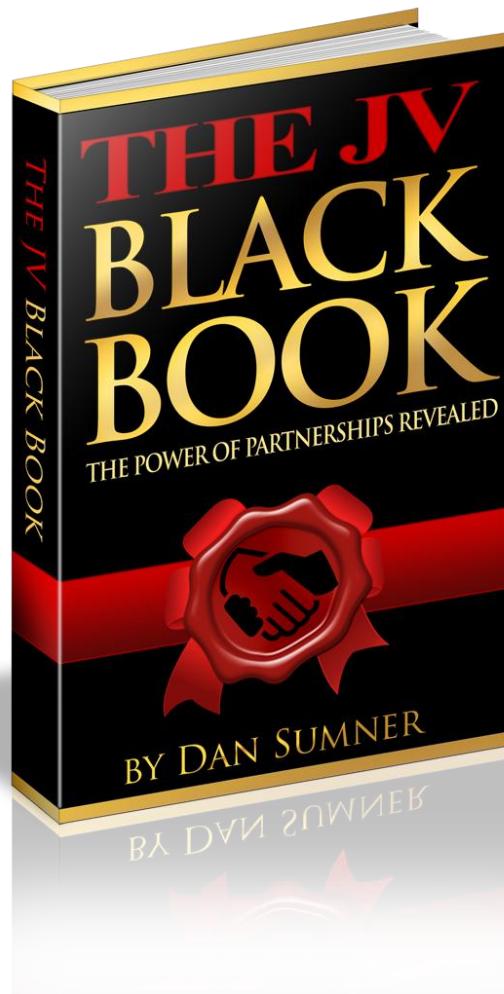


The JV Black Book

The Power of Partnerships Revealed



I'm going to keep this report very simple and give you the 10 steps you need which will enable you to recruit an army of Joint venture (JV) partners to help launch your products and build your online business.

Imagine this for a second. You have created your dream online product, your sales page is ready, your membership site is ready, and your whole payment system is in place, the upsells are good to go...In short your online masterpiece is ready to go gogo.

Confidence is high when you open the cart and...Nothing!

There is no feeling quite like the one you get when your product launch fails. I know I've been there and I know how it feels to see a trickle of sales which only just cover the cost of your hosting bill.

You see what most people fail to realise is that online businesses do not magically earn money when you first put them online. You don't have a physical business with passing trade that people can see and walk into just to check out what you are selling. As cheap as it is to start an online business, the competition is fierce and you need leverage.

There is only one way to make sales online and that is with traffic. How you get this traffic is a different question. There are a number of ways to generate traffic to your business, just how you do this is up to you.

Here are a few examples:

Pay Per Click

- Google
- Social Media

Free Traffic

- Forums
- Articles
- eBooks
- Social Media

SEO

- Search Engines

Affiliate Partnerships

- JV promotions

However for the purpose of this report I'm going to concentrate on one of the best and fastest ways to create a 6 figure income! How do I know that? I've done it more than once...

Affiliate partnerships are one of, if not the single fastest way to generate a tonne of income and build a huge list of buyers by default. Having an army of JV partners promoting your launches can quite literally sky rocket your business to overnight stardom and dump a tonne of cash in your bank account.

But just how do you do it? If it was easy we would all be millionaires...

You see affiliate partners are not always willing to give up their 'well earned' buyers lists to just anyone, I has to be worth their efforts in returns of cash and reciprocal mailings and this is where it gets hard.

I can hear you now **"I don't have a list or any money to offer for huge prizes. How can I build relationships?"**

I'm not going to BS you in any way or form here. It's not going to be an easy task. Probably the easiest and most efficient way to get a potential affiliate partners attention is to promote one of their products and make a considerable amount of sales. Making an internet marketer sales and building their list is the sure-fire way to his or her heart.

Making a lot of sales opens the door to relationship building! If you can bring the 'heat' to a product and make a lot of sales you instantly get a pass to the 'kitchen' where all gurus are hanging out.

But what if you can't bring the heat, what if you can't make a ton of sales, what if you can't stump up the 10k 1st prize and 50k total leaderboard cash incentives to bring in the big guns?

