a product or membership site right from scratch, with both of you sharing responsibilities and tasks from day one, it's even more vital that your partnership be successful!

You need it to be successful on a:

- **Legal level** – if one of you messes up badly, the other might be out untold hours of time – as well as several thousand dollars
- **Professional level** – if one of you messes up badly, you both may suffer from a loss of reputation – and opt-outs all over the place within your lists!
- **Financial level** – if one of you messes up badly, you both may lose hundreds of dollars in refunds.. or missed sales opportunities

I'll give you my biggest tip right up front: If you're going into a Joint Venture, plan it to be **a quality partnership** that sets you ahead of the crowd... One that your partner will want to repeat, any time down the years!

Why will they be so eager to repeat it?

Because he or she will know what to expect. They will trust:

- Your **professionalism**
- Your **delivery** and **follow-through**
- Your **instincts**
- That it will be a **lucrative** and enjoyable experience
- That it will be **extremely easy to work with you**

If you simply want your potential JV partner to review your product and let her list know about it, this can be successfully achieved just by knowing the right steps to take.

However, if it involves a **product development partnership**, there is far more room for things to go badly wrong.

Focusing On The Positives

But it's not my intention to scare you off by focusing on the negatives. I firmly believe in the current popular mindset:

*"You create your **reality** wherever you focus your **energy**."*

Mind you, I'm not advocating some airy, New Age "imagine your luxury mansion and it will drop out of the sky" maxim: What I'm talking about is a tried and tested maxim of everyday life, repeated over and over again, millions of times.

I'll give you a really good, but simple, example...

Your teenage son loves nothing better than to play the skateboarding video game his Uncle Louie gave him for Christmas. He spends hours on it, oblivious to all your attempts to nag him into doing his homework.

His math and sciences – never the strongest – really start to suffer. He's dropped out of Air cadets... And his room is a disaster!

But he's an absolute whiz at maneuvering that virtual skateboard!

Where is he putting his energies? Into that video game. Practice, practice, practice.

What's suffering? Apparently, everything else!

So let's not waste any more of our energies... Let's focus **positively** on what we can do to build enduring Joint Venture partnerships...

The sort that will make your former partner immediately think of **you**, the next time they want someone to develop and promote a new product with them; or they're looking around for a great product for their list...

6 Tips For Successful Partnerships

- 1. Get the “niche match” right.** Always make sure your offer is totally perfect for your potential JV partner’s subscribers and paying customers.
- 2. Provide lots of resources,** to help them to promote you
- 3. Set out responsibilities clearly.** Tell them exactly what parts you’re going to do, and exactly what you expect of them.
- 4. Practice follow up.** Don’t drop them like a hot potato, the moment they’ve written that review. Keep in touch, and stay interested in their projects.
- 5. Be an active affiliate.** Active affiliates get JV offers considered more seriously than affiliates who forget a product exists, once they’ve added the link to their web page.
- 6. Do your research.** Make sure you’ve taken the time to find out what makes them tick, and whether or not your product is in line with their niche.

Remember, a house is best built on a strong foundation. And a strong foundation is one that is **planned** and **built** properly – right from the very first brick!

Groundwork

Sometimes, when you are planning your first joint venture, you're so busy thinking about how you're going to convince the seasoned marketer of your product's advantages, you don't stop to answer one really important question:

"Why do you want to get involved in a joint venture – with this particular marketer – for this particular product launch?"

Pick your answer...

- *"My list is small, and partnering with a more experienced marketer with a bigger list seems like a powerful, fast way to expand it."*
- *"I have a really hot product that would be perfect for [\[NameOfMarketerHere\]!](#)"*
- *"Well, I read this article that said JV partnerships were the best way for a new marketer to get known..."*
- *"It seems like a fast way to make quick cash!"*
- *"None of the above. My reason is _____"*

If you managed to answer any of these questions, that's a step in the right direction!

Though depending on which one(s) you picked, your answer probably ought to make you start either questioning or congratulating yourself on your reason's validity.

You might be wondering what benefit asking yourself questions like these offers, in cementing a successful partnership.

It's simple. If you know your **motivations** and **reasons** for wanting to partner with a specific person, the relationship will be based on two absolute essentials: **Truth and trust.**

You won't be unconsciously giving off the wrong "vibes" – the sort that makes all sane marketers run for the hills. Nothing is more off-putting than some newbie who arrives on your jam-packed-with-work doorstep, hoping you'll do all their marketing for them.

This is the impression people give, if they rush into a business relationship without really being honest with themselves – even if they've managed to get the 'approach mechanics' right. It's a question of instinct; and the best marketers are intuitive, as well as thorough.

If you're not honest with yourself, you can't be honest with your partner. And say what you will, a relationship based on **values** leads to the best sorts of partnership there is.

The Principle of Reciprocity

We looked at the scenario of the newbie who “wants” something of the experienced marketer – something that made the potential partner “run for the hills”.

Again, **simple human nature** comes into play here. No one likes to feel that someone is “taking” from them. Reciprocity is an essential component of balance and harmony in a relationship.

What is “reciprocity”? Simply put, it means: “You scratch my back, and I’ll scratch yours.”

It ensures that **both parties benefit** – but with Joint Venture partnerships, one should stretch even further to ensure that both *lists* benefit too: Your list, and your JV partner’s.

Let me fill you in on the final secret for a successful Joint Venture partnership...

Beyond Reciprocity

The 1950’s reached the pinnacle of a curious dating phenomenon – begun back in the 1900’s – known as “courting”.

The suitor “courting” the girl (it was always males courting females, back then) would go out of his way to impress her – and cut out his rivals. He was expected to dress immaculately, bring flowers or candy (at least in the beginning), always behave like a gentleman and make her feel special and appreciated. The man who did that most successfully almost always got the girl: At least, if she was a real lady...

Even though there were, in hindsight, many things wrong underneath the shiny surface of that ritual, we can take a lesson from it: Human nature being what it is, it's important to "prove" yourself first, before you settle down to a comfortable "married life": And this proving process goes a little beyond simple reciprocity.

How does that translate to JV partnerships?

Well, you don't have to bring candy or flowers (though I know a few marketers who would absolutely be tickled pink if you did!) But you do have to **make it easy** for your potential JV partner to hook up with you, when you first introduce yourself.

Capturing their trust right off the bat with your professional approach, sweetening the pot a little (perhaps with an exclusive bonus for their list, or a larger-than-normal commission) reassures them that you won't be an unprofessional burden, but a partner to be relied upon. It will not only help you land that first Joint Venture – it will lay the groundwork for a mutually beneficial and powerful long-term relationship for years to come.

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Joint Venture Marketing



If you're ready to build successful partnerships that will help you take your business to the next level, you need to get your copy of my new report :

- **The easiest - and only - place to start (it's so obvious you'll shake your head)**
- 5 specific places to start your search - and why
- **1 more place - and why you should - and what you should do when you get there**
- 3 ways to instantly up your name recognition - and respect
- **9 general places to find powerful JV partners - and they're right under your nose**
- The 2 best approach methods - and when to use which
- **To Google or not to Google - 3 "yes" answers you must get will give you the answer**
- 4 good reasons to "try before you buy" - even if your JV partnership seems "in the bag"
- **One self-scuttling error to fall into - even though it feels so good (and right!)**
- 5-point checklist to ensure you hit it off, when you first approach a JV partner - even if his answer has to be "no"

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