

*Striking*  
***JOINT VENTURES***  
**Made Easy**



*Understanding How To Use  
The Simple But Profound Power  
Behind Joint Ventures!*

# **Striking Joint Ventures Made Easy**

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# **Striking Joint Ventures Made Easy**

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## Joint Ventures Explained

A **Joint Venture** or **JV** in short (in Internet Marketing term) is often defined as, “*A mutually beneficial cooperation between web site owners*”.

Many a times Joint Ventures in Internet Marketing are entered into between a person who has developed a new and innovative product or service and an established Internet Marketer who has spent a huge amount of time developing his list and his reputation. This is the kind of agreement that can be described as a **win-win** situation.

The Joint Venture gives the developer of the new product or service access to potential customers that he would not otherwise have access to and the experienced Internet Marketer gains access to new product or service that the members of his list can benefit from. Both the product/service developer and the established Internet Marketer make a profit that neither of them would have made without the other... and that is the very essence of the Joint Venture.

By joining forces and pooling resources and talents, a Joint Venture allows all parties to accomplish more than any one of them could have accomplished alone.



The fact is that the **Joint Venture is one of the jealously guarded secrets of successful Internet Marketers**. Joint Ventures are certainly not a new concept, however – they have been around since Internet Marketing began.

For any marketer, new or seasoned, the Joint Venture is the quickest way to making a profit on low-cost or in most cases, even **FREE**.

Often time's even very well established Internet Marketers will enter into a Joint Venture enterprise... even those who are in direct competition with one another (well, believe it!). Why, you ask, would competitors ever agree to a Joint Venture?

The answer is simple: Joint Ventures are just simply good business and even competitors can both make a profit by using them. Neither marketer is entering into a Joint Venture for the purpose of helping his competition. He is entering into it to help himself. As the wise saying goes, "*I eliminate my enemies by making friends*"! ☺

At first glance, the Joint Venture agreement looks a bit daunting but actually it is pretty simple. A Joint Venture just joins the customers, advertising, products, services, knowledge, skills, etc. of one website owner with those of another website owner for a specific project. Joint Venture agreements can be between two or more website owners.

Let's say that an established Internet Marketer develops or acquires the rights to a product or service that would be beneficial to his own list of potential customers. He could sell that product or service only to his own list and make a nice little profit. However, by entering into a Joint Venture agreement with other website owners who have lists of potential customers that would be interested in the same product or service, he could multiply his sales many times over. The owners of the other websites get the opportunity to recommend the product to their own lists and make a profit as well. Everybody wins.

The Joint Venture works for established Internet Marketers, as well as, for new comers to the Internet Marketing field. Established Internet Marketers are always on the look out for new and innovative products and services that would help their customers. By approaching established Internet Marketers with a Joint Venture proposal, many new comers will have gotten their start.

## What You MUST Know Before Recruiting Joint Venture Partners

*“Put your money where your mouth is”* is an old saying that is used to challenge a person to bet on himself and on what he believes he thinks he can accomplish. A great idea has no more value than a wisp of smoke until it is backed up with an investment of hard work and money and brought to fruition.

Until you have invested your own time, effort, energy and, yes, money into your idea, it's a pretty good bet that nobody else is going to invest anything in it either. Maybe you have an idea for a product or service that you are certain will sell like crazy in a certain niche on the Internet...and maybe you do. However, in order to ever get that product or service sold you are going to have to invest in yourself and your idea.

You will need to do the required research to determine if the idea is feasible and if there is, in fact, a market for the product or service you want to sell. You may need to purchase software or info-products to help you get your product or service into being. Creating a product or service can take a huge investment of time, effort and energy, as well.

When you approach an established Internet Marketer with your idea and a Joint Venture plan, he will first look to see how much you have invested in its creation. If you don't believe in yourself and your product or service, he won't either. He will look to see how much of your own time, effort, energy and money you have invested before he decides how much of his own he is willing to invest.



**Rule of thumb:** invest in yourself so others will be willing to invest in you, too!

**And another thing:** many a times a novice Internet Marketer approaches an established Internet Marketer with a Joint Venture proposal only to be told, “Sorry, but I’m just too busy right now”. The novice marketer often feels like he just got blown off and that the well-established marketer didn’t even take the time to hear him out. That isn’t, however, the most likely case. Successful and established Internet Marketers are very, VERY busy people. They probably work more hours in one day than others work in two or even three days.

These successful men and women don’t have a starting time or a quitting time built into their days and nights. They probably dream about their projects when they do sleep. When one of them is approached with a Joint Venture proposal they are certainly interested... Joint Ventures are their bread and butter but they only have twenty four hours in a day just like everybody else and when they have twenty of those hours spoken for they really can’t take on another project at that time. It doesn’t mean they can’t or won’t take it on at a later date.



As a new Internet Marketer, it would be wise to approach an established and successful Internet Marketer with a Joint Venture proposal that they can plainly see will make them money and not require hours and hours of their valuable time. You need to have done all of the research regarding your product or services’ marketability. You need to show that there is, in fact, a market for your product or service as it relates to their lists. Your proposal needs to be short and simple and your sales letter needs to be top drawer.



