

Special Bonus Report

Attract 5-10 Times as Many Clients and Profits Without Spending a Dime on Marketing

by Charlie Cook

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Why Spend Your Time On Joint Ventures?

Why should you block out your valuable time to focus on joint venture marketing?

The answer is simple. The two biggest problems I hear from every entrepreneur and small business owner are; attracting new qualified prospects and getting them to action and buy.

Sound familiar?

Most entrepreneurs and small business owners struggle to generate leads, build their list, and then working to establish their credibility and get prospects to become buyers. One by one they do it and I know from experience it can take years to grow your business this way.

Now, just for a minute, imagine, that you had a steady stream of hundreds or thousands of new prospects going to your site or contacting you each week. And let me add a little icing to the cake. Imagine that these prospects were sent to you from someone they know and trust so that you and your products or services had instant credibility.

Could you make a lot more money with a flood of interested prospects predisposed to buy from you?

Of course you could!

You could easily triple or quadruple your income. That's what just a few solid joint ventures can do for you.

What You Need To Know About Joint Ventures

A joint venture is a strategic alliance where two or more people or companies agree to contribute goods, services and/or capital to a common commercial enterprise. Sounds like a partnership, doesn't it? But legally, joint ventures and partnerships are not the same thing.

The main difference between a joint venture and a partnership is that the members of a joint venture have **teamed together for a particular purpose or project**, while the members of a partnership have joined together to run a 'business in common.'

Each member of the joint venture **retains ownership of his or her property**. And each member of the joint venture shares only the expenses of the particular project or venture.

The key to successful joint marketing is finding partners whose products and services truly appeal to your core demographic. That means you need to find out who is selling to your target market, what products and/or services they're selling, and who your target market trusts and has good relationship with. You'll then want to contact them to cut joint venture deals by offering them complementary products and/or services.

This is a win-win proposition because it adds another profit stream to both parties. If you're a reputable company that offers

high quality products/services, it should be really easy for you to find other companies to partner with.

Words of Caution

The advantages of JV partnerships are **speed, access, sharing of resources** and the leveraging of underutilized resources, high profits, back end income, low or no risk opportunities and massive leverage. That's quite an upside!

On the downside, JV partnerships do present the possibility of being ripped off or disappointed by unscrupulous and unprofessional JV partners. This can hurt your reputation and/or customers and associates by associating with the wrong people, even unknowingly. For this reason, it is critical that you assess each JV partnership deal on its merits as well as decide if you are 'cut out' to be a JV'er.

The About.com library has a wonderful 'Are You Ready' article with 18 Questions You Should Ask Before You Explore a JV at: http://entrepreneurs.about.com/od/beyondstartup/a/jointventures_2.htm

5 Ways Joint Ventures Spike Profits

- **They provide access to a potential customer base that would otherwise be inaccessible.** Established businesses that make good JV partners have lists of customers that would be most likely to purchase the product or service you are selling.
- **The possibility of establishing a good working relationship that could turn into an ongoing and mutually profitable arrangement.**
- **Credibility by association.** Associating yourself with a successful partner can help to establish credibility for you and open many doors. Your Joint Venture partners' credibility will be passed on to you simply by association.
- **A Joint Venture can help you to build your own opt-in list.** The all important opt-in list is the backbone of Internet marketing. Building lists takes years but with a Joint Venture partner, you can cut the time needed in half.
- **You will be guaranteed a much larger response** to your new product or service than you could ever hope to generate on your own.

3 Steps to Creating a Profitable JV Partnership

The process of partnering is a well-known, time-tested principle. The critical aspect of a joint venture does not lie in the process itself but in its execution. We all know what needs to be done: specifically, it is necessary to join forces. However, it is easy to overlook the Who, What, When, Where, and How in the rush towards How Much Will I Profit.

That's a shame because a profitable JV partnership is 1-2-3 easy:

#1 – Decide What You Want

In love or in business, when you're looking for a partner, you're looking for certain key attributes. When it comes to a JV partnership, ask yourself, "What expertise or resources do they need to possess in order for me to benefit?"

If you are looking for someone to promote your ferret owners membership site, for example, it may be tempting to approach the internet marketers that own the largest mailing lists. BUT...it may be more productive to look for individuals that are experts in your niche subject, whose customer lists will be more targeted to your project even if they are not as extensive.

#2 – Find Partners that Have What You Want

You can easily find prospective joint venture partners at seminars. Individuals who are willing to take the trouble to attend seminars to improve their knowledge are likely to be extremely motivated as well. In addition, there is the advantage of being able to break the ice very easily by discussing the speeches presented by the speakers, and so on.

