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## **My website needed more targeted traffic. Guess where I found it?**

by Brian McGregor

There's nothing new about using joint ventures to get traffic to websites. And good information is freely available from many internet marketing sites on how to set up JVs.

This article is for the 97% of webmasters who aren't aware of a particularly powerful JV partner who already exists, and is willing to work with you.

Before I reveal all, let me just check.....

Like me, I would image you'd be happy if:

- Your JV partner's site gets huge traffic.
- The vast majority of page views are by targeted traffic.
- You can create links wherever YOU like from their site.
- You can start now. There's no delay in setting up the JV.
- The JV continues as long as you want.
- It costs you pennies to set up and run.

Does that sound like it's what you're looking for in a JV?

If so, welcome to eBay. You're new joint venture partner.

But I Thought....

"eBay?" I hear you ask, "Isn't eBay just an auction site?"

Well, it certainly started as an auction site. Today, eBay is an ecommerce phenomenon.

- eBay's 1.5 billion page views puts it in sixth place on Alexa traffic rankings. Ahead of Amazon, AOL and CNN.
- eBay members make 79 million targeted searches for items each day.
- There are 35,000 categories within which to place items for sale.
- There are eBay auction sites in 27 countries.
- eBay has 125 million registered users.
- 40,000 new members join eBay each day.

What we have here is a hugely successful internet business with massive traffic. And, thanks to eBay's sophisticated categorization and searching mechanisms, the traffic is totally targeted.

More importantly, there are several smart ways to drive eBay's targeted traffic to your own website. All of these clever methods add up to what I call the eBay Traffic Funnel.

Does it work? Well, I sell a communications product from my website. I run 5 simple auctions in the appropriate categories using the principles of the eBay Traffic Funnel. Each auction costs me 30 cents and runs for a week. I get around 300 targeted leads from

these auctions to my website every week. Not bad for one dollar fifty!

Let me show you just one of the ways to get hold of that targeted traffic...

Sell, Sell, Sell

First of all, you make eBay part of your marketing mix. You start selling your products on eBay.

Why do I say this? Well, eBay isn't just for mom and pop businesses anymore. IBM, Disney, Motorola, Xerox and Dell, are just a few of the major corporates that now use eBay as an additional sales and lead generation channel.

Creating eBay auctions is easy. Anyone can do it – literally. But if you don't want to learn, you can use a Trading Assistant. These are eBay experts who will create, run and manage auctions on behalf of others for a percentage of sales or a small fee.

When you set up your auction one of the decisions you make is in which category to place your item. This is important. Visitors to your auction page – just by being there – have self qualified themselves as being in the market to buy products in that category. This is targeting in real time.

But merely creating the auction isn't the trick. Here's the key tip. In your auction page, make sure you tell your viewers that if they've any questions about your auction, your products or your policies, they should email you. And encourage them to do this by having a live email link in your auction, like this one [brian@more-auction-sales.com](mailto:brian@more-auction-sales.com)

As soon as they make contact with you, you've acquired a targeted lead you wouldn't have got any other way. You can start building a relationship. You can get them on your list, direct them to your website and start selling to them.

Pieces of Eight

I've only the space to show you one way in which you can direct your share of eBay's targeted traffic to your website. There are eight ways in total. If you want to know the other seven, you'll find them in my free ebook 'The eBay Traffic Funnel'.

Setting up a JV with eBay can produce significant results. There isn't another business on the web that gives you access to the targeted traffic eBay supplies for the price of a few pennies. Best of all, 97% of webmasters have yet to realize the power of this.

The opportunity for you and your website is there for the taking.

About the Author

Brian McGregor specializes in showing website owners how to make more money from their sites by applying inventive and original use of eBay. For a free copy of 'The eBay

Joint Venture Resources Your Business Can't Survive Without!

Traffic Funnel' which shows how to use the power of eBay to make more money with your website, visit <http://www.more-auction-sales.com/websites>



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## **5 Steps To Ensure Your Joint Venture Succeeds**

by Raam Anand

Why JV's Fail & 5 Steps To Ensure Your Joint Venture Succeeds

by Raam Anand

Most Internet Marketing related ezines have carried at least one article on Joint Ventures; probably many.

JV's are THE MOST preferred and fastest way to increase sales and cash flows.

It's no longer a secret!

Everyone knows a good JV is the master key to online success.

But... why many people are failing to use this master key? Why so many website owners are not able to make use of this powerful strategy?

Here are some reasons:-

1) Other marketers are NOT WAITING for your JV offer. Before sending your JV offer, make sure to address the question "What's in it for the JV Partner?". Unless you give a compelling reason, most partners are not looking forward to your offer. No, it won't work that way...like, you offer one of your products for free and your partner will gladly endorse it to her list. No, it won't.

It takes time to craft an irresistible offer. The offer should be beneficial to your potential partner and her customers/subscribers.

Take it from me... I told you it takes time... but it's definitely possible.

2) Many JV offers are passed onto the "recycle bin" with even being read (I told you... they are NOT waiting)

Some leading marketers get about 200 JV proposals every week! May be more. Most of these JV offers doesn't catch the attention of the busy marketer.

Some are lost due to SPAM email filters.

Solution?

Follow-up is the key. If you consistently follow-up, your chances of getting the attention of your potential JV partner is very high. Usually a second email will get the response.

A mixed-mode follow-up is sure to get higher success rates. An initial email followed by

another email reminder and a phone call should normally get you going.

3) Another strong de-motivating factor is NOT sending personalized JV offers. If your proposal does not "speak" directly to your partner, it's chances of succeeding are very thin.

That's why I told you earlier, it takes time to create your JV proposal. You need to visit your partner's website, subscribe to their newsletter, study their online content and read their publications and articles before you attempt to draft your proposal.

Your JV proposal should address your potential partner directly, using their name. Mentioning a few things about their website, products, ezines or articles in your offer will surely catch their attention.

4) JV partners are not your affiliates. Differentiate your resellers with your strategic JV partner. To drastically raise the success rate of your proposal, offer a higher commission than your affiliates.

For example, if you are offering a 50% commission for your affiliates, your JV partner should be offered 60% or more.

5) Targeting a large corporation for your JV is a surefire way to failure. First, try and do several JV's with businesses similar or smaller than your own and build a track record. Then you can approach bigger businesses with a record of your successes.

Large businesses have large problems everyday to tackle. They have struggled hard to build their enterprise. They have their own range of products to sell and keep their customers happy.

However, if you have a compelling story to tell, along with factual proof of your claims, it will definitely bring you windfall profits.

I'm not discouraging you to keep away from these giants. I'm just telling you the right way to approach.

You see friend, I've revealed to you some key tips on Joint Ventures. Now, it's up to you. Follow these rules and create a compelling offer and I'm sure you will succeed in making highly profitable Joint Ventures.

About the Author

With Raam's Joint Venture Manager, you could make 10.. 20.. even 30-times more money! Click to learn more about JV Manager: <http://www.infoYOGIS.com/track.cgi?1>

## **50 Benefits Of Joint Venture Marketing**

by Gunnar Berglund

### What Is A Joint Venture?

A joint venture is an agreement in which two or more businesses work on a project for a set period of time. Joint ventures can be long-term, like promoting a product together, or some can be short-term, like bartering (trading) products and services. Joint venture ideas are virtually endless.

### The Benefits Of Joint Venture Marketing

1. You can build long lasting business relationships.
2. You can increase your credibility by teaming up with other reputable, branded businesses.
3. You can get free products and services.
4. You can construct most joint venture deals with little or no money.
5. You can gain new leads and customers.
6. You can get discounts on products and services.
7. You can save money on business operating costs.
8. You can beat your competition.
9. You can gain referrals from other businesses.
10. You can solve your business problems.
11. You can save valuable time.
12. You can get free and low cost advertising.
13. You can offer your customers new products and services.
14. You can survive a depression, recession or a slow economy.
15. You can save money by sharing advertising and marketing costs.
16. You can target other potential markets.
17. You can expand and grow your business quickly.
18. You can gain valuable information or skills.
19. You can increase and protect your cash flow.
20. You can find new profit outlets.
21. You can become rich and wealthy.
22. You can start almost any business at little or no costs.
23. You can get rid of your extra inventory.
24. You can reduce and eliminate your debts and

avoid bankruptcy.

25. You can afford to sell your products at a lower price.
26. You can increase your opt in or ezine subscribers for free.
27. You can get your web hosting and design for free.
28. You can save money outsourcing your workload for free.
29. You can find hidden income streams.
30. You can exchange useless products for profitable ones.
31. You can create new business funding and credit lines.
32. You can reduce your taxes.
33. You can find and create new distribution channels for your products.
34. You can give your employees more raises, bonuses and benefits.
35. You can even trade non business stuff to improve your personal life.
36. You can increase your sales and profits.
37. You can send your ad to huge, targeted email lists at no cost.
38. You can eliminate employee hiring costs creating barter outsourcing deals.
39. You can build your customer or opt-in list for free.
40. You can build profitable alliances with other businesses.
41. You can learn insider information from other experts at no cost.
42. You can test your product for free.
43. You can out-sell other affiliates much easier.
44. You can increase the number of affiliates that sign up to your reseller program.
45. You can offer more bonus products and incentives to buy.
46. You can get highly credible endorsements and testimonials from other experts.
47. You can quickly increase your ezine subscribers.
48. You can offer your products at lower prices than your competition.
49. You can easily find new up sell and backend products to sell.
50. You can create products faster and with less effort.

These are only some of the benefits. They're endless!

About the Author

© 2004 Gunnar Berglund

Gunnar Berglund has been a "internet- hardworker" for the last four years

Here you find the ultimate JV tool! <http://www.emarketingprofit.com/jvmanager>



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## **Simple Joint Ventures Make Small Niche Sites big bucks!**

by Jeff Lugeanbeal

My friend has a website that has been online for 3 years, and each year he nets six figures.

His site is a niche site selling mostly collectible christmas ornaments. His site shows up number one at google, msn, yahoo, and a few smaller search engines for some specific keywords.

Yet his site gets very little traffic from the search engines. Why? Because there isn't much demand for his keywords on google or the other SE's even though he is number one.

So how does he get traffic and earn money?

Simple: He maintains his site for the few that find it with the search engines, making him a few hundred bucks a month, but the rest of his traffic comes from offline promotion.

His simple offline promotions are mailing a nice color catalog to his online customers.

His other potential customers come from a joint venture with a couple of jewelry stores. He simply obtains customer addresses from a few jewelry store owners and mails the catalog out. In return, the jewelry store owners get mentioned in his catalog and their websites are listed. No revenue is shared.

So you can see that the majority of his traffic and sales are from simple offline marketing because there aren't many people searching for his product directly from their computers. He has to place a catalog in their hands to get customers.

It's really that simple for him. Just imagine if you have a #1 listing in google for a high demand keyword. Tons of traffic to your site, and your simple job is to presell the customer and close the sale!

### About the Author

Jeff Lugeanbeal- Sought after Health and fitness professional, motivational and nutritional coach, is a recognized authority On the subject of weight loss. His Web site, [www.worldwideweightloss.com](http://www.worldwideweightloss.com) provides a wealth of informative articles and resources on everything you'd ever need to know about permanent, natural fat loss and will help you achieve the body you've always wanted.

## **Double Your Revenues with Joint Ventures**

by Glen Hopkins

Double Your Revenues with Joint Ventures

By Glen Hopkins

The best way I know of to multiply your online results, such as doubling the size of your opt-in email list, or increasing your sales, is through the use of joint ventures.

Joint ventures are partnerships created with other reputable business people that create a win-win situation for not only you and the person you partner with, but also your customer!

A great example of a joint venture that can be used to double the size of your opt-in subscribers overnight, is to partner with another publisher who publishes a newsletter for a related, but not competing, product or service as yours. This is called co-registration.

Here's how you do it. Create a subscription page for your newsletter. Once the visitor subscribes to your ezine, have them automatically forwarded to a 'Thank You' page that offers your partners ezine along with a recommendation. The recommendation will greatly improve the response you get so give your partner a good one.

Now all you have to do is have your partner do the same thing. Provided you are both generating approximately the same amount of new subscribers per day, you will **DOUBLE** your subscription rate!

This technique can be done with simple programming or the use of a pop-up window. You can find the script for a pop-up window at: <http://wsabstract.com/popwin/index.shtml>. To see a sample of how I use this technique check out: <http://www.jokeboy.net> You will notice, I have modified the technique a little to suit my needs. What I have done is forward the subscriber to my content-related, ezine subscription page, where other publishers pay me to collect thousands of subscribers for them every month. To learn more

about this service visit: <http://www.listopt.com/lbsignup.html>.

The second type of joint venture is in the form of a personal endorsement that each partner sends out to his respective ezine readers. This technique will yield you amazing results.

What you want to do is work out a deal with your joint venture partner whereby you can offer his subscribers a special offer or discount for your product or service. By doing this, your partner wins because in the eyes of his readers he is making them an exclusive offer (and therefore, the subscriber wins too). Your partner may also reap the rewards of any referral fees you might give him. And you win because of all the new business that is generated for you for free!

Below is a sample of my latest joint venture endorsement letter that a partner of mine sent out to her entire subscription list. I in turn sent out a similar letter to my subscribers. The letter will give you a clear picture of how you can implement this technique right away.

\*\*\*\*\* SAMPLE JOINT VENTURE LETTER \*\*\*\*\*

Dear friend,

Why would a publisher of a Joke Ezine write to you about a subscriber acquisition service?

It's because I felt it was so important that you find out about The ListOpt List Builder Service. You know there aren't too many businesses nowadays that meet your expectations, let alone exceed them. But ListOpt Publications has done just that.

And that's why I wanted to personally introduce you to Glen Hopkins, the owner of ListOpt Publications.

For 4 years now, Glen has collected tens of thousands of opt-in email addresses for my ezine and has been an absolute pleasure to do business with.

And since I'm always on the look out for great deals for my valued subscribers, friends, and fellow ezine publishers, I asked Glen if he could let me do something special for you. After a bit of "friendly persuasion" he agreed!

## Joint Venture Resources Your Business Can't Survive Without!

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So here's the deal: When you join The ListOpt List Builder Service and forward this letter to Glen, you'll get \$5.00 added to your account credit. I've attached information below so you could see what Glen has to offer.

Take a look at it and then contact Glen at [glen@listopt.com](mailto:glen@listopt.com) right away. You'll be glad you did.

Sincerely,

Your Name  
[www.yourdomain.com](http://www.yourdomain.com)

\*\*\*\*\* END SAMPLE JOINT VENTURE LETTER \*\*\*\*\*

Can you see the potential in doing something like this? I'm sure you can. So get you wheels turning and think of who YOU could create a profitable joint venture with, and set it up today.

Of course, if you are interested in creating a joint venture with me, please send your suggestion to [glen@listopt.com](mailto:glen@listopt.com). I am always looking for new business partners to multiply results with!

You have permission to reprint this article provided you include the following resource box:

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Glen Hopkins is the director of ListOpt Publications Inc. If you're looking to build your newsletter subscriber base quickly, easily and inexpensively, visit <http://www.listopt.com> and learn what hundreds of other publishers are saying about ListOpt's amazing List Builder service.  
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## **Create Powerful Joint Ventures Step by Step**

by Christophor Strobel

Figure out what you are passionate about and make it your business.

If you love golf, parachuting, surfing, computing, fishing , or whatever it may be, make it your business. A business that is also a hobby or pastime greatly increases the chances of enjoying getting up and wanting to go to “work “every day or every other day if you choose.

Start subscribing to all the magazines, catalogs, and newsletters you can find about the topic. Learn what new products are available (read reviews) and what products they compliment. Clip the good ads, tips, and articles and keep them organized for the future. Repeat advertisement month after month in the same publication means the ad is pulling in sales, check these businesses out.

Think new, latest, greatest ,complimentary, product or service here are a few ideas

audio book club / travel organization

surfboards / wetsuit maker

Recreational vehicle owner / travel guides / fuel savings device / fuel savings club

Doctor / pharmacist

Tuxedo shop / reception hall / jeweler / cake maker / bridal shop / photographer / florist

Law firm / adoption agency

Book seller / seminar service

Cooking school / kitchen supply store

House painter / carpenter / plumber / electrician / handyman

computers / training videos

web hosting / web design.

real estate agent / security company / handyman

Greenhouse-nursery / Landscaper

Golfers use many different products every time they go out on the course. Shoes, bags, clubs, balls, tees, carts, gloves, clothing, umbrellas, memberships, and many other items .Even when golfers are off the course they use training videos, read magazines, and take personal lessons , whatever it takes to improve their game.

New computer owners often feel overwhelmed by the idea of figuring out all the different programs. Arrange an endorsement deal for the computer seller to introduce the new computer owner to training videos DVD's, or E-books and take your piece of the pie for creating the joint venture.

Remember the banjo minnow? Fisherman all over the globe use this lure and it is

guaranteed that there is a list for rent somewhere of every purchaser worldwide .Find a complimentary product to go with the list and have the company endorse the new product. Split the profits three ways. List owner ,deal maker (you), and the product distributor.

