

# **Joint Venturing Insider Secrets Report**

How To Build Your List At Lightning Speed  
And Generate Instant Cash Even If You Are  
Brand New To Internet Marketing,  
Without Spending A Penny!

Ellen Violette

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# Introduction to Joint Ventures

One of the fastest ways to grow your list and make money online is by doing joint ventures.

They can also help you reach a much larger market share and help you break into your market quickly. But when people are starting out, they feel they don't have the credibility to create joint ventures so they get stuck and don't move forward.

One of the problems is that the numbers that get thrown around online are often so large that people feel they can't compete. Who hasn't heard of someone who made a million dollars in one day or about someone who has a list with a million people on it? It's overwhelming.

But what they fail to realize is that everybody starts at the beginning when building a business. And the guru's were not always gurus. They were just people who took action and made something happen one step at a time.

And that is the key. You have to be willing to start from where you are and take action. I hear people say, "I can't give a teleseminar, I don't have any people on my list" But you can advertise your teleseminar and even if you've only got 5 or 10 people. You could do a teleseminar. You could do a teleseminar with 1 person! And if you give good content and you record it, you can give it away to help build your list. Remember it doesn't have to be perfect. And people love good free content.

Not only that but you will be learning by doing. I have people who have been on my list practically from the beginning and every so often someone will say how much I've improved. (After doing it for 5 years I sure hope so!)

When I first started, I had to write out a script and follow it and truth be told it sort of sounded like I was reading it-stiff! Now I either use bullet points or I look at a script, but I go off it all the time to keep it fresh, otherwise I would get really bored and lose my enthusiasm.

Also I'm much more comfortable now because I've had so much practice. And the more you practice the easier it gets, so you'll want to do some practice teleseminars before you approach anyone to joint venture.

You also have to learn how to put your audience at ease, how to start a call, and how to deal with the unexpected because I promise you there will be times when you will be confronted with the unexpected-whether it's a rude listener, a question that throws you for a loop, a disruption in

your bridge line or something else. You have to learn to handle whatever comes up and roll with the punches.

For some people that means learning to let go of perfectionism. When I started out I used to go ballistic if I said something I wish I hadn't or made a mistake. Eventually you just have to learn that it goes with the territory and you have to let it go.

Remember people are coming to your calls to learn and to get their problems solved they are not sitting there critiquing your performance. That's not to say that you don't reach more people as you improve, you do. But it's not the number one thing on their minds. And you're never going to get really good at it if you don't work on it.

You also have to learn how to make the technology work so you aren't fumbling around during the call. And trust me, even when you've done your homework, occasionally you'll still have a bad call. It's just the nature of the beast.

Remember: no one is perfect and no one does this perfectly the first time or the second time, or even the tenth time! If you love doing teleseminars just keep doing them and don't worry about the results. If you're scared but see the value in doing them, just keep doing them. **YOU WILL GET BETTER** at it over time, I promise!

And if it really bothers you, you can edit it out for the replay before you let people hear it.

## Start Small

Once you get the basics, you can start looking for joint-venture partners, but start small and build up to the big guns. That way you won't burn any bridges.

And remember, you can make big money from small calls. I once did a call for my Quick-Start 3-Day eBook Authoring Workshop with an affiliate who had 12 people on her list and she made 3 sales worth \$1500! It's not the size of your list that counts, it's how targeted your list is and how many buyers you have on it!

So concentrate on finding joint-venture partners who have lists that are interested in what you are selling and the money will be there.

Even better if you can work on focusing on learning and improving your teleseminar skills including your delivery, working the equipment, finding the right words to connect you're your audience and listening to their questions so you can see what their problems really are that they want solved delivery and not worry so much about how much money you are going to make you'll enjoy the process a lot more and you won't give up.

Plus if you make a mistake on a small call it's not a big deal. But once you get to play in the major leagues, you don't want to be fumbling and around and risk losing sales because you'll never get another chance if you do that. And, that's not to say that you'll never have a misstep on a major call, it just means that you'll be better equipped to handle it when something doesn't go according to plan.

## **What To Consider When Looking For Joint-Venture Partners:**

1. What do you have to offer your potential joint-venture partner?

When you don't have much of a list, you have to look at what else you can offer. There are very few people who want to create all the content in their business, so they welcome the opportunity to have other people give valuable relevant content that their list would want to have-and that's where you come in.

Find people who want to share the information you have with their list. Sometimes that's not enough and you have to think outside the box-figure out what would excite them that would get them to say yes to you.

2. Who is their target market? Would what you have to offer appeal to their target market? And do you need to do anything special to tailor it to their market or are your market's identical in which case you can approach them exactly the way you would approach your own potential customers.
3. If it's a teleseminar, do they know how to do them? You wouldn't think this would be an issue but it is. I was very surprised when I started working with people who were well-known online but didn't have a clue how to do a teleseminar and we didn't make any money! Very disappointing. So just because someone is successful it doesn't mean they are successful at teleseminar JV's! Some very well known people don't have a clue!
4. Do they have integrity? I have worked with some really big people who didn't honor their commitment to the project. They either failed to promote as they promised to do or they didn't pay me!
5. If it's an ebook launch JV, do they understand how to set up the bonus page offer? Do they have a bonus that would appeal to your potential ebook buyers? And again, do they have integrity? (Can you count on them to actually send out the email for you ebook to their list?) There is no point in having anyone, no matter how big they are, on the project if they don't get with the program!