If you identify someone you would like to partner with, be careful about how you approach them. If you think they would make a good JV partner, the chances are many other business owners will have the same idea and they will get asked on a regular basis.

Make sure you're armed with good reasons **why you are the best JV partner.**

- Most targeted list
- Most enthusiastic buyers
- Most closely aligned product
- Best reputation in the niche

One way to find JV partners is to simply key in your niche into the major search engines such as Google, Yahoo and MSN. What you will get is a list of authority sites and blogs that are obviously being read by a large number of people everyday, especially those at the very top of the search rankings.

Blogs are exceptionally powerful, because passionate bloggers usually have extremely good relationships with their readers and update their blogs regularly. If you manage to set up a joint venture partnership with these influential bloggers, their endorsement of your products will surely have a very positive impact.

Another method of finding joint venture partners online is through forums or community groups. Simply key in 'your niche + forum', and a bunch of forums will be at your fingertips. Next, go to groups.google.com and groups.yahoo.com, and you will gain access to groups of people who are immensely involved or interested in your niche.

All you have to do next is to find out the most influential people in these forums or groups. These are usually the ones with the most number of posts, are moderators, or have been around for the longest period of time. If you manage to set up joint venture partnerships with just a few of them, your business will definitely improve significantly.

JV Brokers

Joint venture brokers are pros. They can help you earn more by connecting your products with suitable JV partners that have access to a thirsty crowd of your target market. When you hire a good JV broker, he/she will give you access to a large customer base that is interested in your niche by matching you up with people the broker already knows.

Essentially JV brokers are professional networkers. They

Help entrepreneurs with large mailing lists or high traffic websites monetize their sites and lists with suitable products and services offered by joint venture partners.

Find suitable partners to sell products or services to certain target markets.

But wait...there's more! By knowing how to approach potential JV partners, as well as who to approach, and where these

partners can be found, a Joint Venture Broker can easily save you time and earn you more by:

Finding numerous suitable partners

Effectively communicating promotions effectively to prospective partners

Providing promotional materials and tools to facilitate JV partner success

Joint Venture Brokers, because of their experience with brokering numerous Joint Venture deals, know what to look for in a successful sales letter and other promotional materials.

These Brokers can help refine your promotional materials, and when needed recommend master copywriters to help you get the highest conversion rates possible.

What if your product is so new that it's in a niche of its own? A broker who doesn't already have established relationships with partners in your niche will go out and find them. A *good* broker will, that is.

#3 –Get What You Want

It would be nice to sit down across the table from a potential partner and negotiate a deal, but that's not always possible. If you can't arrange for a face-to-face meeting, then try for an ear-to-ear discussion by phone.

You need to try to build a relationship with your potential partner. If they are going to enter a project with you, and potentially promote your product to their customers, they will want to know something about you and the way you work. A lot

more of your personality, sincerity, honesty, etc. will come through over the phone.

Don't give them a sales pitch. A more straightforward approach will be appreciated. And don't assume they are only interested in the amount of money they can make from your project. They may be more concerned about the quality of your membership site and their credibility with their existing customer list.

If you must send an e-mail, make it a personal one and not a standard request, or the chances are they will simply delete it.

Cross Promotions

You can't take a step in any direction without tripping over a cross promotion these days. They're everywhere. Big companies like MCI and major airlines team up to offer frequent-flier miles for placing calls. Cable food networks team up with appliance manufacturers for product placement. Even the local dry cleaner and tailor give discounts to each other's customers!

When two people (or businesses) promote each other's products and services, they're cross-promoting. And when they offer special deals on the other partner's products...they're doing cross-promotion for maximum profit.

There are many ways to cross promote and bring more attention from your respective customers to your JV partner's products. In the brick-and-mortar world, JV partners simply display and merchandise each other's products in their place of business. Or

they might offer coupons for special deals on your JV partner's products.

These techniques also work online where you can

- **Run website ads and promotions for each other's products**
- **Run coupon codes for savings**
- **Print articles that refer to your partner's product**

3 Ways to Sniff Out a Good Cross Promotion

When you join forces with another company, you're linking reputations as well--so choose your partners carefully.

Obviously, you want to work with a company that's **reputable and trustworthy**. However, you also want one that **offers something extra**, such as marketing resources you lack or access to markets you can't reach.

Before you sign up for any cross-promotion activity, make sure your JV partner

- **Is a good fit for your target market**
- **Will enhance your credibility**
- **Brings different resources to the table**

Power in Numbers

Even the most time-pressed business owner can attract more customers with less effort through the right cross-promotions. Why? Because when you join forces with other credible people who also reach your market you can reach your customers more

efficiently, credibly and memorably with the right offers and services.