<http://www.Alexa.com> toolbar ranks related websites while you surf the internet.Endorsement deals are easy to find by just clicking on the related sites.

Response lists are compiled lists of people who have purchased something from an infomercial , catalog , television commercial , a mailing whether it be email or snail mail, or etc.

Get your hands on a copy of an SRDS (Standard Rate and Data Service) ask for the “Direct Marketing List Source” and study all the different categories and learn what they mean. direct marketing list source delivers the accurate, up-to-date list broker and list manager information you need to get the job done quickly—including purchase lists and contact data. Major libraries have copies of the SRDS in the reference section, They are expensive so wait until the profits roll in before you purchase your own.

1-800-851-SRDS

<http://www.Srds.com>

<http://MediaFinder.com> offers the ability to research the advertising and list rental opportunities

Find a copy of an Oxbridge Communications National Directory of Mailing Lists (800-955-0231). Major libraries have copies of the Oxbridge Communications National Directory of Mailing Lists in the reference section

Trade associations also have mailing lists.

[http://dir.yahoo.com/business\\_and\\_economy/organizations/trade\\_associations](http://dir.yahoo.com/business_and_economy/organizations/trade_associations)

<http://www.taforum.org/searchgroup.pl?n=500>

### How to Find Products

Need a product? Join an affiliate program, they are free and there is no contract to sign. Almost every online store has an affiliate program so figure out your interests and research the business. It is marketing smart for the stores to give you commission for finding customers ,then they don't have to . Think digital product because they are automatically delivered and available instantly over the internet. Most merchants already have proven sales copy and order pages available to affiliates. Here are a few places to start looking

<https://www.ezinfocenter.com/8691656/SIM> Six Figure Income Group has doubled again to now over 8 million affiliates in over 190 countries... now the world's largest affiliate network. If you are a multi-income qualified affiliate, you can bring someone into SFI one time, then earn commissions on that personally sponsored affiliate, every month

indefinitely!

<http://www.commissionjunction.com> the fastest growing affiliate network, has over 1400 merchant programs to choose from. Earn commissions on clicks, leads, or sales and a 2-tier referral program paying \$2/new affiliates & 5% of their commissions forever!

<http://www.clixgalore.com> Start earning large amounts of commission now by joining one of the many Affiliate programs listed in the clixGalore affiliate network.

<http://www.clickbank.com> Partner with Click Bank and you'll have an instant affiliate network promoting your digital products. Among our top selling products, over 75% of all sales are generated by affiliates.

Buy and try the Product. If you never try the product how can you possibly be passionate about it. Services take longer for the profit to roll in. Products create immediate revenue.

Already have a product ?

Design a website with your product on it. Look in the above affiliate networks and find complimentary products .Why have an online store when you can have a whole online mall. Choose an affiliate program that closely relates with the theme of your website. Websites never close they are open for sales 24 hours a day 7 days a week 365 days a year .

Learn web design. WYSIWYG (what you see is what you get) makes this step real simple. Microsoft Frontpage is really simple to use .Here are a few tutorials.  
<http://grassroots.brunnet.net/rothesayhigh/webdesigntutorial/frontpage/>

<http://www.godaddy.com> NEW business plans available! hosting from just \$3.95 a month \$8.95 domain name (www.yourbusiness.com) registration.

FTP (File transfer protocol) This is used to transfer the pages you built to the host server  
<http://www.freewebmasterhelp.com/tutorials/ftp>

Think up your own domain name .Do not use the free web hosts such as geocities or angle fire they are not for serious business owners and possible deals will want nothing to do with your business.

Prepare your Introduction Letters.

Here are a few sample letters <http://jointventurebiz.com/jointventurebizletters.html> to read through , they will give you ideas about what should be included.

Create a simple letterhead on good paper.

Company name  
Address

Phone number Fax number E-mail Address

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Never send your offer through e-mail .Snail mail or delivery service (Fed-ex , UPS ) is recommended over e-mail for sending off your letter to the prospects .Most business owners get many e-mails per day and delete them if they don't recognize the name or email address .Spam filters also get rid of unfamiliar E-mail.

Send an introduction letter to both prospects. Explain to the list owner that you have a complimentary product that would be a great joint venture with untapped profit potential. Explain to the product owner that you have a response list with many potential customers

The list owner has the trust of his previous customers so they are more likely to purchase from the merchant again if the offer is too hard to pass up.

Most website owners have a contact page on their site with the address telephone and fax number included. <http://networksolutions.com> is also comprehensive search across multiple WHOIS databases. Includes all domains, extensions regardless of where they are registered

Negotiating the joint ventures.

There is nothing etched in stone about who gets what in a joint venture endorsement deal. Negotiation should not be a road block in getting these deals.

Deals are going to be different every single time you set one up. Be flexible and when you start out doing these deals. Maybe offer to pay for the printing or postage the first few times. Exchange experience for profits and learn as much as you can. Eventually product and list owners will be coming to you to set up more of these deals.

Always test a list before mailing out to everyone on it. Testing saves money and time. Mailing to a list of 10,000 people and having 294 of them buy is not a real good campaign .Mail 500 of them and see what percentage of customers purchase.

Post cards are cheaper to mail than envelopes and are a great way to promote a product to a list of response buyers. With post cards there is nothing to open and it will usually always be read before making it to the trash can.

Just try a few of these deals, they really are a dime a dozen. with a little brainstorming and research .The biggest thing is to try, if you never try you will never know what could have been. keep learning about joint venture marketing from the gurus, forums, newsgroups ,e-zines, whatever means necessary.

Some owners are going to tell you know NO,maybe they tried a joint venture deal in the past and it went wrong or maybe they are happy with business the way it is. business owners are everywhere you turn, introduce yourself ,explain what you do , get deals, and enjoy the profits.

Happy joint ventures.

Christophor Strobel

About The Author

Christophor Strobel publishes Home Business Tips, a fresh  
And informative newsletter dedicated to supporting people  
Like You! If you are looking for the best rated home business  
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of VIRAL marketing? Now go put it to work for you!**  
[Click Here!](#)

## **Joint Ventures In Real Estate Development; So How Do They Work?**

by Colm Dillon

There are many reasons why you would consider joining with another person to undertake a development project in Joint Venture.

Usually the most basis reason revolves around something you don't have.

Some of them may be:

1. I own land ... have capital & capacity to borrow ... but no experience.
2. I have capital & capacity to borrow ... partner has land ... both have no experience.
3. I am 'time poor' ... work full time and can't be personally involved ...

Let's suppose you want to find a land owner who will put their land into the Joint Venture, (JV) and their land will be their major contribution to the deal, plus some borrowings.

Let's consider the implications of entering into a JV in the first place.

After all, in a JV you have to take into account another persons attitude, decision making process, (or inability to make a decision), whether they have a logical and sensible mind ... the list goes on.

So, getting into a JV must have a good payback for you. Whatever you lack is usually the reason for entering into a JV.

I have noticed over the years that JV's have a prime motivator, the driver of the deal (you), and the other person is along for the ride.

For example: the other party may have a wonderful property (site) and wants to develop it, but does not have the knowledge. You "love" the site and know that you could make it a very successful and profitable real estate development. You approached the land owner.

Another example: maybe two individuals who have saved their capital, however individually it is inadequate to undertake a project. Combining their capital and borrowing capacity will allow them to proceed.

I prefer a JV where both parties are equally motivated, have different skill bases, but each regards the other as contributing equally.

You know the feelings that can occur, "I'm working harder than you ... all you do is the phone and number crunching work ... I'm always out and about on site dealing with the real work."

Don't forget why you got together in the first place.

So there are many reasons for JV's. However, you must be clear as to why you are doing it, and it must be secured by a legally prepared JV Agreement.

A lot of 'practical people' hate legal documents ... a JV Agreement is a legal document and both parties must understand what it says. If one of you is a bit slack on this point, it is up to the other to sit them down and go through it ... it's important!

Why?

Suppose the JV deal hits a rough patch and your partner says, "I didn't know that ... why didn't you tell me ... I left all that legal garbage to you ... blah, blah." Got It, have the arguments at the beginning of the deal ... not later.

A JV Agreement sets out what each party will contribute, both money and effort, and sets out each party's obligations. It also sets out what happens if the parties 'fall-out' with each other as well as the division of profits or losses.

There is a lot more at stake if you JV with your rother-in-Law, other relatives etc ... the term 'on-going-nightmare' is a phrase that readily comes to mind.

And if one of those family JV's brake down, it dosen't matter how many pages are in the JV Agreement, or what the words say to prove that you are "RIGHT," ... as far as YOUR Brother-in-Law is concerned, you are a 'expletive deleted.'

Just thought I'd get that out of the way!! OK?

One more thing ... doing a JV with a rich person, when you are many levels poorer than them, is also not smart.

Why?

Well, in simple terms, when 'push comes to shove' money rules ... The golden rule says, He who has the GOLD, RULES.

Also, if the rich guy tell you not to bother with a JV Agreement ... he appears to be saving you money ... tempting eh? ... what he's really doing is taking away your legal rights.

Yep, you'll have less rights than an employee. If that's the deal ... better to be an

employee!

In my my ebook I emphasise the importance of getting the Structure Work of the business organised - you will build a much better development business from a secure foundation.

When you are doing your interviewing of the associated professionals, try to see if they, personally, have any entrepreneurial tendencies.

They may have land, houses, houses for renovation etc but don't have the 'TIME' or 'SKILLS' to do the work themselves.

Don't come out and ask them straight away ... follow my ebook, do the work you want to do; that is assessing them ... but keep your antenna out for any signs of a common interest.

OK, back to getting hold of some land.

Get to know the local real estate agents; I mean know them well. Remember what I say in the ebook.

Call in and buy them a cup of coffee, take them out of their work place; what about dinner after work; really spread yourself around.

Invest your Time in finding good, well informed, dedicated agents. Believe me they are in your business community ... it's your job to find them.

Appreciate that Agents are essentially self-employed, irrespective of whether they work in a Real Estate Agency ... their 'mind set' is independent.

They back themselves and their abilities to provide a sales service at a level that "consistently" provides them with a 'good income.

That 'good income' by the way, will leave most of their 'client's' income looking a little anaemic.

The 'good agents' are busy; their 'time' is money; literally. So don't mess them around.

Don't talk to them as though you are the Aga Kahn! You're Not. There's always a guy richer than you ... maybe the Agent!

Why am I making such a big point about agents.

I believe "people" get the agents "they deserve."

I have heard people talk to Agents as though they were some grubby leech on society and

are doing them an honor even to talk to them.

To be a successful agent these days you have to be very good. Many are highly educated and choose real estate as a career for the freedom, individual reward and great returns.

What comes out of your mouth + body language tells an agent a great deal about you. They then wonder why the Agent never calls then ... Dong!!!

Keep your 'ego' under control. Their sales success rests on their ability at 'reading people.' Remember what I say in my ebook!

When you are in the development business, you are in the business of:

Getting People To Do ... What You Want Them To Do  
Within The 'TIME' AND 'Costs' You Set.

That means that you have to be in control of 'How You Treat People.'  
Agents know a lot of people ... maybe, they even know those people who want to JV with you.

While you are doing this "work" don't forget to do what my ebook tell you to do about research.

Last idea for finding JV people - talk to your friends - put an advert in the local newspaper seeking expressions of interest from people interested in doing what you want.

OK, you've found a partner who has the land and you are comfortable with the relationship after several meetings.

Important question! What value does your prospective partner put on his land that will be put into the JV?

Just throwing a few figures around to give you an example.

Let's say that market value for his land right now is \$300,000. But he wants to put into the JV at \$400,000. So if your JV Agreement involves you gaining a share of the profit, your share will be \$100,000 less. Got It?

Now let's say that part of your skills contribution to the JV includes a rezoning of the land to a higher level and you achieve that for the JV. That rezoning may take the land from a single unit (house) dwelling zone to a six dwelling unit zone.

Your efforts have increased the land value significantly ... no, not six times, as house properties are valued differently to multiple unit properties. But it may have increased by

3 or more times, depending on your market.

Once again the \$100,000 will come off your share. Now that may be OK by you, because you are just starting out on your first development ... it is always better to KNOW what you are agreeing too.

I hope this information helps you in your consideration of entering a JV.  
but please remember, don't just read my eBook ... study it ... take notes in a special hard cover Development Copy Book that you will buy.

Writing things down is an aid to learning and remembering.

My LAST DON'T ... Don't start any of this JV stuff until you know my eBook inside out. You must not just be able to 'talk the talk' - you must know what you are talking about.

What I am all about, is helping you to do residential development with the RISK reduced.

If it takes four years study to get a basic Degree and say another five years to get some experience, why would you think that you can enter the development business with little study -- no experience and expect to be profitable?

About the Author

"Residential Development Made Easy" is written by Colm Dillon, the 'Real Estate Development Coach' and is the only 'How To Become a Residential Real Estate Developer's eBook on the web; it's selling in 38 Countries, from his experience of developing \$1.2 Billion worth of real estate - read more on his web site  
<http://realestatedevelopmentcoach.com/realestatedevelopment.html>



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## **The Benefits of Joint Venture Marketing**

by Traci Hayner Vanover

Joint Venture Marketing can take many forms -- and if done properly, can significantly enhance your business. Don't let the name fool you, you have already been a consumer of a number of joint venture marketing promotions. Have you ever purchased a pizza during the Final Four, and received a free basketball? That is a result of a joint venture. There are countless other examples, but you get the general idea.

Another form of joint venture marketing that has gained popularity on the internet is the dawn of virtual marketplaces. Many niche sites offer this type of marketplace, and they allow the members to pool resources to generate traffic, and of course, sales. One of the most powerful benefits to this type of venue is the appeal of their ability to pool advertising dollars to obtain a promotional presence that members might not have been able to acquire individually. In addition, these venues are often able to procure significant discounts and special offers for members from common suppliers, which creates a stronger buying presence for the group as a whole. Members gain visibility in the marketplace and in the search engines, and they enjoy the benefit of increased traffic to their individual businesses.

From a consumer perspective, it is a winning situation as well. Collaborative marketplaces create a "one-stop-shopping" experience, providing consumers with the ability to browse several merchants during one browsing session. The ability to quickly obtain comparative pricing among similar merchants create a strong value among customers, and create a natural environment of competition. This forces participating vendors to strive for a higher quality product, at a competitive price.

### About the Author

© 2004 Traci Hayner Vanover, The Promo Diva <http://www.PromoBoost.com>. Promo Boost offers a wide assortment of design, marketing, and promotional tools to help small businesses and the cottage industry. The Promo Diva is also the owner of Marketplace Gallery, a virtual marketplace offering affordable e-commerce solutions catering to the small business community, and offer a unique venue for craft aficionados. Visit us online at [www.MarketplaceGallery.com](http://www.MarketplaceGallery.com).

### **3 Things You Should NEVER Do in a Joint Venture**

by Jinger Jarrett

A joint venture can be one of the most profitable and fastest ways to make money on the Internet. It can also destroy your reputation, get you ignored, or worse, accused of spam if you if you don't take the proper care to create a valuable offer.

There are three things you should NEVER do when creating a joint venture proposal for a potential partner. Below are three things NOT to do, with several tips to help you do it right.

#### 1. Fail to Plan.

Before you send out any emails to potential partners, you need to plan your offering, decide who you are going to send it to, and what you expect in return.

First, create your offer. Ask yourself these questions:

What am I going to give the potential partner to make him/her want to joint venture with me? i.e. Are you going to give the partner a copy of the product, do you have bonuses available, what's the commission you are paying, are you offering a large one time commission, or a recurring monthly commission?

My rule of thumb is to never offer less than 50 percent. What you want to do is make the partner an offer that is not only fair, but more beneficial up front for him/her than it is for you.

Once you know what your offer is, you want to create solo ads, a review, or something that the partner can plug his/her information into so that you have something to give him/her when you make the offer.

Include the affiliate sign up link, and make it as easy as possible to sign up. Also include the link to the product, as well as tell the partner how to get the download, the membership, or whatever you are selling.

The point is, make it easy. My joint venture partners are busy people. They don't have time to write ads for me, or spend a lot

of time getting prepared. They need something they can set up in a few minutes, send it out, and move on. Remember, your potential partners are probably the same.

2. Forget to Target Your Market.

I get over 500 emails a day. Mind you, they aren't all joint ventures although I get a lot of those too.

The point is this: research your market. Find products, services, memberships, etc. that complement yours. Then you have a market.

3. Send Your Offer to the Wrong Person.

No one wants to read offers that say, "Dear Publisher", "Dear Friend", or anything like that.

The first, and most important thing about creating a joint venture is to make sure that you send it to the right person at the right email address.

Although I don't recommend it, you can send your joint venture proposal to someone you don't know provided you have properly targeted your market. This doesn't mean you can send your message to 100s who just happen to be in your target market.

What I recommend you do is this: build a relationship with the person. Build a lot of relationships with a lot of people. If you have something relevant to say about someone's newsletter, write him/her.

I get so many bogus offers that when I get something I appreciate, or I enjoy, I always write the publisher a complimentary email. If there's a survey, I answer it. If the publisher needs help, and I can, I answer.