It's time to breakout Mr Nice and start building relationships.

I'm going to start with the worst email you could ever ever send. And yes before you say to yourself do people send this crap, people have actually sent me emails like this.

Bad partnership request email example:

Hi,

We are launching a new product and you could earn a tonne of cash from this. All you need to do is promote my product.

Go and promote my product to your list:

[Link]

Name

I'm not even going to ask if you know what is wrong with this email. If you think it's fine close this page and find a new vocation.

The first rule of recruiting JV partners is relationship building! Remember this rule because it will be the building blocks to a successful business. If you can get 1 or 2 super affiliate's on-board your product launches the rest will come.

It's not a case of if you build it they will come. It's a case of if you get the big guns onboard the rest will follow.

If an authority within your niche promotes a product, other people from that niche who are watching will follow-on with the promotion. An example of this could be, say if my buddy [John Thornhill](#) promotes a product and it does well for him as an affiliate he will alert his close friends of the EPC (earnings Per Click) he is receiving. This creates a snowball effect throughout the marketing community.

If a product is getting great EPC then you are on for a winner. So remember, it's not just about who promotes your product, your product has to perform well to maintain the EPC to retain the affiliate promotions.

So if you are going to send a cold email to a potential partner, ensure it's a good one.

Good partnership request email example:

Hi Name,

Introduce yourself and make a connection to build the relationship.

Explain your background - not life stories, keep it short and sweet.

Explain your product and what you have in mind with their interests only, not your own. Think what is in it for them! Not you.

End the email with asking them if there is anything you can do for them. Remember you don't have a list of 50k to blast their product to, so try to help them out any ways you can to make an impression.

Sign off.

Now remember, this is a cold email, don't expect it to work like clockwork. 90% of the time you will probably get ignored. But don't let that stop you.

Ok here are my top ten ways to gather JV partners

1. Meet your mentors in person – The best way by far is to meet your partners in person and build relationships. Attend conferences, pay to be mentored and become part of their world. This is by far the best way to build relationships in business.

2. Make your affiliates sales – Yes, money does get you noticed and if you make your affiliates an income they can't ignore you. Once you have made sales drop them an email, friend them on Facebook etc to establish a line of communication. Then start the relationship building process.

3. A smoking affiliate page and product – This could actually replace number 1 on the list, but you do have to find an affiliate to promote your product to get it off the ground no matter how good it is. On a side note the biggest selling product on JV Zoo was created by a virtually unknown author, but the EPC was so high it grabbed the attention of thousands of affiliate partners.

4. Create a killer competition - Yes money talks! If you throw a considerable amount of money into a competition it's going to create a stir... But remember to tell people about it to create the buzz too.

5. A JV manager–Hire a JV manager to run the affiliate partnership side of your business. JV managers (good ones) are the guys in the know and can hook you up with some of the BIG guns within your industry. It's not as good as creating relationships first hand, but it's gets you in the side door and it shows you are a serious player in your niche.

6. Join mastermind groups and forums – By joining mastermind groups you position yourself in the right place to connect with like-minded people in your niche. But remember, always contribute. Don't expect a promotion just because you are part of the group. If you offer no value, then don't expect a return.

7. Be humble and do what you can – I have seen and promoted people with no list and no experience simply because they connect with me and built a relationship. A great example of this is using Facebook tagging. If you have no list or resources you can still promote a product via Facebook and be seen doing it for free by the super affiliate. Give without an expected return. Karma will sort the rest out believe me..

8. Facebook advertising - This is a relatively new way to gather affiliates. With Facebook's intricate advertising and targeting platform, you can now target affiliates to promote your products within the news feed.

9. Use Google and marketing platforms to find JV partners – Look for similar products to your own and contact the vendors via their support pages to cross promote your offers. Remember to offer them something in return and not just rush headlong into a promotional email!

10. Cold email potential partners - As discussed above. It's not the best way to gather affiliates, but it can work.

And that is that...

But the bottom line is relationships build business and it takes time to establish yourself. Remember this.

Thanks for Reading.