To stand out from the competition in a crowded marketplace, businesses, nonprofits, and even government agencies are banding together for bottom line efficiency. Their cross-promotions include bundled offerings, joint media appearances and co-sponsored events, as well as a new, emerging tactic: unconventional cause-related marketing.

Cross-promotion has the potential for a big marketing payoff because partners can successfully expand through each other's customer base. They can gain an inexpensive and credible introduction to more of their kind of customer more effectively than with the traditional 'solo' methods of networking, advertising, or public relations.

11 Low-Risk, High-Reward Cross Promotions

These are simple, low-risk and high-opportunity ways to jump-start your first cross-promotion.

1. Print joint promotional messages on your receipts
2. Have a contest, with the prizes contributed by both you and your partners
3. Give customers a free product as a reward for purchasing something from all of the partners listed in promotion
4. Hang signs or posters promoting one another on your walls, windows, or products.
5. Drop one another's flyers in shopping bags.
6. Pool mailing lists and send out a joint promotional postcard.
7. Share inexpensive ads in local shopping papers or a nonprofit event program.

8. Give a joint interview to local media.
9. Give your partner's product to your customers when they buy a large quantity of your product
10. Mention one another's benefits when you speak individually at local events or are interviewed by the media.
11. Offer a reduced price, special service, or convenience if customers buy products from you and your partner.

This last strategy is the real 'killer' cross-promotional merchandising strategy: package the deal. With this technique, you and your JV partner can bundle products to sell for a special price, or even offer complementary services that customers of both businesses may need.

When You Have a Product

If you created a brand new product, but are completely new to the world of marketing, you won't yet have a big subscriber and customer list, or any traffic to your website or offline store. This is the perfect time to approach established joint venture partners. What do we mean by 'established'? An established JV partner already has a great list or a high-traffic website.

Since you don't have a list or a website, you may be wondering what these established JV partners want from you. The answer is simple: cash. Your established joint venture partners can promote your great product to their list in exchange for a percentage of profits from the resulting sales. In this way, they are also like your affiliates, the subject of the second half of this newsletter.

There are many ways to skin the cross-promotion cat, but the four techniques below have been proven successful time and again. In each instance, it's important that you

- Identify a JV that could be suitably advertised to your list customers
- Contact the people with whom you want a JV
- Make a proposal that is mutually beneficial

Obviously, this last point is essential. Every JV should be a win-win situation.

#1 – List Promotions

Offer to advertise their product or service on your list in exchange for them to do the same for you on their list.

Make sure you are in agreement on how this deal will be executed:

1. How many times the e-mail will be sent out.
2. Whether your autoresponder will be in your name or theirs (It may need to be in the list owner's name to build credibility)
3. How long this will run
4. Any discounts or special offers for list customers.
5. Write the autoresponder or view the JV partner's autoresponder.

After approval and agreement of the autoresponder copy and terms of agreement, distribute their promotion to your list and ensure they do the same.

#2 – Trading Content

Offer to host articles or content on your site or to promote on your list in exchange for them to do the same for you on their site or list. Create articles that *you* want hosted on the other person's site, with a signature block and link back to your website with information about you, your company and products and you offer. (Ensure the articles are relevant to the JV site they will be hosted on)

The increased links to your site from the JV site will get you a higher search ranking as well as another source of traffic through visitors to your JV partner's site viewing your articles and clicking to your site.

#3 – Joint Blogs/Site

Propose the creation of a joint website or blog that serves both of your interests and promotes both of your products and services. It may even be an idea to create a joint product using your combined strengths and experience.

Utilize your strengths – whether graphic design or copywriting – to contribute to the site, while the JV partner does the same. Work out a website/blog brief and objective of the site that includes these three items:

What is being promoted

The identity of the target audience

What the content for the site will be (Be sure that part of the content includes articles that link to your site and/or pages that promote your product.

Once your blot or site is up and running, you will need to promote it to your list while your partner or partners do the

same. Use further traffic generation techniques to drive traffic to the site and increase sales and leads.

#4 Link Exchange

Suggest you each link to the other's site or choice products to cross-promote. You'll need to choose the format of the cross-linking.

- A simple text link to a URL
- A stand-alone mini-site
- A review of the product
- A feature autoresponder e-mail from your JV partner
- A combination of the above

Once you agree on the format you're going to use, you'll need to create the link promotion. Make the language as inviting as possible. Populate your site with the link, article, review or agreed exchange and then promote this new feature or news item to your autoresponder list.