This is how great business relationships are built online. You would be amazed at how much others are willing to help you when you take the time to get to know them.

Finally, unless you know one of the "gurus", and very well, I wouldn't advise sending them your offer. Most of them already have joint venture arrangements in place and aren't really willing to work with someone they don't know, or who hasn't made it to "guru" status.

There are plenty of potential partners out there with nice sized

mailing lists who are hungry for more ways to make more money. With millions online, you have a wide range of potential partners to choose from.

Remember, it really doesn't matter if you sell gardening tools or ebooks, or anything else for that matter, a joint venture can quickly and easily add to your bottom line.

#### About the Author

Jinger Jarrett has partnered with Russ Moore to create the Killer Marketing Arsenal, a membership site offering all the tools you need to market your business for maximum traffic and sales. To celebrate, they are helping to sponsor a monthly contest where you can win over \$10,500 per month. Enter today. It's free.

<http://www.killermarketingarsenal.com/contest.html>

## **What are Joint Ventures (JVs)?**

by Codrut Turcanu

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<http://www.BizMarketingSecrets.com>

I know you probably heard about them ... Joint Ventures or JVs for short. A JV is when you agree to form a partnership with one or more people. All parts must benefit in a way or another.

JVs are a win-win situation. If you want more TRAFFIC and know someone who already have it, all you have to do is contact that person, talk with him and form a JV partnership.

You GET the TRAFFIC and he gets what you have to offer him (e.g. money, a product, a service, etc.)

You can form JVs on the Internet (online JVs) or in the real world (offline JVs), there's not that much difference between them.

I prefer online JVs because you can contact more partners at the same time using your e-mail address.

If you want to do it by phone, don't hesitate, contact your possible JV partner by phone. You'll have a higher chance to close the deal this way, e-mail is less personal

...

No one in the business 'game' ever succeeded by himself; most business owners have started with the HELP of others by doing Joint Venture partnerships.

If you want to create a stronger marketing force, then you have to START doing JVs.

You must treat your JV partners seriously and with respect.

Why? Because they can bring you what you want or need very FAST.

Just think about it ... you want more Money, more Web Site Traffic, more Leads, more exposure & publicity?

If done correctly, a JV can GET you all or any of the above!

Some people have the skills you don't, so why not team up with them and form a profitable JV deal?

Let's say you developed a software product and you already had success selling it on eBay or other auction Web Site.

You'll have to EXPAND yourself and GET more exposure; the KEY is to own your own domain name and Web Site.

You don't know how to build Web Sites?

Find someone who knows and offer him a FREE copy of your software product or other products you have; you could also START your own affiliate program and let your JV partner JOIN it for FREE. INCREASE his commissions to the LEVEL he wants to motivate him create a PROFESSIONAL Web Site for you.

JVs are a GREAT way to obtain something for FREE.

If you want FREE advertising in an eZine, all you have to do is contact a possible JV partner, offer him a FREE copy of your product plus other BENEFITS (e.g. a HIGHER affiliate commission, other BONUSES & products) and ask him to promote your product to his ezine subscribers. He'll gladly do it without asking you money for advertising because you already provided him with a valuable product and a NICE commission rate.

The KEY is to offer VALUE to your JV partner and his subscribers as well.

Your product must be worth the money and must deliver on your promises. It's better to over-deliver to make 'ALL' happy. A happy customer or JV partner could be yours for 'life', so treat him right!

Internet is the 'perfect' place to contact people and form profitable JVs at the light SPEED. You could potentially partner with anyone, anywhere, all you have to do is FIND

it online or offline!

Places where you can find possible online JV partners:

1. online forums and message boards
2. ezines and newsletters
3. search engines and online directories

The KEY to JVs is to respect and treat your JV partner like you'd like to respect and treat him you.

JV = TRUE relationship.

About the Author

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Codrut Turcanu ghost writes Articles, Web Pages, Reviews and Web Site Sales Letters for serious people who want to GENERATE 300% more Income On the Internet:  
<http://www.BizMarketingSecrets.com>



**The Online Marketers Forum is fairly brand new. We already have quite a few active members. Come by and introduce yourself. We are always looking for new members to join us! **There is NO cost to become a member**, so what are you waiting for?**

## **Joint Ventures: Your Path to Success**

by Jack Humphrey

Have you ever wondered how Corey Rudl, Allen Says, Jerome Chapman, and other big time online marketers got where they are today? Did you think they did it all by themselves? Wrong.

There is no guru out there that reached the pinnacle of their success without strategic partnerships playing a huge part. You might be thinking, "Yeah, but I don't have those connections." Well neither did I when I started. And neither did any of the big boys you have bought a new info product or service from recently.

Everyone started somewhere on the net to get where they are today, and the biggest start you can give yourself is by making business partners out of the acquaintances you find as you travel the net in search of advice, information, and technical support.

One crucial aspect of finding joint venture partners is belonging to a set of communities closely or directly related to your business focus on the net. If you are selling hosting services, you need to join forums related to webmasters, designers, and anyone with a focus on or need for hosting services.

Let's take this a step further and say you are offering hosting services and want to find a JV partner who can help you find customers. One great place to look is on internet marketing and web design forums. You will find tons of people with a client base to whom hosting is a central, crucial issue in their individual business development and success.

By participating in these forums you can make friends with designers who constantly look for hosting services to provide their clients with top-notch services geared toward each individual businesses needs. You are providing what that designer needs to offer his clients and you propose a JV. This can include ANYTHING like a cut of the monthly hosting fee for all the clients he/she refers to you.

When you find the right person to help you promote your product, and if you participate in forums you WILL, your business can literally take off over night.

I found an incredible partner for my info product "Power Linking Your Way to 1 Million Hits" on the Internet Marketing Warriors forum. I created a one-of-a-kind product that he saw great potential in, and he provided a contact list for further JVs that rivals any contact list on the net today. And he himself is a relative no-name on the net compared to the contacts he has.

The point is, you never know who you are going to find on the net or who is going to find you, who can change your profit level immensely and immediately. You just have to participate in forums. Become a part of the communities geared toward your niche and participate often. Offer advice, ask questions, trade services or products rather than pay for everything with cash - the possibilities are endless.

And there are no rules. If you see something on the net you want - say an ezine submission service - and you are cash poor/product rich. Don't take the service price for the final answer. Email people and offer your service or product as trade for theirs. You might find a JV develops, or you might just more effectively utilize your assets that are worth cash. Either way, you win.

When I was laying out a lot of money to start up WebmasterTrafficTools.com and Power Linking, I was cash-poor but product rich. I traded for advertising like you wouldn't believe and found most people to be very open to methods of payment that didn't involve the exchange of cash.

Take a look at your assets, all of them. Not just the money you have in the bank. Evaluate what you have to offer people in exchange for services or other products. Thinking in terms of "How can this person help me achieve my goals if I help them achieve theirs?" will go a long way in internet marketing.

You cannot do it alone. No one has. The next time you see a new Mark Joyner product released, think about the web of people and partners he has behind him helping him develop, release and market that product. His name might be the only one on the product itself, but there are others who he has developed partnerships with, in his case on a grand scale, who help him develop and move his products.

Do a search for forums on Alta Vista with your keywords and you will find what you are looking for. Join a couple at first. Lurk and find out what you can contribute. Post questions and find others who are being the most helpful. Feel free to contact them and propose a mutually-beneficial JV. We are all business people. JVs are good business.

If your proposal is good and your product or service is appealing, you should have no trouble attracting others with large opt-in lists or high-traffic web sites to help you market it if you give them a good piece of the pie.

All of our JVs for Power Linking typically get additional commissions over our affiliates. Don't hesitate to offer more to partners because they will typically outsell an entire affiliate force if they are well-connected, have huge lists of customers, and have established a presence on the web.

For the best marketing forum on the net, hands down, you will want to check out the Internet Marketing Warrior Forum. There are over 30,000 webmasters from all walks of business waiting to help you, and hear about ways they can increase their profits. That's

where I met my current partner and in less than three weeks we generated over \$6500 in sales together.

And that's just the beginning! You will see Power Linking all over the net in the coming months and you can be assured it is because of that crucial joint venture I made with one other key internet marketer who believed in my product.

Make contacts. Be part of a community. You will be blown away by the people you find who can help you along the way in your marketing efforts!

### About the Author

Jack Humphrey, one of the "luckiest" guys on the internet, is an Online Marketing Consultant and originator of several successful online ventures. You can find more articles by Jack at <http://webmastertraffictools.com>.

See also <http://power-linking-profits.com> and <http://equipmint.com>

## **Joint Venture 101 - The Quickest Way To Build Your eBusiness**

by Valeriu Popescu

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Joint Venture 101 - The Quickest Way To Build Your eBusiness

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### **PART 1**

- by Valeriu S. Popescu

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This article reveal the same techniques that many Internet marketing experts uses every day to make millions of dollars in profits - no kidding! In my own opinion it is the most profitable and powerful concept ever used on the Internet field. So, stay close and read it carefully.

Joint Venturing represent the easiest way to start a new business and make more money online and it is the only 100% risk-free marketing technique. You have nothing to loose.

A good joint venture it can mean a fortunes in a short amount of time, it can mean bringing your product/service to market without spending a cent of your own money, it can mean free media attention, etcetera. All these translate into more sales, more free time and more of everything good!

In a few words, Joint Venturing (JV) means that two or more business people/company partnering up to create a win-win situation for all the parties involved.

No doubts, Joint Venturing can be very tricky. But... if you follow these simple rules, you can be on your way to building your empire out of thin air.

As a Netpreneur, you are in one of these four positions if you want to do a Joint Venture:

1) Have your own product('s) : Joint Venturing with list owners.

In this case, be very carefully because most of the list owners want to do businesses only IF your product is new and have a proven value for their subscribers. The greatest advantage of these lists: have educated people and were created for different categories.

There are thousands of list owners out there. You can use many of these lists to leverage their customer assets and split the profits with the owner.

Tip : never try to do a Joint Venturing with list owners that not match with your product/service! It's just a waist of time...

2) Have your own customer list(s) : Joint Venturing with other product/service development owners.

Basically, this type of Joint Venturing has two big advantages:

- you can make more money than your Joint Venturing partner (of course, in the 'long run')
- you don't have to develop your own product/service

All you need is to find those products/services which best suits your customers needs. Let me advice you to use a software program, because doing this research manually can take a lot of your time.

3) No product or a customer list: becomes a "Dealer Maker".

Yeap, this is true! Without any money on your pocket you can start to generate a steady cash flow. Your job here is to discover the right product for the right list of customers. This way you will charge a percent from both sides for years to come. Also if you where very professional with them, they will do business with you again and again!

4) Have the knowledge to make money online: become the "Providence Man".

Perhaps one of the most neglected Joint Venturing method because it requires a lot of your time for research, but finally you'll end-up charging 50% of all direct sales, which by the way, it is a fair amount for your work.

Connect to the Internet and search for great products that have very poor advertising. Identify one product or service, look at their web site, sales letter, order forms, web design and many other things you can improve.

Identify everything is wrong, think how you can improve that, what costs you, how much the profit will skyrocket and then, get the Joint Venturing agreement with the product owner (and the 50% for your work!).

The problem with Joint Venturing is to work SMART not HARD!

At this point, you probably wonder if it's so simple as I told you. Yes, it is that simple! Never forget that simple ideas can generate better solutions for your problems.

Joint Venturing creates tremendous benefits (profits!) for both parties, without any initial investments, because they rely upon two basic marketing rules:

---> Rule #1: People are eager to buy from someone who trust and know!

Please read this carefully and more than once. Do it again and again until you'll understand that a Joint Venturing it's not possible without this rule.

People are eager to buy from someone who trust and know!

The most valuable assets you have in your business are the relationships you have built with your customers. Needless to say, all Internet marketing gurus pay their attention and much more to this relationship. They built their online empires because they understand the value of developing and maintaining their own list of satisfied customers.

---> Rule #2: The money is in the LIST! The money is in the backend sale. Don't you ever forget this!

This alone concept is worth 'pure gold'. No matter what kind of ebusiness you run, definitely an educated list of customers represent your best asset. Without a list you cannot survive in these days. Why?

Because it is much more easy to sell again and again to your

customers rather than using a 'cold' list. Not to mention the expenses you needed if you want to acquire new customers.

The key to succeed is to constantly enlarge your list of prospects/ customers and to offer them the right product, at the right time, with the right price. Work the BACKEND sales and then repeat the process!

So, what's the next? I would say that you have to read again this article, think of your ebusiness potential, and then jump on the Joint Venture 101 - The Quickest Way To Build Your eBusiness, Part 2:

<http://www.internetmarketingprofitscenter.com/advertising/articles/venture-2.html>

Find inside a 3-step blueprint to develop a solid joint venture, a new and free source of internet marketing products and/or services, and a pretty good example on how you can triple your profits from one single move!

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About the Author

Valeriu S Popescu is the owner of the Internet Marketing Profits Center, a specialized e-company that helps real Netpreneurs starting a new business online. Find inside the latest cutting-edge strategies about affiliate programs, email marketing, search engine optimization, and more. Visit today: <http://www.internetmarketingprofitscenter.com/>

## **How To Successfully Joint Venture Your Online Business With Offline Businesses**

by Gunnar Berglund

### How To Successfully Joint Venture Your Online Business With Offline Businesses

There are many advantages joint venturing with offline businesses. You could increase your target market by reaching audiences you couldn't advertise to before. You could get referrals from the offline businesses you joint venture with.

The key to joint venturing with offline businesses is to find ones that have the same target audience. If you're selling business software, you wouldn't want to joint venture with a store that sells candy. You won't be very successful. You would want to joint venture with an office supply or computer store.

Below are three possible joint venture deals you could set up:

1. Write a tip booklet that is related to your business. Make a deal with an offline store where they giveaway your tip booklet to their shoppers with each purchase. The store you pick should attract your target audience. The store could have something free to giveaway to attract shoppers and you could have your web site ad in the tip booklet.
2. Design a printed flyer for your online business. The flyer should include a description of your web site, e-mail address, web address and any other important information. Make a deal with an offline store to have them include the flyer in each bag of products they sell in exchange for free advertising on your web site.
3. Make a deal with a computer store to have them display your web site on the computers they display in their store in exchange for free advertising on your web site or in your e-mail newsletter.

## Joint Venture Resources Your Business Can't Survive Without!

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Once you find a targeted offline business, contact them and present your joint venture proposal. Tell the business owner the benefits of the joint venture. Tell him or her why it would be a win/win situation for both of your businesses. Give them a lot of compliments about their business, products and services. Using all three methods above will greater your chance of having a profitable and successful offline joint venture.

### About the Author

Gunnar Berglund has been a "internet- hardworker" for the last four years He publishes The meonit Gazette <http://gazette.meonit.com> and also runs <http://www.meonit.com> <http://www.global-prepaid-cards.com>



The advertisement features a yellow background with a black dashed border. At the top, there are several 3D-rendered product covers and CD-ROMs. From left to right: a blue book cover titled '35 JOINT VENTURE RESOURCES', a red book cover titled '352 RECOMMENDATIONS', the 'NitroCovers.com' logo with a blue sunburst and the tagline 'Give more power to e-Sales!', a green book cover titled 'Joint Venture Starter WORKBOOK', and two CD-ROMs. Below the images, the text reads: 'How would you like to have **INCREDIBLE** looking graphics for your site that will make your product or service sell **300% BETTER**? Now you can and you wont have to pay ridiculous prices like the "big boys" are charging! Come by [NitroCovers.com](http://NitroCovers.com) today and see how we can help you **skyrocket your sales** with INCREDIBLE real looking 3D graphics!'

## **Joint Venturing Your Road To Success**

by Cathy Qazalbash

What is a Joint Venture?

It is a partnership between 2 businesses, which benefits both parties. For instance a company has software products but lacks ways to market it. You have the marketing resources, but no product. You offer your services as a Marketer to the company for a commission or specified rate. The agreement is beneficial to both your companies.

The art of planning a successful Joint Venture is more complex than most people imagine. As a publisher I get a number of Joint Venture proposals per month. Most are just straight requests to join an affiliate program. Given the number of offers that come across most publishers desk if you are going to have any success you must:

- v Make your offer unique.
- v Have a great product and service
- v Write an impressive and persuasive letter.

Making a unique offer means standing out from the crowd. Do not just make it a request to join your affiliate program. "Sweeten the pot," offer your JV partner some bonuses, make them an offer they cannot refuse. Be prepared to give more than you receive (it will pay off in the long run). Be sure that your offer greatly benefits your proposed partner.

Before even making your offer be sure your product/service is the best that it can be. Make it unique and be sure it will be in high demand. Do your market research it will pay off.

You have a unique product/service with a great offer, now comes the most critical part of joint venturing. The all-important email that you send to your future partner. If you do this right everything will fall into place with a joint venture that will make profits for you for months to come. Make a mistake and all your careful preparation work will be wasted and you will lose credibility. Recently I came across a product that will make sure your email is perfect every time.

"Instant JV Sales Letters" enables you to create profit pulling joint venture letters

instantly by simply filling in a few blanks. These templates will save you hours of time and frustration. You will be able to write a professional email every time and really make money with your joint ventures.