The main thing to remember is that successful Internet Marketers really are busy people and “I don’t have time” doesn’t mean, “I will never have time”. Another school of thought suggests that the same words can also mean, “that’s not where my business is heading” or “your Joint Venture proposal isn’t important enough to be at the top of my priority list”.

## The 3 Things Your Potential Partner Looks For

A Joint Venture partnership with an established Internet Marketer is the quickest avenue to success for the novice Internet Marketer or for an individual who has created a product or service but has never done any Internet Marketing. Partnering with an established marketer gives a new marketer instant (literally) credibility and access to the best market for his product, service or idea.

When approaching an established Internet Marketer with a Joint Venture proposal, an individual should realize that there are three main things that the marketer will evaluate when determining whether to accept your Joint Venture proposal.

**First: Product Quality** will be considered and looked at very carefully and from every angle. The successful Internet Marketer is not going to recommend an inferior product or service to the members of his list. He has put a great deal of time and effort into establishing himself as a reliable and dependable provider of information...an inferior product or service could undo all of his hard work. Check what you are offering to make sure it is of highest quality possible and that it delivers what is promised.

**Second: Market and demand** for the product or service has been well established. You must have done your research and be able to prove to him that there is a market as well as a demand for the product or service you are selling. No matter how great your new buggy whip might be, there just won't be a market for it and no demand either. What you are selling needs to be relevant to today's market place.

**Third: How persuasive your sales letter is written** will be the final determining factor. Even if you have a high quality product or service for which you have established that there is a market and a demand, if your sales letter is weak, the established Internet Marketer will not bother with you.

**Important Tip:** The thing about finding a Joint Venture partner is that he or she needs to be the right partner... one who has a list of potential customers who actually will need and want the product or service you are selling. If for

example, you have developed a new and innovative house cleaning chemical product, it won't do you much good to approach a company who sells swimming pool chemicals. Both products may be chemicals but that's where the similarities end and his customers aren't going to be in the market for what you are selling. Rather, you should approach companies who sell house cleaning chemical products. They are the ones who already have the customers that would be in the market for yours.

**The same is true for all Internet Marketing.** A marketer who has a list that he gives personal finance advice to won't be interested in an E-Book about dog care. Submitting such proposals is a waste of his time as well as your time. Look at the product or service that you have and determine the market where it would be best received then contact established Internet Marketers in that niche. If you have a wonderfully written and informative E-Book written about dog care, the potential Joint Venture partners that you are most likely to find willing to join you will be selling closely related products. Their customers are the ones that are most likely to want to buy your E-Book.

# Approaching & Recruiting Partners – Step-by-Step

## **Step#1: Get Your Offer and Affiliate Program Ready**

If you have created a terrific product or service and have all of the bugs worked out and if you have set up your website to promote and sell your product or service, the next step you need to take is to find affiliate marketers and Joint Venture partners to promote your product or service for you.

Affiliate marketing and Joint Venture agreements are the two biggies in Internet Marketing. When you combine the two you get a real whopper of a deal. The place to go on the Internet to find Joint Venture partners is <http://www.JVManager.com/>. You can find individuals and companies there who are also looking for Joint Venture partners. You will need to have already set up your affiliate marketing program and have affiliate marketers signed up to promote your product or service.

Basically the idea here is to find people or companies (affiliate marketers) who will promote and sell your product or service for you on a commission basis and then to find Joint Venture partners who will combine with those affiliate marketers to promote your product or service to their lists of potential customers.



You will need to sign up for and use the services of <http://www.ClickBank.com/> and <http://paydotcom.com/>. Both of these sites can help you greatly while you create your affiliate marketing program and locate Joint Venture partners.

Once you get your affiliate marketing program up and running, you will be in a position to seek out Joint Venture partners for your product and your affiliate marketers.

[ClickBank](#) and [Paydotcom](#) are the biggest marketplaces for digital products and affiliate programs and [JVManager](#) is the place to go to find Joint Venture partners to help promote your products to their lists. Combine affiliate marketing and Joint Ventures and you will have a winning team.

## **Step#2: Planning Your JV Partner Compensation Plan**

You want your Joint Venture partners to be happy campers. The happier they are the harder they will work at promoting your product and that, after all, is the object. How you have structured your Joint Venture partner compensation package has a lot to do with how hard they work at selling your product or service.

Everybody involved in Joint Ventures and affiliate marketing programs on the Internet has heard of the **80/20 rule**... that is 80% of sales are generated by 20% of affiliates and/or Joint Venture partners (and in some cases, 5 to 10%!). Just think: if you could beat that **80/20** and **90/10** rules by even a little, your sales would explode and with a great Joint Venture compensation plan, you might make that happen.

The first thing you want to do, of course, is to set the program up so that everything is as easy as possible for your Joint Venture partners. Make it simple and quick for them to locate links, ad copy, banners, and other tools and you need to provide log in details and other important links in every email.

You know what commissions or profit splits you can live with. Be as generous as possible but that still isn't enough. You will need to run contests with prizes based on a specific number of sales to be reached by the end of the contest.