## Who Are The Best Joint-Venture Partners?

The best joint-venture partners are people who are not in direct competition with you but who offer related products and services that you don't offer. One way to think about this is who would your customers and subscribers go to before they come to you and who would they go to after they use your products and services. When you understand your customers and their buying patterns you can use that information to find the most lucrative JV partners.

One way to do that is to look in the yellow pages (which I learned from Jay Abraham), because sometimes they can just get your mind working to say, "Okay, I hadn't thought of that, but they might go here before they come to me." So it can kick start your thinking process by looking in the yellow pages.

For instance, I was at my printer's and I noticed that the printer had a little sign in the window and it said, "We also do websites and ecommerce websites." I thought, you know, I made a mental note of that and I thought, "I'm going to have to come and sit down with them sometime and see if we can work something out to work together." But you see, it's because my antenna's up and I was looking for it. You always want to be thinking who comes before you and who comes after you and look for opportunities.

When we keep our eyes open and our antenna up we find an abundance of opportunity when we don't, we don't see what's right in front of us!

Here's an example: Have you ever bought a new car, let's say it was blue. Suddenly you see an abundance of blue cars on the road? It's not because there are more blue cars today than there were yesterday. It's because it's what you are focused on and what you focus on expands!

Sometimes you will find potential partners who are in direct competition with you on some products but not on others. In these cases you have to decide whether it is worth it to you to share your information and your subscribers with them.

I had a situation where a customer of mine went into business in my niche. And I felt that she as in direct competition with me so I didn't want to joint venture with her. But then she became an expert in a subarea that I was not an expert in. So I decided to do a call with her on that particular subject. And we agreed that she would not promote anything to them that was in direct competition with me. It was a win-win because she got access to some of my buyers and at the same time she provided social proof for another program of mine, plus I got her to share some great information. Melanie Strick called this "Co-opetition" Sometimes you cooperate with

competitors and sometimes you compete. If you can figure out where you can cooperate, you will make a lot more money than if you focus on where you are competing with them.

But by the same token, always know what your competition is doing so you can do it different and better! Never lose your edge!

## Where To Find Joint-Venture Partners

1. Conferences and Meetings. I've found conferences to be a great place to meet people that I can joint venture with in my business, whereas local meetings have not worked that well for me because most of these people were offline.

Every business is different so check into both types of events and see what works best you're your business. The important thing is to put yourself in situations where you can talk to people face to face and where there is the best possibility of forming an alliance that will benefit both of you. (Face to face contact can help you form partnerships more quickly than by telephone.)

2. Your Students. If you have a teaching or coaching business, your students could be one of your best sources for joint ventures. I find that my best students who are in fields relating to ebook writing and marketing have great potential to become joint-venture partners.

They are earnest, they are committed and they are taking action on a regular basis. So really get to know your students and always look for joint-venturing opportunities with them. (The possibility of working with you will also be an added incentive for them to hire you in the first place.)

3. Your Customers. People who buy your products are obviously interested in what you do and some of them will most likely be in related fields. Find ways to engage your customers to find the ones that can increase your bottom line through joint-venturing.
4. Affiliate Partners. Affiliate partners can often turn into joint-venture partners. An affiliate is someone who is already promoting your products and services which means that they have a market that is already interested in what you have to offer. Some of them will be a natural fit and will move from promoting your products and services to working with you as a joint-venture partner.
5. Vendors. The vendors that you work with may good prospects or may know other people who are exactly the kind of people you are looking to joint venture with. You might even considering offering vendors a "hook-up fee" which will give them even more incentive to help you find the best joint-venture partners for you.

6. Twitter and Facebook. If you're not taking advantage of social networking sites like Twitter and Facebook, you're missing a great opportunity for finding joint-venture partners. When I switched from 1 Shopping Cart (<http://snipurl.com/splashmarketing>) to Infusionsoft (<http://tinyurl.com/infusionsoftpower>). I talked about it on Twitter and an Infusionsoft specialist responded. He started working for me and we decided to joint venture.
7. People whose services you use. Think about the people in your life who perform a service for you. Do they have a business where joint venturing with you makes sense for them? Will it help them expand their business while helping you to do the same?
8. Trade Associations. Get to know the people who run your local trade associations and ask them which vendors they use. Then make a point to get to know these vendors. They can also be a good source for joint-venturing opportunities.

## **How To Have Joint Venture Partners Find You**

Be visible. When you are out there “working it” people will see you or hear you and then they will come to you. Or you will meet people who out there “working it” and you will see a potential JV opportunity and approach them.

Places to find JV partners

In addition, other people will refer JV’s to you. I spoke with a woman tonight while I was writing this who had heard about me from a co-presenter on a panel I was on recently. She called me to ask if I could market her ebook which I don’t do. (I teach people to do it themselves and outsource certain pieces of it because it’s rare to find someone who will market your ebook or product well for a reasonable price.) But we talked and by the end of the conversation, we were talking about how we could joint venture!

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