<http://www.profitautomation.com/app/aftrack.asp?afid=107303>

About the Author

Article written by

Cathy Qazalbash

Publisher of the A-Y-B free marketing newsletter

<http://advertise-your-business.com>

## **The New State Of The Art Method For Making Money With Joint Ventures**

by Karin Manning

If you are anything like me, you spend a lot of time researching joint ventures and going through the chore of analysing all the joint venture proposals you get on a daily basis in your inbox. I've often wondered if there was an easier way to find successful joint ventures, as serious marketers online all know the power of joint venture marketing.

In fact, some marketers have told me that if they could only utilize one marketing strategy it would be joint ventures fullstop.

If you have got a product or service to promote you know joint ventures are essential to your business. Joint ventures are when two or more people work on the same project. The most lucrative way to benefit from joint ventures is to let other people sell your product or service and share the profits with you. Some examples of cross promotions would be exchanging popups and testimonials.

In my online experience recently I have noticed that some forms of ezine advertising did not pull the results that would have been expected. If you are also spending hard earned money on ezine advertising there is a better and easier way.

An example of a joint venture unrelated to internet marketing would be a gym coming together with a company that produces body building supplements.

Joe Vitale made \$25,000 from joint ventures from just one email.

So if you want to explore more fully the lucrative world of joint venture marketing how do you go about finding joint venture partners?

Old-fashioned ways of finding joint venture partners:

- Making a post on a forum if permitted by the moderator;
- Visiting individual websites and emailing the owner one by one;
- Spending time making contacts with other internet marketers online.

The new state-of-the-art way of finding joint venture partners:

By subscribing to Joint Ventures Weekly. Once in a while an ezine comes along that makes me sit up and take notice. My good friend Mike Woo-Ming has created such an ezine.

## Joint Venture Resources Your Business Can't Survive Without!

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Each week you will receive a list of the TOP joint ventures for the hottest internet products and services.

Each joint venture is carefully screened and analysed before it reaches your inbox. If it doesn't meet the relevant criteria you won't hear about it.

Your time is valuable. Each joint venture will include:

A detailed synopsis,  
Current conversion rates (unless new),  
Requirements,  
Length of joint venture offer.

YOU choose exactly who YOU want to work with!

Finally, a place to find non-internet marketing joint ventures as well. By subscribing to Joint Ventures Weekly you have the power to select the latest products before anyone else in your field.

It is often said that only 10% of small business owners take advantage of joint ventures. You now have the means to be part of that 10% by subscribing to Joint Ventures Weekly today.

Subscribe today by visiting

[Http://www.reprinrights4u.com/jointventuresweekly](http://www.reprinrights4u.com/jointventuresweekly)

To your joint venture success,

About the Author

Copyright 2003. Karin Manning. All Rights Reserved. To subscribe to her ezine Net Wealth and receive up to the minute marketing tips, customer service advice and money making hints simply visit <http://www.reprinrights4u.com> and fill out the ePackage Newsletter & Bonuses popunder on entry. To be one of the first to hear about the latest joint ventures available subscribe to Joint Ventures Weekly by visiting <http://www.reprinrights4u.com/jointventuresweekly>.

## **The #1 Way to Get Profits Fast and Forever with Joint Ventures**

by Jinger Jarrett

If you're looking for a quick and easy way to make profits from your business, think joint venture.

The beauty of a joint venture is that no matter how much or how little traffic you are currently receiving at your site, this marketing technique can explode your traffic and profits.

There are five things you need to do to create a successful joint venture.

### 1. Set goals.

Do you know what you want to achieve with your joint venture?

Because this technique is so effective, be prepared to be rejected. You should also be prepared to "lose your shirt" upfront if you are going to get potential partners to accept your offer.

Jimmy D. Brown of the Profits' Vault, <http://www.profitvault.com>, recommends you aim for three goals:

a. Build your list b. Secure lifetime customers c. Recruit new affiliates and partners

Although you will lose on the front end, you'll gain on the backend because you'll have a target market in place ready to buy.

### 2. Make a list of contacts.

How many publishers you decide to contact is up to you. I would recommend you make a list of at least 10 because some of your contacts will completely ignore your offer.

If you don't make contact with the first 10, make a list of 10 more, but don't quit.

Use targeted key words in the search engines to find sites that complement yours and study them carefully before you contact the publishers.

What to look for in potential partners:

a. Sites that complement yours. If you're selling computer hardware, look for sites that sell computer software, computer books, etc.

b. Sites that have a mailing list. You want your potential partners to contact their customers/readers with your offer.

Look for ezine publishers with large lists. Small lists are good if the readers are loyal.

3. Create an irresistible offer.

This is where you will lose BIG.

Give your partner a copy of your product. Include bonuses with it. Offer an ad swap. You are only limited by your imagination here, but whatever you do, make it an offer that gets attention.

Tell them what the product will do for them. More importantly, tell them what your OFFER will do for them.

Make your offer personal. Don't send it to "Dear Friend". Call them by name and when you send them your offer, send it individually. You don't want to get accused of spamming, and your offer will be rejected before the publisher reads it.

4. Make it easy for your publishers to accept the offer. Include the download link for your product in the email. Overdeliver here. Surprise them with how much you are willing to give to get them to partner with you.

Explain exactly how these publisher can take advantage of the offer, i.e. how they can make money from your offer.

Send you sales message along. Then, all your publishers have to do is insert their sales links.

Explain exactly what you want your publishers to do. The less work they have to do, the more likely they are to accept your offer.

5. Repeat the process

Work the backend. Now that you have new customers, make sure you follow up.

Offer a free ebook, report, newsletter or ecourse. Send them an email thanking them for buying your product.

Send them other offers that complement the products they just bought. You can even put an ad on the download page of their products with another complementary offer.

Tell them about your affiliate program.

Just keep in contact with your customers. Don't let them forget about you. Earn their trust, and they'll be your customer forever.

When you have a new offer available, make sure you tell your new partners about it. After the first offer, if you've made it a great offer, you won't have any trouble getting them to accept your offer again.

About the Author

Jinger Jarrett is the author of "10 Ways to Promote Your Business for Free", and the free ecourse, "How to Really Start Your Business in 30 Days." Get your free copy of her ebook by subscribing to her newsletter. Send a blank email to [SBS@parabots.com](mailto:SBS@parabots.com) or [SBSecourse@parabots.com](mailto:SBSecourse@parabots.com) to get the ecourse.

## **Where Do YOU find Your Contacts?**

by Anna-Marie Stewart

This is a question I have been asked over and over again. It's quite simple to answer, too. I chat! That is basically all I do in my pursuit for getting contacts. I find people via chats, be it chat downloads, yahoo, get paid chats, msn messenger, any of them.

It's personal, it's friendly, people get to know each other so much better than through emails. I love to chat with other online marketers. It's great for sharing hints, tips, ideas and information. Some of the people you meet seem to know so much more than you, and if you take the time, you can really learn a lot just by listening.

You can turn your contacts into joint venture partners, downline members, prospects etc. and it's all mutual. My ezine came about through chat, just by listening to the wants and needs of other entrepreneurs like myself. I listened, and worked from what I heard. I've seen people start joint ventures, programs of their own and all sorts of good stuff, just through making chat friends. It is REALLY worth trying for yourself.

Sure, carry on with whatever promotional methods you are using right now, but try chatting with others on a personal level, find out what's working for them and what's not. You'll be surprised by the results. I, personally, have found that I get much better results via chats than any other form of free advertising I've tried, and believe me, I've tried tons in my almost 4 years online.

Just remember to always be polite, never hype. Be honest, and most of all: Be Yourself. But anyway, in case you DO want to try your hand at chat, here's a quick crash-course in chat terminology:

### Abbreviation Meaning

AFK Away from keyboard

ASAP As soon as possible

A/S/L? Age/sex/location?

BBIAB Be back in a bit  
BBL Be back later  
BBN Bye bye now  
BBS Be back soon  
B/F Boy friend  
BRB Be right back  
BTW By the way  
CU See you  
C U L8ER See you later  
CYA See ya  
FAQ Frequently-ask question(s)  
FYI For your information  
G/F Girlfriend  
GGP Gotta go pee  
GL Good luck  
GMTA Great minds think alike  
H&K Hug and kiss  
IC I see  
IM Immediate message  
IMHO In my humble opinion  
IMO In my opinion  
JK Just kidding  
JTLYK Just to let you know  
KISS Keep it simple stupid  
L8R Later  
L8R G8R Later gator  
LMAO Laughing my a\*\* off  
LOL Laughing out loud  
MorF Male or female  
NP or N/P No problem  
OIC Oh, I see  
OMG Oh my God  
PM Private message  
::POOF:: Goodbye (leaving the room)  
QT Cutie  
ROTFL Rolling on the floor laughing  
ROTFLMAO Rolling on the floor laughing my a\*\* off  
ROTFLMBO Rolling on the floor laughing my butt off  
RPG Role-playing games  
S^ S'up - what's up  
SUP What's up  
TANSTAAFL There ain't no such thing as a free lunch  
TGIF Thank God it's Friday  
THX Thanks  
TTFN Ta-Ta for now  
TTYL Talk to you later

TY Thank you  
WB Welcome back  
WTG Way to go!  
YW You're welcome

And there you have it, tons of chat abbreviations to get you started. It's fun once you know how.

--Resource Box--

How to easily avoid those contrived Scams, Shams, and Spam. Yes; without spending your Hard won money with every so called Guru. Be far better informed and prepared With This Brand New, Huge money Saving Free E-Book! Now You can quickly learn how to run a real home spun business without all the Hype.

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#### About the Author

Anna-Marie Stewart has been involved with internet marketing since 1999. She has always tried to help people "make a go of it" online, by sharing her own experiences with as many people as possible. She now publishes "Not Just Another Ezine" a FREE weekly newsletter at <http://annamarketing.com> - dedicated to helping newbie and semi-pro internet marketers avoid the pitfalls BEFORE getting burnt

## **My Project Broker Experience**

by Paul Bednar

Self-employed people are consistently searching for new and innovative methods to get clients. Inevitably, one comes across a company or service that offers to serve as a project broker for free agents, independent consultants, contractors, and clients. This article explains how these services work, the experience I had, and items to consider when evaluating these companies and services.

Why are independent consultants, free agents, and freelancers drawn to these companies and services? There are two main reasons.

First, these people either do not know how or do not like to market their services to others. The idea of potential clients coming to them is very enticing since it requires little effort. You just have to sit back and wait for the assignments to be posted. When you see an assignment that fits your experience and expertise, all you have to do is submit a proposal and then wait for a decision.

Second, these companies offer a means to broaden your exposure in the marketplace. The thinking goes that if enough people are aware of the services I offer, I'll get a client.

Now, let's talk about how these services work.

In order to view a list of projects, submit proposals, and ultimately get clients, you need to "join" or "sign up" with a particular company or service. Generally, this process requires 3 things:

1. You provide detailed information about your expertise and the services you offer. This information is placed on a web site and is accessible to potential clients and other free agents looking for joint venture partners or subcontractors.
2. You pay a fee that is billed either monthly or annually.

This fee gives you access to the database of projects that are currently listed. For each assignment you get through the company or service, you may have to pay a percentage of your project's total cost as a "finder's fee."

3. You provide references that potential clients can contact to inquire about your work. The company or service you join may want to verify your references to make sure you're as competent as you describe. There is a possibility your references may have to fill out a questionnaire or participate in a phone survey regarding your work and professionalism too.

Once you've provided all the relevant information about your expertise and services, your references are verified, and you've paid the appropriate fees, the "sign-up" process is complete. You are now free to search the current project database, submit proposals, and hopefully get clients!

Some years ago I signed up with one of these services for one year. I will not disclose the company's name but here's what I learned:

1. You can sign up with these services or companies even if you don't meet all of their stated requirements. When I was contemplating joining a particular company, I didn't have enough previous clients the company required. However, when I explained my situation, I was permitted to join.

Remember, the organization doesn't make money if they turn you away.

2. Don't be fooled by the advertising hype touting thousands of available projects. If 95% of the projects listed are not in your area of expertise or industry, that sure doesn't help you get a client.

3. You may not get any clients. During my year's time, only one project somewhat fit my skills and experience. I had to partner with another consultant in order to meet the project's requirements. Together, we submitted a proposal but didn't get the project.

4. For each project, you compete against a group of people that provide similar services. This competition further reduces the probability you'll get the project. However, if you get clients through people you know or through a

friend-of-a-friend, the competition doesn't exist.

5. It can take a long time to get a project. The person I partnered with on my lone proposal said it took him 3 years to get a project through this company. While his project more than made up for the cost he incurred up to that point, he was strongly considering not renewing his account.

6. Some of the projects submitted are only ploys to test the marketplace for a particular kind of service. Others are a means to satisfy a company's policy that requires "competition" for each project. The reality is a free agent was selected before the "competition" search began. However, this should not deter you from submitting proposals. You never know if you'll get a project unless you submit a proposal.

Here are some thoughts to consider when evaluating the various project broker services:

1. Are there a sufficient number of projects listed in your industry that match your skills and experience? If a large portion of the projects involve unfamiliar industries, be cautious.
2. Can you get your money back if you are not completely satisfied within 30 days?
3. Is there a clause that you get your money back if you don't get a project within the first year? This way you can't lose. The worst that happens is the company uses your money free for one year.
4. Does the company or service perform marketing in the offline world? Just because you are in cyberspace doesn't mean your potential clients reside there too. Exposure in the real world through press releases, magazine ads in appropriate industry publications and trade journals are a good indication the company is getting the word out.

If you are a new free agent or if you haven't had many clients, it is best to spend your time strengthening your local relationships. These contacts are an excellent means to get your first few clients. Consider joining these services when you become more experienced, have an adequate client list, and can afford the risk.

### About the Author

Paul Bednar helps people cut the corporate chains and become a free agent or consultant. His web site has informative articles, answers to common questions, and lessons learned. Subscribe to the free newsletter by visiting the web site at <http://www.free-agent-information.com> or by sending email to <mailto:subscribe@free-agent-information.com>.



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**What's this secret? I'm not going to tell you right now, but you can discover the secret for yourself by [clicking here!](#)**

## **Use Joint Ventures to Grow your Business**

by Armand Melanson

Use Joint Ventures to Grow your Business

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By Armand Melanson

So let's talk about "joint venturing". The term sounds daunting like it is reserved to people who are already at the top, but that isn't at all the case: a joint venture is simply two companies working together to increase the value they provide to their customers.

Let me give you an example of a simple joint venture that I just setup which required about 1hr of my time.

When I initially setup my lessworkmoremoney.com website, I did a pretty thorough review of webhosting companies. I went with a big company that advertised all of the things that I knew I wanted in a webhost. After a few weeks of hassles, I realized that they were too big to deliver high quality service, so I revised my search criteria & starting looking at smaller companies.

I fell upon a small webhosting company  
<http://fastwebsites.com>  
& really liked what I saw when I reviewed what they had to offer. So I setup an account with them & got lessworkmoremoney.com up & running.

Over the next few months & had to contact fastwebsites.com several times to request help on various issues. I always got prompt & very helpful service.

So one day I was thinking about how others would benefit from my search for a great webhost & I decided to write up a recommendation for fastwebsites.com. I also started to do the math on the lifetime value of each customer who signs-up with fastwebsites thanks to my recommendation.

I figured why not email them & ask them if they would be

willing to give me an incentive for any subscriber who signs up. Here's what they had to say:

"Ok we will offer you 1 months hosting fee for any clients you refer. We will add a referrer entry in the referrer drop down menu on the order page. You must let your customers know to choose you as the referrer. If this is satisfactory, let us know what the entry for your name will be and we will add it to the order page.

So for no money & less than a few hours work, I am getting a check from fastwebsites for every subscriber who signs-up with them.

It is no hassle for me because I was going to recommend them anyhow. It is good for fastwebsites because they get new customers. And it is good for my customers because they get access to a great webhost without having to take a shot in the dark. Everybody wins!!!

And the possibilities are endless. As long as the joint venture brings added value to both you & your customers, then it is probably a good idea. Careful though - don't ever send out misleading or useless info to your customers even when the joint venture payoff appears to be good - that is a quick way to kill your business.

So when you see a mutual benefit from collaborating with another company, go for it. One word of caution though: most e-companies are inundated with JV offers. In order to make your stand out, you should:

- => clearly illustrate the benefits to your JV partner
- => cover the details - leave no unanswered questions

Email is one way to approach a JV partner, but it will likely get turfed by whoever handles it. If you want to get results, call the company & get the number of the person in charge of the area that relates to your proposal. Start at the top of the chain & work your way down...

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ABOUT THE AUTHOR: Armand Melanson is an emarketing consultant & author. For free marketing tips & articles you can re-use, visit him at <http://lessworkmoremoney.com>  
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## **"Examples In Joint Venture Marketing"**

by GL Foltz

### "Examples in Joint Venture Marketing"

by GL Foltz

Do you take advantage of joint ventures? If not, you're leaving a very powerful tool on the table.

Joint ventures are partnerships formed for the purpose of the mutual benefit of all parties involved. Joint venture marketing can involve advertising but not \*only\* that. It isn't just barter, it's much more than quid pro quo.