Measure, Evaluate, and Move on When Necessary

Not every joint venture is a success. If you are receiving traffic and leads from your joint venture and are **satisfied with the level of traffic** you are receiving, congratulations! You have successfully created a traffic-driving, lead-generating joint venture.

If not, don't get stuck in something that isn't working. Move on to **another format or JV effort** and put your energies into something that works.

When You Don't Have a Product

Up until now, we've talked about ways to use joint ventures to promote your product. But you don't have to have a product in order to forge a JV partnership. The beauty of joint ventures is that they allow each partner to bring his/her strength to the table and build a whole that is greater than the sum of the parts.

Perhaps you've cracked the code on how to promote products but lack product creation skills, manufacturing knowledge, and/or technological capabilities. Why not look for a JV partner to co-develop your product.

Find someone with a track record in creating the product that you'd like to develop such as ebooks, tapes and videos, and strike a joint venture deal. If you go with someone who has already created products, your chance for success is that much greater.

This doesn't mean you can't use someone who is filled with passion and desire, but has never created a product before. However, be aware that someone with a track record is more likely to bring you the profits you are looking for since they can model on past successes.

What do *you* bring to the table in this situation? You can provide the specialized knowledge about marketing or copywriting or traffic generation or whatever while your joint venture partner can be responsible for creating the products.

Don't Let This Happen To You

It's easy to get so caught up in the income potential of joint ventures that some web site owners sign up for dozens of programs and clutter their site with so much "stuff" that their own sales message is lost. You're a trainer not a banner factory. If you want your visitors to keep coming back, your site needs to have an obvious, memorable reason for its existence. That reason is YOU and your training business.

Both joint ventures and affiliate relationships should be win-win situations for you and your partners...but most especially for you! You're an entrepreneur and you're in the business of making money the smart way, getting maximum profits for minimum efforts. If you wanted to be a exploited, underpaid worker, you'd have stayed in your old 9-to-5 job, right?

So be sure you work with a company that's working hard to help *you* succeed...and then return the favor by doing everything you can to make the relationship work, too.

Which 'Insider Secrets' Are You Missing?

Get the complete set of 'Insider Secrets' marketing tools and see your business grow.

1. 15 Second Marketing

Discover the fastest way to grab your prospects' attention, maximize response, attract more clients, and make more money. You can instantly double the pulling power of any ad, web site or sales letter with this technique.

www.15secondmarketing.com

2. Highly Effective Marketing

Ready to stop struggling with marketing and start attracting more business? Discover the top 5 ways to grow your business with this proven system and sell a lot more of your products and services with less effort.

www.mfsstore.com/5Pmanual.html

3. Creating Web Sites That Sell

Finally, the first practical program for Internet success ... 100% Guaranteed no matter what product or service you sell. You'll discover the keys to successful Internet marketing, how to set up your web site for sales and how to get all the traffic you can handle.

www.mfsstore.com/websales.html

4. Eliminating Obstacles to Sales

Want to close more sales? Discover how to melt prospects resistance and sell them more. Find out how to repeatedly close more sales with these advanced selling strategies.

www.mfsstore.com/howtosell.html

5. Writing Copy That Sells

Want to get a better response with each word you use in your ads, your sales letters and on your web site? Use this simple system for writing order-pulling, hypnotizing sales copy that gets a cash-generating response... in less than a week.

www.mfsstore.com/writingcopy.html

Want Expert Help?



You too can attract all the clients you can handle and see your sales skyrocket with one of the world's most effective marketing programs.

Charlie Cook's busy schedule, and current loyal clientele allows him to accept a very limited number of new clients. If you're serious about closing more sales, growing your businesses and being more

successful, please use the following link to see if you qualify.

<http://www.marketingforsuccess.com/mentoring.html>

"Money well spent! Our Travel Incentive business has skyrocketed since we first started working with Charlie."

Mike Trowbridge, VP Marketing, Wyndham Hotels and Resorts

"Our referrals are rolling in. I have used a ton of consultants, but Charlie Cook was the best investment I have ever made." Craig Nash, President, Progressive Rehab

"Within three weeks, we added nine new clients and increase our income by \$180,000."

Jose Lopez, Rent4me

"I achieved a 50% conversion rate on my sales calls and earned fifteen thousand dollars in just one week thanks to Charlie's coaching." Suzanne Falter-Barns, Get Known Now

Want to find out more about growing your business with Charlie? Use this link >>

<http://www.marketingforsuccess.com/mentoring.html>