You may think that gratis comps, commissions, and contest prizes and even profit splits may be more than enough, there is one more thing that you can add to your Joint Venture compensation plan that might just turn the tide for you and that is a promise to co promote their offer after your launch period is past.

Your Joint Venture partners are going to be the fuel for your product launch. They need to be so happy with the compensation package that they are willing to give it their full attention.

### **Step#3: Approach Your Potential Partners**

After you have identified your prospective Joint Venture partners, the next thing to do is to contact them. Many times only email contact information is given on the websites of your potential Joint Venture partners. Remembering that they most likely get hundreds of emails everyday, you will need to construct your email message in a way that will get their attention and hold it.

This is not the place to take a shortcut. Have your prospective Joint Venture partners' website open on your browser as you construct your email to them. Your email can start with something like:

*"Hello. This is your name with your company name. I am looking at your website right now and I am very impressed with what I see. Our businesses complement one another and I believe that my customers would be very interested in your product. Your customers would be interested in our product as well. Would you consider a Joint Venture to create a special offer for your customers as well as mine?"*

Go on to say that you are willing to offer a **60%** commission on sales (or whatever the desirable amount is) of your product to their customers.

You need to make it very clear that your object is to create a win-win situation and that they will win more than you will win. You need to offer to send them a free copy of your product for them to evaluate and suggest that you talk via telephone. Be sure to give your own contact information and make it a prominent display in the email.

It is important that you understand the business model of your prospective Joint Venture partner so that you construct your proposal in a way that will be most appealing to his specific way of doing business.

**Tip:** you can approach partners by other means such as phone (recommended), chat programs such as MSN Messenger (yet another powerful recommendation), and even normal snail mail, which can add the personal touch most people are losing today. ☺

#### **Step#4: Follow Through!**

There was a famous advertising slogan..."set it and forget it". Great idea but it won't work with Joint Venture partners. They are never set and you better not forget about them or they will most certainly forget about you.

You can line up Joint Venture partners and do the initial mailing campaign. Sales will pile in and the world will take on a rosy glow but after a few days or weeks, sales will fall to nothing. There isn't any point in starting over with all new Joint Venture partners. That will take too much time and energy. The better thing to do is to motivate the partners you already have to continue making sales for you. Here are a few ideas that you might use to keep your Joint Venture partners working for you:

1. Send them articles that they can send out in their mailings that include links to your product or service. The articles can also be added to their article collection on their website. Remember that all website owners are always looking for content.
2. Do a special report that they can offer to their subscribers or, even, something they can make available as a download from their website.
3. Write a mini course that they can put on their auto responder...with links to your product, of course.
4. Send them a new banner ad for their website.
5. Audio and video are big and getting bigger on the Internet today. You might even consider creating an audio/video product for them to use on their website.

**Keep your Joint Venture partners motivated, inspired and, most importantly, well armed so that they will continue to promote your product or service in the weeks and months (maybe years) well beyond the launch date.**



## Joint Venture Success Tips

As this book draws to an end and before you ever approach a potential Joint Venture partner, here are some tips on what you need to have done – and do them well. They are:

1. **Perfect your product or service...** worked all of the bugs out. It needs to do what it promises to do and do it every time.
2. **Do the research** to prove that there is a market and a demand for your product or service.
3. **Heavily invest in yourself.** You should have worked hard to build your own credibility.

Once you have accomplished all of the above and have located one or more Joint Venture partners to help you launch your product or service, there are things that you must do to get the most advantages out of the product launch and beyond.



1. **Build strong and lasting working relationships with you Joint Venture partners.** Be sincere and completely honest in all of your dealings with your partners. Be friendly and get to know them on as personal a level as is possible.

2. **Look beyond the end of your nose.** This relates to #1 above. Don't see this product launch as a one-time deal. Look at it as a stepping-stone to future launches and future Joint Venture projects with these same individuals.
3. **Look at the experience through the eyes of your Joint Venture partners.** Don't be a part of the problem... be part of the solution. Don't make waves. Be cooperative and easy to work with.
4. **Work as hard and as long as you need to before, during and after the product launch.** Don't be 'out to lunch' during the product launch period.
5. **Make yourself available at any hour of the day or night.** Problems happen and you must stay in touch and available.

There you go, and all the best in striking your next Joint Venture deal for success! 😊

## **Recommended Resources**

**[3 Steps to Profiting From Your Resell Right Business](#)** – how to profit from buying and reselling digital products in 3 absurdly simple but profound steps, NOT FOUND in most PAID products!

**[Edmund Loh's Guide to Private Label Rights v3](#)** – your essential guide to buying and selling Private Label products in the Internet marketplace. This is one of the earliest and often updated manuals on Private Label Rights in the Internet Marketing community!

**[19 Internet Business Models](#)** – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

### **All-in-One E-Commerce Solutions**

**[SOLOBIS](#)** – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

### **Recommended Payment Processors**

**[2CheckOut.com](#)** – start accepting credit card payments from customers from several parts of the world!

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