Joint venture marketing is sharing ideas, innovation and complimentary resources and products.

Joint venture marketing isn't confined only to network marketing... (though for network and multi-level marketing to be legitimate, the concept of 'joint venture' must be central or someone in the partnership isn't pulling their weight.) Joint venture is all about creating opportunity and success. It is mutual support. A joint venture is greater than the sum of it's parts... which is what makes it such a powerful tool.

A business may struggle to succeed not because of what it does well... the struggle might be a result of what it lacks.

For instance, Charlotte Advertiser may excel at getting the word out about her product or service, but she might have trouble managing customer relationships. In this example, Charlotte's business might have a long string of one-time sales -- but no repeat customers to get her business established.

Charlotte must immediately either learn CRM (Customer Relationship Management) or find someone like Chuck Followup who's advertising skills aren't on the par of Charlotte's; but who is awesome at creating lasting bonds with an existing customer. Another plus for such a possible partnership between the two businesses would be if their businesses compliment each other.

That's one example of how a joint venture opportunity might present itself. The possibilities are infinite.. limited only by your imagination and creativity.

Take the case of Dave Coder. He eats, sleeps and breathes web programming. He has done well with his web design business, but has reached a plateau in acquiring new customers because of the fierce competition in his field. One day he meets Joseph Upline who has been trying to find ways to help his downline to recruit effectively.

Dave suggests that a custom info request form would be an inexpensive and useful way for Joseph's downline members to get more leads. Inspired; Joseph and Dave work out an agreement where Dave offers his service to Joseph's down-line for their websites. Dave and Joseph have now both addressed their individual problems together... Dave has the new customers he was looking for and Joseph has provided a way to get leads for a much more active downline.

Joint ventures don't have to be limited to just two partners.

Beth Artistic, a luggage supplier, met Glenn Phraseturner, a vacation planner. Beth and Glenn realized that they each had businesses that compliment each other. The two were discussing a simple cross-advertising venture: Beth offering her products to Glenn's vacation clients and vice versa.

Enter Anne Golfpro (who happens to also sell a custom golfball line on the side.) Anne has an online forum for her very large niche clientelle (mostly clients [and their contacts] from the private golf club where she serves as the club pro.) But Anne's website doesn't generate much new business for her golfball line.

Beth and Glenn offered their webdesign and copywriting skills and in exchange Anne allowed them to market to her high number of clients and forum visitors.

- 1.) Luggage, vacations and golf complement each other,
- 2.) Anne gets a hugely effective website design to boost her sales, \*and\* is able to offer her clients some value-added offers from Beth and Glenn,
- 3.) Beth, Glenn and Anne share advertising to each other's client database!

Creativity, innovation and opportunity are only as far away as your next contact and are just a few of the benefits of joint venture marketing.

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#### About the Author

GL Foltz, (11 years in the field of sales and marketing), has helped entrepreneurs succeed in their marketing and advertising goals through online and offline media with creative

common sense. He specializes in comprehensive, long term market planning for the affiliate and individual entrepreneurs.

## **The Business Success Formula - JV x VM (7) = MTO**

by Paul Barrs

Article Submission from Paul Barrs

<http://www.paulbarrs.com/free-articles/business-success-formula.htm>

**\*\* ARTICLE BEGINS \*\*\***

The Business Success Formula - JV x VM (7) = MTO

(c) Paul Barrs 2002

Would you just "hate" to see this message on your Website?

ERROR:

MTO Server Overload.

This is a 500 Billion-MB server.

Massive Traffic Overload.

Wouldn't that just be wonderful? Well, maybe not. But you'd love the traffic.

MTO. Massive Traffic Overload on your brand new swish bang 500 Billion-MB server.

If you're using a free web host and you plug in the

JV x VM (7) = MTO

Formula, than that is exactly what may happen to you.

If you're running your own domain then you're set - the JV x VM (7) = MTO formula could be exactly what you're looking for.

Let's break it down, starting at the end.

**\*\*\* MTO. \*\*\***

MTO stand for Massive Traffic Overload. It's the one thing that most of us "Web People" don't experience. It's the one

thing that we love to have. The one thing that we struggle for day in and day out.

More Traffic. Massive Traffic.

The philosophy is simple. Get more people to your website, get more sales, more subscribers, more everything.

In a nutshell that is true (although here we are looking only at the formula, not sales copy, product quality and so on).

So let me ask you a question: Are you currently "thrilled to bits" with your current website traffic flow?

Most likely, no.

How do I know that? Because as a Website marketing consultant, It's the one common problem I encounter - day in and day out.

What can you do about it - simple answer - apply the formula.

\*\*\* (7) \*\*\*

This formula is broken down in to 3 parts, each as essential to the other.

VM to the power of (7).

When you apply the VM in this formula, you can expect your results to multiply seven-fold easily and effortlessly.

7

$7 \times 7 = 49$

$7 \times 7 \times 7 = 343$

$7 \times 7 \times 7 \times 7 = 2,401$

$7 \times 7 \times 7 \times 7 \times 7 = 16,807$

$7 \times 7 \times 7 \times 7 \times 7 \times 7 = 117,649$

$7 \times 7 \times 7 \times 7 \times 7 \times 7 \times 7 = 823,543$

You've done your high school maths. You know how this works. Multiply your efforts and magnify them exponentially.

But where does the VM come into it?

Very Magic? Yep.

Very-fast Motor? Nope.

Viral Marketing - Bingo!

You need to build into the formula a plan and system that will multiply your efforts without your input, without you investing your own time over and over again. Getting others to do it for you.

As a young entrepreneur I was fortunate to be mentored by many extremely successful men and women. One of them said to me that the secret to success was OPM and OPT.

Other People's Money and Other People's Time.

Isn't that the way all large corporations work? Of course. You need to do the same with Viral Marketing.

Want more traffic to your Website? Then get it viral and get it immediately.

JV x VM (7) = MTO

However, viral marketing on it's own means nothing, diddly-squat, nada, zip, zilch. You need the final key -

JV.

Just Magic? - It is.

Juju Martini - Nope.

Joint Venture - Bingo!

This is easy stuff, it really is. I know that you're heard all this before - however, I'm also very confident that while you know this - you don't apply the formula.

The art of successful Joint Venturing is easy - find a good product, service, traffic generator, or whatever and ask other people to help you promote it, with something in return, be it either a slice of the product, a referral fee for service, or a piece of the traffic.

When you apply the Joint Venture with the Viral Marketing you can easily and effortlessly magnify your own time and effort towards an explosive growth pattern.

Let's say it takes you a maximum of 15 minutes to register for some new program, copy and paste a pre-formatted email, and then forward it to your associates and subscribers.

Then they do the same.

Using the above calculations (7 x 7) your initial 15 minutes could turn into a whopping 202 Thousand hours of Joint Venture / Viral Marketing Magic.

All because you invested 15 minutes and applied the formula.

Think about it - then go hunt around your email in-box. I know you'll easily find something there worthwhile promoting.

Have fun - and create Magic with your own Massive Traffic Overload.

=====

Paul Barrs is the Founder of Home Business Mastery. Each week he receives dozens of Joint Venture requests, though very few make the grade. Check out his latest Joint Venture With Loop Traffic and watch to see if you can find the Formula in action. <http://www.looptraffic.com>

**"Discover A Little-Known 'SYSTEM' You Can Use (Right Now) To Get TOP Rankings In MAJOR Search Engines Like Google, Yahoo, AOL and MSN!"**

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## **Discover Co-Registration Services - The Secret Weapon For Flooding Your Opt-In List With Subscriptions**

by Paula Morrow

Discover Co-Registration Services - The Secret Weapon For Flooding Your Opt-In List With Subscriptions

by Paula Morrow

<http://www.idealmarketingcorp.com>

It just wasn't happening. Yes, visitors were coming to the site, but the opt-in list was growing painfully slow. A new approach was called for, and a friend recommended trying a co-registration effort. And darned if it didn't work!

With both free and paid variations available, co-registration is based on the practice of presenting a prospect with multiple opt-in opportunities (usually subscriptions or memberships) at the same time.

The Free Way:

The free method of co-registration involves a cooperative effort between competitors, where each offers their list the chance to sign up for a competing ezine(s), often on a confirmation page after a purchase is made.

In this way, members of the co-op 'share' each others traffic. You can think of this as a type of joint venture. It works best when you partner with one or two other ezine publishers, offering 3-4 ezine options. You must limit the choices, as too many can be overwhelming to the prospect.

The Paid Way:

There are a number of services popping up across the Internet where an ezine publisher can pay to have their ezine posted with others, in a directory setting. A prospect visiting these sites will be presented with a number of sign up opportunities to opt-in. These services are also known as pay-per-subscriber directories.

However, as with other forms of paid

promotions, before investigating a paid co-registration service, you MUST have a firm understanding of your numbers. Do you know how much a new subscriber is worth to you?

Once you've grown your opt-in list to around 500, run your conversion rates; know how much you can afford per lead beforehand to break even.

If you're brand new and haven't yet gotten a firm sense of your return-on-investment (ROI), wait until you do before signing up. Without an understanding of your revenue and conversion, you could end up overpaying.

Remember, the internet is a numbers game - make sure you know yours before proceeding.

When considering a co-registration service, there are a few critical questions you must ask:

\*Does the service provide only opt-in traffic? If it doesn't, move on. The more targeted the lead, the better.

\*Can the new leads be automatically subscribed/added to your opt-in list? Or will the service give you a list of new subscribers that you'll need to input manually?

\*If you're paying, try to avoid buying leads that have been shared too heavily with ezines that have a target market identical to yours.

\*Only use those services that allow potential subscribers to read short descriptions of the ezines being offered - again, this serves to sort, target and pre-qualify the potential opt-in traffic. The closer their interests match your offered information, the better.

\*Avoid those services that collect email addresses based on promotions and/or contests. These leads are not as qualified, since subscribers often opt-in only to win a prize. Their interest may be short-term, while you are looking to build a long-term, lasting customer relationship.

So, as with every opportunity, do your homework first. There are a number of co-registration services to consider; you can start with the ones listed below:

<http://www.list-builder.com>

<http://worldwidelists.com>

<http://ezinecentral.com>

<http://www.zmedia.com>

<http://www.profitinfo.com>  
<http://www.myfree.com>  
<http://www.funazines.com>  
<http://www.internetfuel.com>  
<http://www.bay9.com>

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Paula Morrow is president of Ideal Marketing Corporation. She specializes in p.r., information marketing and creating cashflow systems. Subscribe to IDEALProfits, now read in 12 countries, and receive 5 FREE ebooks!  
<http://www.idealmarketingcorp.com/subscribe.html>

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#### About the Author

Paula Morrow is webmaster of <http://www.idealmarketingcorp.com> and has extensive marketing experience earned from 20 years in the public relations, entertainment and advertising worlds. Now applying this experience to the Internet, she enjoys creating cash-generating systems and coaching new marketers on innovative ways to promote their businesses both online and off.

## **12 Tips For More Successful Negotiations**

by Tony L. Callahan

Whether you are working on a joint business venture, a new job, the price of an auto or your child's new curfew, negotiation is a key success skill. So how can you improve your negotiation skills? Here are a dozen techniques I try to practice in every negotiation.

### **1. Be Prepared**

This is not just the motto of the Boy Scouts. Preparation is the single most important element in successful negotiations. In negotiations, information is power. The more relevant information you have, the better your position is. Preparation for your negotiations can not be overdone. Allow yourself adequate time to prepare prior entering any negotiation.

### **2. Understand The Needs Of Your "Adversary"**

Your "adversary" in this context is the other party in the negotiation. Your relationship with this party may not normally be described as adversarial, for the purposes of this discussion we will view the negotiation as an adversarial relationship.

Put yourself in your adversary's shoes. What would they like to gain from the negotiation? Write down as many possible goals as you can think of. Prioritize your list in the order that you believe your adversary would. Identify the items you are willing to negotiate and those items which are nonnegotiable.

### **3. Know What Your Needs Are**

What do you need out of the negotiations? More money? More flexibility? Better opportunities? Access to broader markets? Make a list of those things you would like to receive as a result of the negotiations. Refine and prioritize your list before starting the negotiation. Identify the items you are willing to negotiate and those items which are nonnegotiable. This list and the one created above will allow you to know what your true "bottom line" is.

### **4. Most Negotiations Involve On Going Relationships**

With the exception of large purchases, most negotiations involve

parties involved in a long term relationship. Whether the relationship is family, friends or business associates, it will be necessary to continue to deal with your "adversary" outside the context of the negotiation. Always be sensitive to the potential impact of your negotiations on these relationships.

#### 5. Every Negotiation Is Different

Negotiating with a loved one is different than buying an automobile. Buying an automobile is different from negotiating with a new employer. The key difference is the relationship you wish to have with your adversary once the negotiations are complete. When negotiating with a loved one, you may be willing to make more concessions in the interest of harmony. When buying an automobile harmony may be less important than paying a fair price. Keep these intangibles in mind when creating and prioritizing your lists.

#### 6. Understand The Situational Dynamics

In order to negotiate successfully, you must understand the dynamics of the situation. Identify your role and the role of your adversary. Know what are the "power positions" of each role. The dynamics of negotiating in a parent/child relationship are significantly different than the dynamics of and employer/employee negotiation. Be certain your desires are appropriate and achievable in terms of the situation.

#### 7. Never Lie

Very few negotiations are a single contact event. With the possible exception of making large purchases, most parties involved in a negotiation have continued contact after the negotiations are completed. When you are caught in a lie, and it is inevitable that you will be, your future credibility will be lost.

It is possible to prepare to handle those areas where the need to lie may be felt. Examine the areas where your case is weak. Work to strengthen your case. In those areas that remain vulnerable, prepare how you wish to handle them should they arise.

#### 8. Be Fair

Negotiation is not an "I win, you lose" proposition. Webster's dictionary defines negotiate as "to bring about by mutual agreement". The best negotiators I know create "win - win" situations in every negotiation.

#### 9. Don't Tip Your Hand

Uncertainty is your key advantage in most negotiations. If your adversary knows what you desire most, your negotiating position is not as strong. Play it close to the vest.

#### 10. Be Flexible

Understand that negotiation frequently involves compromise. Look for creative solutions to the problems presented in the negotiation. Make tradeoffs in order to gain those elements you most desire.

#### 11. Winning Isn't Everything

It is easy to get caught up in the competitive spirit of a negotiation. Remember that the point of negotiation is to reach a common agreement on how to move forward. While it may be possible to bludgeon your adversary into agreeing to your terms, this does not create the "mutual agreement" that makes for a truly successful negotiation.

#### 12. Quit While You Are Ahead

Too many people have to see just how far they can push a negotiation. They have to try to get just one more concession. This attitude can be a deal breaker. The best negotiations are brief and to the point. Get agreement on your major points and stop. Additional items can be addressed in subsequent negotiations.

#### About the Author

Tony L. Callahan is president of his own Internet marketing company, Link-Promote < <http://www.link-promote.com> >. He also publishes Web-Links Monthly, a newsletter full of tips, tricks, tools and techniques for successful web site promotions. To subscribe, send e-mail to: < [Web-Links-subscribe@topica.com](mailto:Web-Links-subscribe@topica.com) >.

## **10 Profitable E-zine Joint Venture Ideas!**

by Larry Dotson

1. You could ask an e-zine publisher to trade solo, sponsor or classified ads. If the e-zine has a larger circulation you could offer to run more ads.
2. You could ask an e-zine publisher to run your ad in return for a percentage of each sale. The offer is usually more successful if your product is brand new.
3. You could ask an e-zine publisher to run your ad in exchange for getting your product at no cost. It is more persuasive if you let them try out the product.
4. You could submit your article to e-zine publishers. They would receive valuable content and you would get free publicity.
5. You could offer an e-zine publisher new content by writing an original column for each issue. They're always looking for original content for their readers.
6. You could ask an e-zine publisher to trade articles. This would give you both new content to publish and cross promote each others' business.
7. You could ask an e-zine publisher to run your ad in return for you holding a contest or sweepstakes for their subscribers.
8. You could ask an e-zine publisher to trade thank you and welcome message ads. This is a great way to trade ads without cluttering up your e-zine with ads.
9. You could offer an e-zine publisher the option of you publishing their e-zine in return for them running your ad.
10. You could offer an e-zine publisher's subscribers a discount on your product in return for them running

your ad.

About the Author

Larry Dotson


1000 Ways To Sell Your E-Information Products just visit: <http://www.ldpublishing.com> As a bonus, Bob Osgoodby publishes the free weekly "Your Business" Newsletter - visit his web site to subscribe and place a FREE Ad! <http://1-webwiz.com>

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Healthy



**Are you ready for this? Then [click here!](#)**

## **Four Joint Venture Strategies To Quadruple Your Ezine Subscriber Base Over The Next Two Months**

by Dr. Bill Nieporte

What would an influx of a several thousand new ezine subscribers do to your profit margin over the next two months? If you've got a worthwhile product and a site that sells, you could easily quadruple your profits!

So how do you build your subscriber base? I want to suggest four \*Joint Venture\* strategies that really work. A joint venture is an arrangement where two or more people trade on their resources for the mutual benefit of all. Here's how such marketing strategies might work for ezine publishers.

### 1. JOINT VENTURE YOUR KNOWLEDGE

One of the most poorly kept secrets Internet marketing is that if you write content for your ezine and submit it to other editors, many of them will accept it for publication. Fresh and valuable information is a hot commodity for among ezine editors.

In return you (the author) will benefit from having a free resource box of about seven lines to advertise your ezine and/or other product.

It this strategy productive? Most definitely! Over the last four weeks I have distributed two fresh articles to other ezine editors. At last count these two articles have earned me nearly 500,000 FREE ezine impressions. One ezine contained over 150,000 subscribers. Within six hours after this issue hit the Internet my subscriber count had increased by over 400.

### 2. JOINT VENTURE YOUR ENTIRE EZINE

Here's a very novel idea that works wonders. Create a "Joint Venture Publishing Partnership" with a fellow ezine. Find an ezine that targets an audience your products are geared to attract. Then propose the deal. Suggest to the editor that your cross publish your ezine to other's lists.

Most shrewd ezine editors will jump at this chance. It will provide them with a brand new audience for their work (and you too). Don't worry--both of you will be especially motivated to make this issue your best ever--in order to attract more subscribers to your respective list.

### 3. JOINT VENTURE YOUR SUBSCRIPTION PAGE

On one of my sites I have joined eight other popular ezine publishers in a neat joint venture that has literally doubled my weekly new subscriptions. Whenever a person subscribes to any of these ezines on their respective domain, they are immediately transported to a co-opt page that lists all the other ezines in this fraternal relationship.

### 4. JOINT VENTURE YOUR SUBSCRIBER CONTESTS

Contests are very popular means of attracting traffic to your site. Recently, however, several ezine editors developed a very creative way to use contests to increase their respective subscriber base.

Combined these editors (who publish what I believe are the very best marketing ezine on the Internet) could provide over 100,000 powerful ad impressions for one lucky winner. Their strategy was to create a single page where subscribers to register for the prize by subscribing to each list.

Next they invited webmasters and other ezine editors to advertise their exclusive subscriber site. Those who advertised would automatically be considered for a special weekly contest drawing. This system is one of the best joint venture arrangements I have ever seen. You can check it out at <http://www.ezinehits.com/Nieport.htm>

#### About the Author

Dr. Bill Nieporte is editor of "The Success In Life Newsletter" and webmaster of <http://ezinesuccess.com>

SPECIAL NOTICE: Free To Our Readers - We want to let you know about an "internet marketing guru" who has earned an extra \$2,000,000 with his unusual no-risk "Instant Cash Flow" system...

Go to: <http://www.ezinesuccess.com/innercircle/index.html>

## **A 1-2-3 Guide to Joint Venture Marketing Success**

by Dr. Bill Nieporte

Fact: Two Horses Can Pull About 9,000 Pounds

Question: How many pounds can FOUR horses pull?

If you are like me, your initial response was to say that four horses can pull 18,000 pounds. Sounds reasonable--but its wrong!

Four horses can actually pull over 30,000 pounds. What the difference? It's something called synergy. Synergy is the energy or force created by the working together of various parts or processes.

Synergy. That's the power behind what is commonly called Joint Venture Marketing. In a "Joint Venture" or "Endorsed Offer," two parties leverage their assets (client lists, finances, technological expertise etc.) for the mutual benefit of both.

Joint Ventures are commonplace on the Internet. If you have ever exchanged links with another web site or perhaps traded ads with an ezine publisher, then you have engaged in a rudimentary Joint Venture. Unfortunately many marketers stop at this point--failing to enjoy the profit potential of this incredible marketing strategy.

You want to be different, right? Well, I am going to give a simple 1-2-3 formula that will allow you to profit using Joint Venture Marketing.

**STEP ONE: You Need a GREAT Product!**

This is the key to real success in any business, isn't it?

Unfortunately so much of what passes as "useful products" on the Internet is just plain garbage. Too many people promises the moon but delivers nothing but cheese.

Listen, if you give your clients something of value up front then they will become happy customers for life. They will come back and buy over and over again.

Got your product? Great! Now let's move on to...

**STEP TWO: You Need a Joint Venture Partner(s)**

Here's one of the best methods around for finding Joint Venture partners. Visit <http://www.alexa.com> and download "Alexa." This will soon become your secret weapon for finding the information you need to make a significant Internet income. Play around with Alexa and you will soon learn how to use its many important features for developing a powerful and PERSONALIZED Joint Venture proposal letters.

Assuming you've got "Alexa" loaded and running, use your favorite search engine and check for key words like:

- \* Internet Marketing
- \* Marketing
- \* Business Success
- \* Advertising
- \* Online Sales
- \* Making Money
- \* MLM
- \* Entrepreneur
- \* Email Marketing
- \* And any other key words that will find you business owners, e-zine publishers, etc.

If you've done your searches you are ready for the next step.  
It's now time for...

**STEP THREE: Offer a Proposition That Will Make Joint Ventures Happen Like Mad!**

You've visited your prospective partners site. You've used "Alexa" to do some strategic research. Now take what you've learned and create a personalize Joint Venture proposal. Make sure that you make specific references to their site's content to get their attention and assure them they AREN'T getting Spammed!

Here's a letter I use to introduce people to the \*Masters of Marketing Inner Circle\*  
(<http://allaboutsucccess.com/innercircle/index.html>)

Dear \_\_\_\_\_NAME\_\_\_\_\_:

((If ALEXA doesn't find their name put in Sir:/ Maam))

I represent the fastest growing Internet Site for Business Development on the net and since you seem to be doing well (at least I get that impression from your site)

((\*remove the asterisks and write one or two lines about their site, something like: "with your promotion of "Save-A-Patriot Fellowship",))

and since you're obviously stable in business and we know you've been on line since \_\_\_\_\_ with a significant success in what you're doing, we want to share an idea with you we believe will make you a nice second stream of revenue while rendering a very noble service to your customers.

Since we feel we represent a product that is a perfect non-competitive but needed service you can offer them we believe you'll do rather well so we're prepared to absorb all risk and monetary costs.

If you'll call me between \_\_\_ & \_\_\_ one day this week, I'll explain everything in full. It will only take about 10 minutes of your time but it can mean thousands of dollars to your bottom line.

I think you'll be excited as I was when I found you on the net. My number is 888-XXX-XXXX and just tell whoever answers I'm expecting your call.

Sincerely Yours,

Your Name

PS If you prefer I call you, just reply to this message with your telephone number and the best time when I can reach you. Make sure you send it with your name in the Subject line so I can pick it out of the many Emails I get and get right back to you.

Is it really that simple! All you have to do is commit to work a couple days a week surfing, finding prospects, and sending out letters. Then set aside a couple of hours each day to make your calls and arrange the deals. It's that simple... and yes, it works.

SO - That's the next and final step!

GET STARTED IMMEDIATELY!

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About the Author

Dr. Bill Nieporte is editor of "The Success In Life Newsletter."

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## **How To Profit From 2 Tier Affiliate Programs And Build A Sub-Affiliate Army In The Next 24 Hours Without Spending A Penny On Advertising!**

by Cory Threlfall

How To Profit From 2 Tier Affiliate Programs And Build A Sub-Affiliate Army In The Next 24 Hours Without Spending A Penny On Advertising!

(c)Copyright 2004 by Cory Threlfall

Before I get into depth with this article I first want you to have a good understanding of what a '2 Tier' affiliate program is and there advantages. Then from there I'll go on to explain how you can start recruiting Sub-Affiliate's by simply locating the Super-Affiliate's within your Niche market.

First... lets define what a '2 Tier' affiliate program is.

A '2 Tier' affiliate program is simply a program that is designed to work on a 2 tier payment structure. And what I mean by that is that you'll get paid on both the 1st tier(you) and 2nd tier(your sub-affiliates) of the program you choose to promote.

Now, with that said, let's go a little deeper into what the advantages of a '2 Tier' affiliate program are so that you'll be able to visualize in your head why these programs are being considered the most Powerful programs on the Net and more importantly... how they can put Profits in your hand, on Auto-Pilot, 24/7/365 with little effort on your part.

Lets first talk about the advantages and for the purpose of this article I'm going to give you three of the main ones:

1) - you get paid 'Higher' commissions on your 1st tier (usually between 25% - 65% depending on the vendor)

2) - you have the ability to 'Recruit' sub-affiliates(your 2nd tier) to promote the program for you

3) - and you can form 'Joint Ventures' with other website and/or list owners within your specified Niche market

Is the 'Light-Bulb' starting to flicker inside your head?

Are you starting to see WHY these programs are so Powerful and Versatile?

I certainly hope so.

Now that you see the main advantages to these programs your probably asking yourself... "well, where can I find a complete listing of these programs so I don't have to spend alot of time looking for them on the web?"

Well... it just so happens that I know of a few Top affiliate directories that have a complete searchable database full of '2 Tier' affiliate programs in whatever category you are looking for.

I will list two of the of Top affiliate directories for the purposes of this article that I use to locate these programs:

- 2 Tier Affiliate Directory  
<http://www.2-tier.com>

- Associate Affiliate Directory  
<http://www.associateprograms.com>

I think these two directories alone will keep you busy.

There are many affiliate directories out there on the WWW, but these two I find are the most popular and have the best selection.

Now that you have an idea of what '2 Tier' affiliate programs are, there advantages and where to locate these programs on the web lets talk about 'How' you can start recruiting some Sub-Affiliate's within the next 24 hours by simply locating the Super-Affiliate's within your Niche market via the search engines.

In order to do this exercise properly you're going to need two Very important webmaster tools. These tools are Free so

you don't have to worry about paying anything up front or any monthly subscription fee's for there use.

The 1st tool you need to get is the 'Google Toolbar'. This toolbar is used to gauge a websites PR(Link Popularity) within the search engines. Generally, a website with a PR of 5 or higher are the types of websites you want to find and are where the Super-Affiliate's usually reside.

Click the link I've provided below and install the toolbar.

- <http://toolbar.google.com/>

And the 2nd tool you need to get is the 'Alexa Toolbar'. This toolbar is used to gauge a websites overall Traffic Ranking. You'll want to find websites with a traffic ranking of 50,000 or lower. This is where you'll find the Super-Affiliate's.

Click the link I've provided below and install the toolbar.

- <http://download.alexa.com/>

Now that you have those two tools installed on your computer you Now have the ability to find Super-Affiliate's through gauging their websites overall 'Traffic Ranking' and 'Link Popularity' which brings use to the next step... "Locating the Super-Affiliates".

A 'Super-Affiliate', just so you know, is simply a webmaster who has a high traffic website and/or a large targeted mailing list and has the ability to sell more in a day then you could in a month.

Generally, and this is just a guideline I use when contacting these webmasters, I look for websites with at least a PR of 5 and a Traffic Ranking of 50,000 or less. This way, if they don't have a large mailing list they at least have a high traffic website or Visa-Versa.

This next step is where the fun begins because we'll be using search engines to locate the Super-Affiliate's and for this exercise lets go to the all famous 'Google' search engine at -- <http://www.google.com>

Now... once the page loads simply type in the Keyword or

Keywords or Keyword Phrase that targets your particular Niche market you are targeting within the search form Google provides.

For the purpose of this exercise lets use the keywords 'internet marketing'.

By now you should be looking at a page full of listings under the Keywords or Keyword Phrase you targeted, which in this case was 'internet marketing'.

Now, simply start clicking on the links that you think might make a good 'Sub-Affiliate' to the program you are recruiting for.

By using the two toolbars you installed earlier you'll now be able to identify if this website is a Super-Affiliate by the websites overall 'Link Popularity' and 'Traffic Ranking' by using the guidelines I stated earlier.

If you like the web stats you see and you think they would make a suitable sub-affiliate to your program all you have to do from this point is look for the webmasters contact details listed on their website and send them a proposition to join your program.

If you can't find there contact details on there website you can usually find them by using the 'Alexa' toolbar. Just click on the 'Alexa' button in the upper left corner of your browser. This will bring you to there main page. You'll usually find there contact details listed mid-way down.

And if you're worried about being accused of 'Spamming', well... you don't have too simply because your not sending them an Unsolicited Advertisement, your sending them a Business Proposition.

There's a BIG difference.

Before we move on to the last segment of this article I feel at this point its time to reveal to you a Powerful tool I've been using successfully along with many other Internet marketer's that will completely 'Automate' all of the tasks we have done so far through this entire exercise.

The tool I've been using along with many others and is specifically designed to locate Super-Affiliate's is called... The Super Affiliate Generator(A.K.A. 'SAG').

The reason I didn't reveal it to you sooner is because I wanted you to gain some hands on experience using the web to locate these Super-Affiliate's.

If you wish to read up more on this Powerful tool simply click on the link I've provided below.

- <http://compactURL.com/bfwk>

Now lets go on to the Final segment of this article... 'Joint Ventures'.

'Joint Ventures' are simply an collaboration or partnership undertaken by two or more entities(webmasters) for a mutual gain, usually profit sharing.

Who make the best JV partners and Why?

Ezine/Newsletter owners make the best JV partners simply because they have already done all the work and have built highly targeted mailing lists. Some have Large lists and some have Small lists. Point being... they're highly targeted to whatever Niche market you're targeting.

How do '2 Tier' affiliate programs work in this kind of arrangement?

They work just the same as recruiting website owners, but instead you're strictly contacting list owners with highly targeted lists and propositioning them to join your program for a share of the profits.

Where can you find these Ezine/Newsletter owners?

You can find thousands of them on the WWW through Ezine/Newsletter directories, but I'll only list just a few Top resources to save you the hassle.

- Ezine Universe  
<http://www.ezine-universe.com>

- Ezine Hub

<http://www.ezinehub.com>

- Go-Ezines

<http://www.go-ezines.com>

- Netter Web

<http://www.netterweb.com>

- Ezine Search

<http://www.ezinesearch.com>

These directories have large searchable databases full of thousands of Ezine/Newsletters that target any category you are looking for to promote your program(s). And these are only a few of whats available to you on the Net.

Well... there you have it in a nut shell.

I just revealed to you some of the most Powerful marketing technique's being used online today by many of the Top internet marketers and how they are able to build there Sub-Affiliate army's and generate loads of Free targeted traffic to there websites without spending a penny on advertising.

And... the best part about this is... you can start doing the same within the Next 24 hours.

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Cory Threlfall is the Editor and Publisher of a Free internet marketing newsletter called the 'Internet Wonders eZine' thats dedicated to Novice & Experienced webmasters by providing Expert Articles, Product Reviews, Tips, and More on how to Promote, Build and Increase your Web Traffic! Visit: <http://www.internetwondersezine.com>

#### About the Author

Cory Threlfall is the Editor and Publisher of a Free internet marketing newsletter called the 'Internet Wonders eZine' thats dedicated to Novice & Experienced webmasters by providing Expert Articles, Product Reviews, Tips, and More on how to Promote, Build and Increase your Web Traffic! Visit: <http://www.internetwondersezine.com>

## **The Domino Theory...**

by Phil Basten

JV Alert

The Domino Theory...

By Phil Basten and Jane Mark (JPE Advertising)

Most of us know what dominos are and many of us have seen those amazing demonstrations when a massive number of dominos are set in a somewhat magical array and the creator pushes one domino over and they all fall down in harmony one after the other.

It's called the domino theory and if you do it just right it works and looks spectacular.

Wouldn't it be great if online businesses worked this way?

It would be terrific if you could set up all your business dominos (strategies) and have them fall in just the right direction, wouldn't it?

Guess what?

You can, and it's easier than you think.

Ken McArthur and Sid Hale, two seasoned marketers, have put together a brilliant program that allows you to do this easily and quickly.

The program's called JV Alert.

<http://www.jvalert.com/invite.aspx?id=69>

It allows veteran and inexperienced marketers alike to get together with other marketers and do the kind of Joint Venture deals we all dream about.

When this site first opened over a year ago, My

partner Jane and I jumped at the chance to be involved. It was a decision that has proved fruitful many times over.

We had one goal in mind at that time and that was to connect with someone who could help us sell an ebook we had written called 'Joe? Yes, Mable? Are We Rich Yet?'

Because of JV alert's unique service and reach, we were able to put out a call for a joint venture partner instantly.

In walked a joint venture partner who help us get the now well-known Joe and Mable show off the ground.

In its first major Joint Venture, our company, JPE Advertising was able to meet other influential marketers such as Joe Vitale, Shawn Casey, Mike Glaspie, Mark Joyner, Ken McArthur, Jim Daniels and then continue to do exclusive deals one after the other.

It only takes one successful joint venture to open the doors to many others.

If you have a great idea and some talent, it's not that hard to get yourself firmly entrenched into the exciting world of Joint Ventures and the dominos will soon begin to fall your way.

Where do you start.

AT JV alert.

<http://www.jvalert.com/invite.aspx?id=69>

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Jane Mark and Phil Basten run a successful ad agency online and have been helping internet marketers succeed for 8 years. <http://jpeadvertising.com>

You can talk to them in person about JV alert and their experiences in their online office at:  
<http://webcast.worldprofit.com/live/jpeadvertising/>  
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About the Author

Phil Basten is President of JPE Advertising. This well known Online Ad Agency has been operating online since 1997.

Mr Basten has 37 years of advertising experience working for some of the world's most prestigious ad agencies, Ogilvy and Mather, Fortune Advertising and Leo Burnett.

**Your Ad Could Be Here!**

**[Click here](#) to see what our advertising can be doing for your business! Your ad in our eproducts starting at only \$10!**

**[Click here](#) now! Internet advertising has been changed forever!**

## **Joint Ventures: Your Path to Success**

by Jack Humphrey

Have you ever wondered how Corey Rudl, Allen Says, Jerome Chapman, and other big time online marketers got where they are today? Did you think they did it all by themselves? Wrong.

There is no guru out there that reached the pinnacle of their success without strategic partnerships playing a huge part. You might be thinking, "Yeah, but I don't have those connections." Well neither did I when I started. And neither did any of the big boys you have bought a new info product or service from recently.

Everyone started somewhere on the net to get where they are today, and the biggest start you can give yourself is by making business partners out of the acquaintances you find as you travel the net in search of advice, information, and technical support.

One crucial aspect of finding joint venture partners is belonging to a set of communities closely or directly related to your business focus on the net. If you are selling hosting services, you need to join forums related to webmasters, designers, and anyone with a focus on or need for hosting services.

Let's take this a step further and say you are offering hosting services and want to find a JV partner who can help you find customers. One great place to look is on internet marketing and web design forums. You will find tons of people with a client base to whom hosting is a central, crucial issue in their individual business development and success.

By participating in these forums you can make friends with designers who constantly look for hosting services to provide their clients with top-notch services geared toward each individual businesses needs. You are providing what that designer needs to offer his clients and you propose a JV. This can include ANYTHING like a cut of the monthly hosting fee for all the clients he/she refers to you.

When you find the right person to help you promote your product, and if you participate in forums you WILL, your business can literally take off over night.

I found an incredible partner for my info product "Power Linking Your Way to 1 Million Hits" on the Internet Marketing Warriors forum. I created a one-of-a-kind product that he saw great potential in, and he provided a contact list for further JVs that rivals any contact list on the net today. And he himself is a relative no-name on the net compared to the contacts he has.

The point is, you never know who you are going to find on the net or who is going to find you, who can change your profit level immensely and immediately. You just have to participate in forums. Become a part of the communities geared toward your niche and participate often. Offer advice, ask questions, trade services or products rather than pay for everything with cash - the possibilities are endless.

And there are no rules. If you see something on the net you want - say an ezine submission service - and you are cash poor/product rich. Don't take the service price for the final answer. Email people and offer your service or product as trade for theirs. You might find a JV develops, or you might just more effectively utilize your assets that are worth cash. Either way, you win.

When I was laying out a lot of money to start up WebmasterTrafficTools.com and Power Linking, I was cash-poor but product rich. I traded for advertising like you wouldn't believe and found most people to be very open to methods of payment that didn't involve the exchange of cash.

Take a look at your assets, all of them. Not just the money you have in the bank. Evaluate what you have to offer people in exchange for services or other products. Thinking in terms of "How can this person help me achieve my goals if I help them achieve theirs?" will go a long way in internet marketing.

You cannot do it alone. No one has. The next time you see a new Mark Joyner product released, think about the web of people and partners he has behind him helping him develop, release and market that product. His name might be the only one on the product itself, but there are others who he has developed partnerships with, in his case on a grand scale, who help him develop and move his products.

Do a search for forums on Alta Vista with your keywords and you will find what you are looking for. Join a couple at first. Lurk and find out what you can contribute. Post questions and find others who are being the most helpful. Feel free to contact them and propose a mutually-beneficial JV. We are all business people. JVs are good business.

If your proposal is good and your product or service is appealing, you should have no trouble attracting others with large opt-in lists or high-traffic web sites to help you market it if you give them a good piece of the pie.

All of our JVs for Power Linking typically get additional commissions over our affiliates. Don't hesitate to offer more to partners because they will typically outsell an entire affiliate force if they are well-connected, have huge lists of customers, and have established a presence on the web.

For the best marketing forum on the net, hands down, you will want to check out the Internet Marketing Warrior Forum. There are over 30,000 webmasters from all walks of business waiting to help you, and hear about ways they can increase their profits. That's

where I met my current partner and in less than three weeks we generated over \$6500 in sales together.

And that's just the beginning! You will see Power Linking all over the net in the coming months and you can be assured it is because of that crucial joint venture I made with one other key internet marketer who believed in my product.

Make contacts. Be part of a community. You will be blown away by the people you find who can help you along the way in your marketing efforts!

### About the Author

Jack Humphrey, one of the "luckiest" guys on the internet, is an Online Marketing Consultant and originator of several successful online ventures. You can find more articles by Jack at <http://webmastertraffictools.com>.

See also <http://power-linking-profits.com> and <http://equipmint.com>

## **Joint Ventures Revealed**

by: Adam Waxler

There is a great deal of talk on the Internet about joint ventures and how they can lead anyone to a rapid increase in profits.

Is this true?

Yep.

You see, the best part of doing a joint venture is that it gives small businesses the opportunity to benefit and profit from the traffic of a large business.

And, joint ventures work regardless of your niche market. For example, the first web site I created sold (and still sells) my ebook on teaching strategies. However, there are literally thousands of high-ranking, high-traffic teaching web sites. How in the world was I going to compete with them when I was just starting out?

Well, the good news is, I don't have to compete with them. Instead, I can use these web sites to my advantage. That is what Joint Venturing is all about and that is why it works so well for small Internet businesses.

Instead of trying to compete with major web sites, simply have those sites sell your product for you. Of course, you will have to give them a nice percentage, but it certainly is worth it.

First thing you will want to do is set up an affiliate program. Setting up an affiliate program is simple. Clickbank is just one of several companies that will handle all your affiliate needs for a very small fee. However, you can also purchase software such as AssocTRAC 4.0 that is an all-in-one affiliate management solution (<http://www.marketingtips.com/assocrac/t.x/806885>).

You will also want to make your product as easy as possible for your JV partners to promote. For example, you will want to create pre-made classified ads, articles, graphics, banners, e-courses etc. that your JV partners can simply copy and paste and add their own affiliate id.

Once you have your affiliate program all set, you will need to flush out high-ranking, high-traffic sites within your niche market.

One way to find joint ventures online is by subscribing and participating in online forums that deal with your target audience. If you are involved in Internet marketing the Internet

Warrior Forum is a fantastic forum for finding joint venture partners: <http://www.money-teacher.com/internetwarrior.htm>

Of course, you could also do a simple Google search for keywords in your target market and then do a little research on the top web sites. However, you want to make sure you find web sites that have a great deal of traffic.

There are a couple of ways to go about this. I would suggest downloading both the Alexa toolbar and Google toolbar. Both these toolbars will give you an idea of how much traffic the sites you visit get. Google gives sites a Page Rank (PR) from 1-10. The higher the better. Alexa gives a number rank...the lower the better.

Then, for each web site you visit as a potential JV partner, you need to do a little research. See if their web site is promoting other products. If they are then they will likely promote yours as well.

However, even if they do not promote other products on their site, they still may promote other products through their e-zine or newsletter, so don't count them out just yet.

Try to build up a large list of high-ranking, high-traffic sites that could possibly promote your product.

Once you have your list (the larger the better), you want to send a carefully written email explaining the advantages of doing a joint venture together. Tell the business owner the benefits of the joint venture. Explain why it would be a win/win situation for both of your businesses. Make sure to explain the benefits of your product (just as you would in a sales letter) and make sure to let your prospective JV partner know that this will be an easy way to increase both of your profits. Your email should have a link to your affiliate page that clearly explains how to sign up for your affiliate program and provides simple copy and paste promotions for them to use.

Basically, you want to make it so easy and profitable for them that they can't say "no".

Oh yeah, but keep it fairly short :)

Using all the methods above will greater your chance of constructing a profitable joint venture.

Of course, the above methods take time. Fortunately, there is also software available that will help you put together powerful joint ventures faster and more efficiently by taking out most of the legwork. Here is a great example of such software: <http://www.money-teacher.com/makelinks.htm>

Either way, using software or doing the work yourself, joint ventures are the best way to skyrocket your profits. And remember, joint ventures work for all niches and are great even for small businesses.

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#### About The Author

Adam Waxler owns and operates The Money Teacher web site and publishes The Money Teacher's Home Business Tips Newsletter teaching others how to reach online success. To get your free newsletter subscription send a blank email to: [newsletter@money-teacher.com](mailto:newsletter@money-teacher.com) or visit our web site at <http://www.money-teacher.com>.

## **The "Secret" Joint Venture Secret**

by: Willie Crawford

You don't have to be in business online long before you hear or read hundreds of times that joint ventures are the secret to big success. The fact is, that joint venturing with those who are already in contact with your target market is a big shortcut to profitability. However, you have one big problem...

The next time that you're sitting in traffic at a busy intersection, spot one pedestrian in the crowd. Observe this person for a few seconds. Now, consider that this person is probably totally unaware of you. This person has his own life, his own concerns, his own focus. There's a good chance that you'll never get to know anything about this person or ever even see them again. The odds are that this person is totally unaware of you and never will become aware of you.

Online, you are that pedestrian walking through a busy intersection. Most of the people that are your potential joint venture partners are totally unaware of you and will always be that way. On top of that, making them acutely aware of you can be a monumental task. The reason that this is so, is that many of your potential joint venture partners have literally hundreds of people clamoring for their attention. Their day is like that busy intersection!

I'm going to let you in on a secret though that most people seem to be unaware of. 'The secret joint venture secret' as I call it. This secret is so obvious that most people simply ignore it. What is this secret? The secret is that it's easiest to get the attention of potential joint venture partners in face to face encounters.

There's a reason that top Internet marketers attend large seminars even when they are not speaking. It's where they get to sit around and discuss ideas with like-minded individuals. It's where they get to look potential partners in the eyes and get all of the details on a potential project.

Many top marketers go to large seminars looking for joint ventures. They go to seminars set up specifically for facilitating joint ventures. They attend events like Michael Penland's Internet Marketing and Joint Venture Marketing Super Conference (December 3 - 5, 2004, in Orlando, Florida). They attend events like Jason Cox's Joint Venture Seminar (February 18 - 20, 2005, in Las Vegas, Nevada).

Take a second now to check out Michael's seminar at:  
<http://www.profitautomation.com/app/adtrack.asp?AdID=107710> You'll see that it's the ideal environment to set up joint ventures not only with the speakers, but also with the hundreds of people in the audience. At these events practically every person that you meet will ask your name and what you do. They'll also ask if you have a business card.

Asking someone what they do is a natural way to 'break the ice.' When you meet a stranger for the first time, it's a slightly uneasy moment as you size that person up. The polite conversation that's expected is also your invitation to quickly pitch your joint venture project - sometimes :-)

Here's another secret...

Some of the big name marketers use 'gatekeepers' to help control the flow of joint venture offers to them. If they spent all day reading joint venture proposals they would never get anything else done. If they got involved in even 10% of the joint ventures offered to them their efforts would be too scattered and their productivity would be drastically reduced.

One of the gate that you should be aware of is Jason Cox. Take a look at a teleseminar series Jason has put together involving dozens of the world's top marketers at:

<http://www.profitautomation.com/app/adtrack.asp?AdID=107711>

What I, and the others marketers have done is use Jason to help control the flow to us. It's the only way we can get any work done.

Another gatekeeper is Ken McArthur's and Sid Hale's JV Alert at:

<http://www.profitautomation.com/app/adtrack.asp?AdID=107712>

JV Alert is a community of people who are all looking for quality joint ventures. Members get to post their offers to a searchable database where partners can find just the right joint venture.

Members of JV Alert also get to broadcast their JV offers to the membership. The gatekeeping function that Sid Hale provides is that he reviews each JV offer for quality before it's broadcast to the membership. If the offer is of really poor quality, Sid offers his insights to the novice joint venturer so that he can make the offer more attractive... more likely to be something that the membership would be interested in.

Let's get back to the live events for a moment though, and look at another reason why they are so powerful. The fact is that friends like doing deals with their friends. It's natural to prefer doing business with someone that you actually know and like. At events like Michael's Super Conference, you really have a person's undivided attention while sitting next to them at the dinner table, in the hotel lobby, or around the pool. This is where you really get to explain your ideas in-depth, and possibly even get a dozen different 'experts' point out potential problems that you've overlooked.

So now you know the secret JV secret. You now actually know several proven ways to get past all the clutter and get your ideas seriously considered by those JV partners that you need. Actually, everyone else reading this article knows the same secret. So it's not such a secret any more. However, that's not something you need to worry about because 95% of those who read this won't act upon it!

### About The Author

Willie Crawford is a corporate president, published author, seminar speaker and host, tele-seminar speaker and host, retired military officer, karate black belt, network marketing trainer, and lifetime student of marketing. He shows people how to actually generate substantial income on-line using very simple systems. An example of such a system can be studied and duplicated at: <http://ProfitMagician.com>.

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## **Double Your Revenues with Joint Ventures**

by: Glen Hopkins

The best way I know of to multiply your online results, such as doubling the size of your opt-in email list, or increasing your sales, is through the use of joint ventures.

Joint ventures are partnerships created with other reputable business people that create a win-win situation for not only you and the person you partner with, but also your customer!

A great example of a joint venture that can be used to double the size of your opt-in subscribers overnight, is to partner with another publisher who publishes a newsletter for a related, but not competing, product or service as yours. This is called co-registration.

Here's how you do it. Create a subscription page for your newsletter. Once the visitor subscribes to your ezine, have them automatically forwarded to a 'Thank You' page that offers your partners ezine along with a recommendation. The recommendation will greatly improve the response you get so give your partner a good one.

Now all you have to do is have your partner do the same thing. Provided you are both generating approximately the same amount of new subscribers per day, you will **DOUBLE** your subscription rate!

This technique can be done with simple programming or the use of a pop-up window. You can find the script for a pop-up window at:

<http://wsabstract.com/popwin/index.shtml>. To see a sample of how I use this technique check out: <http://www.jokeboy.net> You will notice, I have modified the technique a little to suit my needs. What I have done is forward the subscriber to my content-related, ezine subscription page, where other publishers pay me to collect thousands of subscribers for them every month. To learn more about this service visit:

<http://www.listopt.com/lbsignup.html>.

The second type of joint venture is in the form of a personal endorsement that each partner sends out to his respective ezine readers. This technique will yield you amazing results.

What you want to do is work out a deal with your joint venture partner whereby you can offer his subscribers a special offer or discount for your product or service. By doing this, your partner wins because in the eyes of his readers he is making them an exclusive offer (and therefore, the subscriber wins too). Your partner may also reap the rewards of any referral fees you might give him. And you win because of all the new business that is generated for you for free!

## Joint Venture Resources Your Business Can't Survive Without!

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Below is a sample of my latest joint venture endorsement letter that a partner of mine sent out to her entire subscription list. I in turn sent out a similar letter to my subscribers. The letter will give you a clear picture of how you can implement this technique right away.

\*\*\*\*\* SAMPLE JOINT VENTURE LETTER \*\*\*\*\*

Dear friend,

Why would a publisher of a Joke Ezine write to you about a subscriber acquisition service?

It's because I felt it was so important that you find out about The ListOpt List Builder Service. You know there aren't too many businesses nowadays that meet your expectations, let alone exceed them. But ListOpt Publications has done just that.

And that's why I wanted to personally introduce you to Glen Hopkins, the owner of ListOpt Publications.

For 4 years now, Glen has collected tens of thousands of opt- in email addresses for my ezine and has been an absolute pleasure to do business with.

And since I'm always on the look out for great deals for my valued subscribers, friends, and fellow ezine publishers, I asked Glen if he could let me do something special for you. After a bit of "friendly persuasion" he agreed!

So here's the deal: When you join The ListOpt List Builder Service and forward this letter to Glen, you'll get \$5.00 added to your account credit. I've attached information below so you could see what Glen has to offer.

Take a look at it and then contact Glen at [glen@listopt.com](mailto:glen@listopt.com) right away. You'll be glad you did.

Sincerely,

Your Name

[www.yourdomain.com](http://www.yourdomain.com)

\*\*\*\*\* END SAMPLE JOINT VENTURE LETTER \*\*\*\*\*

Can you see the potential in doing something like this? I'm sure you can. So get your wheels turning and think of who YOU could create a profitable joint venture with, and set it up today.

## Joint Venture Resources Your Business Can't Survive Without!

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Of course, if you are interested in creating a joint venture with me, please send your suggestion to [glen@listopt.com](mailto:glen@listopt.com). I am always looking for new business partners to multiply results with!

You have permission to reprint this article provided you include the following resource box:

### About The Author

Glen Hopkins is the director of ListOpt Publications Inc. If you're looking to build your newsletter subscriber base quickly, easily and inexpensively, visit <http://www.listopt.com> and learn what hundreds of other publishers are saying about ListOpt's amazing List Builder service

## **How Joint Ventures Can Catapult You to Success**

by: Michael Angier

Substantial opportunities for increased sales and profits are missed by not seeking out and implementing joint ventures.

Strategic alliances also create value for the customer and save money and build future relationships for the partners.

They don't have to be complicated, and they can be negotiated and launched quickly.

First, a quick and simple example. A bank that sends its statements out each month is approached by a ski resort. The resort offers an exclusive introductory discount to the bank's clients. 1. The bank gets to look good by offering something of value to their customers at little or no cost to the bank. 2. The customers save money and hopefully become long-time customers. 3. The resort gains exposure and potentially new guests--with no mailing expense.

That's called a triple win.

All it takes is a little imagination and the commitment to make it happen. The potential is substantial.

And they're fun. They provide some diversity and variety that makes work more interesting.

Begin with giving more than you expect to receive. What can you offer another company? What can the other company provide that you don't have--or would be expensive to obtain? A little brainstorming, some planning and some follow-through, and you can easily create a profitable joint venture.

Do it once, fine tune it, and then do it again with the knowledge and experience you've gained.

The possibilities are endless.

The joint ventures you don't seek out and execute represent huge sums left on the table.

Put together a project team this week. Generate ideas on how and with whom you might partner. Create your triple win.

About The Author

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[support@SuccessNet.org](mailto:support@SuccessNet.org)

## **Leverage Your Way to Profits With Joint Ventures**

by: Russ Shearer

You can't conduct business on the internet for very long without hearing the term "Joint Venture", but do you really understand them or how and why a Joint Venture works?

In broad, simple terms -- a Joint Venture is partnering with others to create a win/win situation for everyone involved.

But just what does that mean? How do you identify a good Joint Venture situation? How do you structure the partnership so that everyone wins? How do you approach a potential Joint Venture partner? There are tons of questions, and I'll try to answer them all.

At the very heart of Joint Ventures - what makes them work, and why they are more effective than other marketing strategies - is something called leverage. At the end of this article, you should understand leverage and have a number of ideas about how you might incorporate Joint Ventures into your own marketing strategy.

Joint Ventures are a way to leverage someone else's money, customers, opt-in lists, marketing muscle, credibility, products, influence, whatever - to create benefit for both. The most sought after benefit is probably immediate revenue and profits, so the first few examples will concentrate on those. But, your aim might be to:

increase your subscriber base, increase brand awareness in a new market, reduce or share certain costs, gain valuable information or skills, etc. so later, I'll explore some of these, too.

The examples are just intended to spark your imagination. Whatever you do, don't be limited by them. They are just examples!

Most joint ventures are unique, and the best joint ventures will be created by applying your own imagination and creativity to form the best win/win situation for you and your JV partners.

First, let's look at the most common Joint Venture opportunity on the internet.

Affiliate Programs :

Some will debate that there has to be some exclusivity, some limited number of partners - to qualify as a Joint Venture. I would direct you to the definition I gave above - and contend that an affiliate program satisfies that definition.

Besides, affiliate programs provide us with a very well understood example of the relationship between the partners. If you choose to limit the definition for your own purposes .. fine - but let's make use of them as a common frame of reference.

With the typical affiliate program, there is a single benefactor and as many promoters as possible. The owner of a product (benefactor) sets up an affiliate program in order to leverage the customer and opt-in lists, and the recommendations of the promoters (affiliates) to sell more of the product.

The merchant benefits through sales to web surfers, newsletter subscribers, etc. that he would otherwise have no way to contact - through the direct marketing efforts (including recommendations) by each affiliate.

The affiliate benefits by letting the merchant supply the sales copy, order fulfillment, and customer support - and, of course, through commissions on each sale made as a direct result of their promotions.

Those are the immediate, tangible benefits. There is more.

The merchant also collects contact information from each buyer, as a part of the ordering process. This allows the merchant to build their list of responsive contacts, so they can market to them directly in the future. They might even upsell additional products at the back end of the ordering process.

The affiliate also strengthens the relationship with their readers, past customers, etc. by virtue of having recommended a worthwhile product to their leads.

So both have leveraged the assets of the other to their own benefit.

Now let's look at a variation of the affiliate program. Let's say a merchant is readying a new product for the market. They have built the basic sales and order pages, but want feedback from others (a review) and need testimonials for the sales page to help convert leads to sales (even the gurus face this - no man is an island).

Product Endorsement :

You'll realize very quickly that the Affiliate Program is just a form of the Product Endorsement Joint Venture that we'll talk about now, so hopefully we have taken a commonly understood form of internet marketing and will begin now to expand the scope, and your understanding.

In the Product Endorsement Joint Venture, the merchant might approach a "smallish" list of known marketers with a Joint Venture proposal that provides them a free copy of the product to use and review, and an opportunity to be one of the first to recommend the product in the marketplace (once everything is ready for product launch).

The Joint Venture between the merchant and these marketers can be structured in many ways (in fact, each may be unique), but let's just play out a typical scenario for the purpose of an example.

First, the merchant is going to want maximum exposure and the most professional marketing he can get - so the "smallish" list will typically be a list of "super affiliates" that have demonstrated their ability to get their prospects to "click thru" to the sales page. For the most part, the merchant is also going to want his testimonials to come from recognized names - so this same list of "super affiliates" probably meets that criteria, as well.

OK...

The merchant approaches his list of potential JV partners with a free copy of the product, and gets the badly needed testimonials for his sales page in return. The JV partners will get additional exposure from having their testimonial on the sales page for the merchant's product. Not a bad deal for either, so far - but the whole package carries a lot more value for both.

Everyone who reviewed the product is also now in an ideal position to give a recommendation to their list, and (assuming they have the trust of their past customers or readers) should be able to direct a significant amount of traffic to the merchant's sales page. But why would they do that???

Well, besides making sure he is offering a worthwhile (and in demand) product - the merchant can offer premium commissions for any sales that are the direct result of the JV partners recommending the product, and can let them promote before the product is released to any other affiliates.

The merchant probably has to give up a larger percentage of each sale to get these recommendations, but they will produce many more sales than an affiliate simply pasting a banner on their web site. That's not a gamble, it's a certainty!

In return for the personal recommendation, the JV partner gets a higher commission, and early promotion rights (before the market is flooded with competitors making the same offer).

You could be either party in this partnership (many of the product gurus also make a fair amount promoting others' products).

So, now ... let's assume the merchant is YOU! "But, I don't know any super affiliates!", you say. We'll come to that later.

Or maybe you don't see yourself creating unique products and dealing with order fulfillment, customer service, etc. If you are satisfied marketing others' products, maybe

all you need is to get in on some of those "super affiliate" deals - so you get some of those first promotion rights.

There will be plenty of opportunity for you to check this out later.

The above example is one of the more common ways to structure a Joint Venture, and product promotion brings the most immediate return - but you can partner with others in many other ways.

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Russ Shearer teaches multiple income stream generation. Ordinary people are making extraordinary money working from home with Rush2Profit.com  
Your own website and ready-made newsletter setup free in 24 hrs!  
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#### About The Author

Russ Shearer shows how to leverage the powerful resources of the big-wigs with Joint Venturing. Work at Home Ideas and Opportunities  
Ordinary people are making extraordinary money working from home on the Internet with Rush2Profit.com.

## **The Truth About Joint Ventures**

by: Jason Mangrum

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This is a "Shareware" Article (what's that? read on...)

This article is shareware. Give this article away for free on your site, or include it as part of any paid package as long as the entire article is left intact including this notice.

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I'm sick and tired of getting hundreds (sometimes thousands) of Joint Venture proposals per week, all claiming the same thing...

"We assure you that our product is not in direct competition with yours..."

My only reply: "Who cares if it IS?"

Now, I know that this article may go against almost everything you've ever been taught about Joint Venture Marketing, but I think it's high time someone laid out the truth about JV's. By the time you finish reading this article, you'll understand that in MOST cases...

"There is NO SUCH THING as Direct Competition!"

Whew... There. I said it. ;-)

Think about it.

Let's say you're selling an eBook on "Make Money with ABC" and the other guy is selling an eBook on "Make Money with XYZ". Normally, to most people it would seem that these two are in direct competition with each other.

WRONG.

Here's why:

Because unless Mr. ABC and Mr. XYZ had word-for-word, line-for-line, page-by-page the EXACT same content within their eBooks, (which is quite unlikely) they could both

sell these eBooks to the exact same market, and most likely would be able to sell to the exact same customer.

Ok ok, now I can hear you saying "But if Bob bought the ABC eBook before he found the XYZ eBook, he probably wouldn't buy from Mr. XYZ because he'd already have what he was looking for from Mr. ABC!"

Sorry, but WRONG again...

To prove this statement, look no further than your own computer.

How many Internet Marketing related eBooks do you have?

Ok, let's get more specific...

Let's say you're interested in Search Engine Positioning.

Are you going to only buy ONE book on SE positioning?

Or are you going to try out several different books, knowing that you just might find different information, or even a different perspective or view on SE positioning?

Another example...

Let's say you're interested in Copywriting.

Now, are you going to only purchase one book on copywriting and consider yourself "well versed" on the subject after you've read it?

Didn't think so.

This little "rule" applies to virtually any information product, UNLESS you're selling the exact same thing. (i.e. you've bought reseller rights, you're an affiliate, you run the same service, etc...)

So, now that you've realized that direct competition is only a 'myth', you've unknowingly opened the doors to unlimited possibilities with your own products and services.

Stop being an enemy of your "competition" and become their friend!

If you own an info-product, (as long as you're the only one selling it) research your closest possible "competition", and offer them a Joint Venture. You may want to enlighten them to the fact that you're not really in any competition since both of your audiences are extremely targeted to each other. Then, simply do a cross-promotion.

I'll give you an example.

Let's say, I just created an eBook on Joint Ventures.

Then, I search for the closest competition I can find. Once I've found what I was looking for, I would email them (or phone them) and let them know that I would like to sell their JV eBook as a back-end to my JV eBook.

I could simply place it under a "Highly Recommended Reading" Column, or just send a mailing to my customer list about it.

(notice I'm telling them what I would like to do for THEM before I ever mention what I want them to do for ME...)

I would then continue by telling them that any time someone purchases their eBook from my efforts, THEY would keep 100% of the profits.

This would be 100% FREE advertising for them, and that's REALLY hard to say "no" to. ;-)

I would then ask them if they would be willing to do the same thing for me, except I would let them use an affiliate link, so they can still profit from MY eBook when they make a sale from their efforts.

This may seem crazy at first, but if you try to see this JV through the eyes of your potential partner (or "competition") you'll understand that I'm placing their needs and wants FAR above my own. This shows them that I am willing to lose a little on the deal for THEIR benefit. And more often than not, they'll not only accept the offer, but they'll insist that I use an affiliate link for their product as well. :-)

There you have it.

I've just eliminated my "competition" by becoming their friend, and in doing so, I'm getting FREE advertising from extremely laser-targeted PAYING customers who are definitely interested in what I have to offer.

Now, go use your imagination and think of some JV's you can do with your "direct competition" to befriend them. You'll soon realize you never had any REAL competitors in the first place.

About The Author

Jason "The Marketing Machine" Mangrum is known to be the one of the most innovative experts on Joint Venture Marketing. If you need help with JV ideas, Jason has created a killer software product that automates the entire Joint Venture writing process in less than

30 seconds. You can get more information (and a free eCourse) here:  
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## **Joint Venture Your Way to Extraordinary Sales!**

by: Kimberly Stevens

You know what makes me really happy? Drinking a Starbucks latte while doing my grocery shopping at Safeway. Getting my Godiva fix at Barnes & Noble. Cheap thrills, I know!

Ever wonder why McDonald's is inside many WalMart stores? Or why you can buy the board game, Cranium, inside most Starbucks locations?

These are not just lucky coincidences. They are very well-planned, structured, and negotiated marketing strategies. They are implemented by companies that get creative with their marketing by focusing it around who their ideal customer is, where they spend their time, and what they do.

These kinds of joint ventures, or distribution agreements, deliver convenience to the customer while generating profits for both the company that manufactures the product as well as the one that distributes it. It is a win-win-win.

Joint ventures are likely one of the most profitable ways for you to invest your marketing time. If you can identify ways to team with someone who already has the attention and respect of your target market, you will multiply the results you get from your marketing campaigns.

Think about it - what could be better than someone who already has the respect of your ideal clients telling them all about you and what great work you do?

That is all a joint venture really is, after all. One person or company putting their seal of approval on another. In simple terms, they are saying "This guy is okay. You can trust him. I have seen his stuff, and he knows what he is talking about."

Smart business owners take the time to identify who else has contact with their target market and approach those people to ask if they would recommend them to their clients.

Some arrangements might involve a referral fee. Others might just be reciprocal agreements – you send me people, I will send you people.

That is why your printer might be able to recommend a good graphic designer, your pediatrician can recommend a nutritionist that specializes in working with kids, and your

web hosting company can recommend a web designer or two. They have developed relationships with other professionals with a natural crossover with the service they provide.

Perhaps they met at a networking function, stumbled across each other during the regular course of work, or took a more proactive role to seek out joint ventures. It does not matter how it gets done – just that it does get done.

So, how can you get started? It is easy. Just sit down and really take some time to think about your ideal clients. What are they like? What kind of business are they in? What kind of life do they lead? Where do they live? What do they read? What organizations do they belong to? What do they do during work hours and off-hours? Where do they spend their time?

Once you have a clear understanding of them, ask yourself – based on what I know about my clients, who might already have a trusted relationship with a group of them?

Some common online examples are ezine editors who have a subscriber base of your ideal clients, other companies who have a client base of your ideal clients, or discussion group owners who have a member list made up of your ideal clients.

In the offline world, you might approach associations whose members are your ideal clients, other businesses who sell complimentary products/service to their client base which consists of your ideal clients, or print publications whose subscribers are your ideal clients.

Once you have identified some potential joint venture partners, just contact them with an offer. Decide ahead of time if you are going to offer a financial incentive or simply reciprocity.

The referral mechanism for reciprocity could be as simple as displaying one another's business cards, adding the other organization's logo to your materials, or sending out an endorsement of them to your clients and having them do the same.

The opportunities are endless once you begin to think in the right terms. So, take some time this week to really understand your ideal clients. Who are they, what do they want, and how can you best deliver it to them in a way that is convenient for them and makes money for you as well as your joint venture partner?

### About The Author

Kimberly Stevens is the author of the ebook series, \*The Profitable Business Owner: A Step-by-Step System for Starting & Running a Successful Service Business\*. Download Sample Chapters & get her free MiniCourse, \*The 10 Most Common Mistakes Business Owners Make & How To Avoid Them\* at: <http://www.askthebizcoach.com/ebooks.htm>  
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## **Making Joint Venture Approaches That Count!**

by Robin Porter

Joint ventures are a great way to build a business online, and are widely recommended by many marketing gurus. However, the major drawback is the abundance of JV offers made. Consequently most go ignored for the sake of a well-written email.

I've had a decent success rate with the limited amount of JV's I've proposed. Conversely, I get many JV approaches, most of which go unanswered because the sender made some elementary mistakes. So, to ensure you get a foot in the door, there are a few things you should do when making JV approaches.

- Be clear. State your proposal, and what the other party will get from the venture.
- Ensure that spelling & grammar are correct. Would you bother going into business with someone who can barely string a sentence together?
- Inspire professionalism & trust - these are key principles of a successful joint venture.
- Be specific. Put forward detailed plans & ideas, not vague "can we work together somehow" pleas.
- Make it personal. You must avoid making it look like a mass email, so use the prospects name, mention their website, etc.
- Include as much info about yourself as possible. A brief overview of your company or organisation, your activities, website URL etc, is necessary.
- Write your approach like a sales letter. After all, you are in effect SELLING yourself to your prospect. Convince him that this is a good mutual opportunity that he must not pass over. Sell the benefits to him, grab their interest & make them a "killer offer".
- Make it clear how you will benefit from the arrangement, as well as how they will. People are naturally suspicious of JV proposals where it looks as if the other party does not benefit, or covers it up. Be straight & upfront, and you will be respected for it.

Joint ventures are a powerful, widely used tool. However, successful webmasters & entrepreneurs get many proposals, so it is therefore vital that you make yours stand out as being irresistible.

Skyrocket your traffic, launch your sales & explode your websites profits - we show you exactly how to do it! <http://www.theinternetmarketingwizards.com/index.htm?art0201>

I hope you have enjoyed this compilation of articles. I hope you realize the absolute power in doing joint ventures. You don't have to have a big list, you don't have to have 1000's of visitors to your website. You may have to put some money into your joint ventures if you don't have these things, but your earnings will far out way your investment if you do joint ventures successfully.

If you have your own product or service, and you are not using the power of joint ventures, you are throwing potential earnings right out the window! Use the tips in the [JointVentureSeeker.com Ultimate Joint Venture Package](http://www.JointVentureSeeker.com) along with the resources in this ebook to explode your profits with joint ventures.

Joint ventures have built my business more than ANY marketing method I've ever tried. I do joint ventures both online and offline, and I would NOT have the success today that I have if it wasn't for learning how to do joint ventures.

I wish you much success in all of your joint ventures!

Liz Tomey

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