

Joint Venture For Success



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Why Joint Venture is the Best Free Marketing Method

Joint venture marketing is probably the most underused free marketing method available to Internet entrepreneurs. Why? More than likely because of the stigma attached to partnering up in business. People are afraid of business deals going bad, so they tend to steer clear of any sort of joint venture. But unlike most joint ventures, joint venture marketing doesn't require sharing of profits. You merely share marketing tools. Let me explain what makes joint venture marketing such a great method of free marketing.

The first and probably most important reason is that it **provides endorsements from other merchants and with endorsements comes trust**. Not only are you expanding your customer base to include your venture partner's customers but you will also be afforded more trust from your venture partner's customers because he/she has endorsed you. And once a merchant is deemed trustworthy they'll have a loyal customer base for many, many years to come.

The second reason, as I just mentioned, is **the expanded customer base that comes with joint ventures**. If you partner up wisely you can inherit a customer base that could've otherwise taken you years to build. Think of how long it has taken you to build your current customer base, now take into consideration how long it would take you to, for instance, double it. I'm sure you can easily see how beneficial joint ventures can be.

The third reason joint venture marketing is great is **the potential for more new customers**. The very fact that you will be providing more products or services through your joint venture is very attractive to potential customers. The more you have to offer the more traffic you'll likely get.

And last, but certainly not least, is how **this can affect your ability to attract more potential joint venture partners to further expand your business and customer base**. The same method that you use to start your initial joint venture can be used for future expansion. The greatest element of future joint venture expansion is the fact that an initial joint venture success makes you a more attractive potential partner for other highly successful merchants.

As you can see, joint venture marketing can most definitely work in your favor. The reasons I've mentioned above are just some of many that can work to your benefit. And, the best reason of all, it's all free.

Joint Venture in a Nutshell

Joint venture is best defined as two (or in many instances more than two) parties forming an alliance to boost sales and profits in their business. This form of partnership affords the parties to it many other benefits, as well, which make it a very attractive option to many business people.

Joint venture is a method of marketing that involves entering into a partnership with another business for the purpose of each partner increasing profits. Also known as a strategic alliance, this form of partnership leverages the assets and resources of each company involved, to the benefit of both. The partnership enjoys the benefit of each company's existing customer base and the expanded potential customer base that the partnership will create. This should not be confused with link exchanging or banner exchanging. Such marketing methods do not make use of the priceless assets of good customer relationships and business credibility that are truly the essential elements of success in joint venture partnerships.

The concept of a joint venture is perfect for those who are trying to target a specific niche market and there are other companies who are already doing business with them successfully. Creating a joint venture with one of these companies would open that market up to you much faster and with much greater results than if you attempted to reach the market on your own. It also allows you broad exposure to that market without spending all your hard-earned money on advertising.

There are many other benefits to joint ventures, too. You may be able to gain near-instant credibility through leveraging on your partners good reputation. There's a guaranteed increase in response to your sales message because your partner's customers will be seeing it, as well. Not to mention the benefit of being able to offer your customers products offered by your venture partner. You make money off of it while making your customers happy by offering something new to them.

As you can see there are so many ways that joint ventures are truly a win-win situation. You get virtually free advertising, inherit an established customer base, gain credibility from your partner's good reputation, additional products to offer to your customers and leverage that will benefit both you and your partner. So really there's nothing but benefit that can come from entering into a joint venture, as long as you choose the right partner.

Writing Your Joint Venture Proposals

Your joint venture proposal is the key factor in whether you'll have a joint venture partnership, or not. You must write a powerful, but not overwhelming, proposal. You need to include all the key ingredients of what may you a great potential partner, while not overdoing it. And most importantly, you need to make your potential partner want to do business with you. I've compiled a short list of all the ingredients to a successful joint venture proposal and will share them with you.

The first ingredient to a winning joint venture proposal is to include everything that you could bring to the partnership that would benefit the other party. This is essential, because after all, this is supposed to be a mutually beneficial partnership. You'll want to tell them what you can do for them. Explain what your business can do to enhance their business and you'll have their attention.

The next essential element to a successful joint venture proposal is offer a free sample of what you offer your customers. If you sell products offer your potential partner a free sample or two. If you sell services, let them take a look at your work, or possibly read letters from satisfied customers. Make it easy for them to see why you'd be a great business to team up with.

The most important aspect of your proposal is your writing. Even if you're the best in your industry, if you can't communicate that in writing you're likely to get lost in the shuffle. When writing your joint venture proposal you need to be clear, concise and brief. Express your interest in partnering with them. Explain what you have to offer and what they stand to gain. Try not to include too many details in your initial proposal, but be sure to include at least two means of contact for them to reach you should they want more details or have any questions.

If you follow the guidelines I've given you here you should have no trouble putting together a joint venture proposal. While writing a proposal of this nature may be new to you, it is by no means difficult. You may, however, want to take a bit of time to jot down a few "selling" points about your business to assist you in putting your thoughts into words. And in not time you should be well on your way to writing a successful joint venture proposal.

How to Look for Joint Venture Partners

When it comes to joint ventures, success is almost wholly dependent on the partner you choose. Choose the right partner and profit and sales will come quickly and easily. Choose the wrong partner and failure is eminent.

The key to choosing the right joint venture partner is to do your research. I cannot stress enough the importance of checking out your prospects and asking the right questions. If you follow a few simple guidelines you should have no trouble selecting a joint venture partner that will truly have your business's success at heart, along with his/her own.

The first thing you'll want to look for in a potential joint venture partner is credibility. In order for you to reap any benefit from a joint venture you must team up with someone who has a strong, established relationship with their customers. This must include a record of excellent customer service before, during and after their sales.

Once you've established a standard for what type of business person you'll want to enter into a joint venture with you can start looking. You want to find someone who's established in an industry that's related to the industry you're in, however you do not want them to be in direct competition with you. Remember, the purpose of a joint venture is to be able to enhance one another's businesses and this is best accomplished by offering related products or services, but not ones that are nearly identical.

Finally, you want to choose a venture partner whose customer base is significantly large to endorse your products or services. It would be rather pointless to partner with a company that has relatively few customers. You would spend the same amount of time trying to grow your own business as you will trying to assist in growing someone else's business. Be sure to do your homework and find a business with a large, established customer base.

As you can see it's not a complicated process that you must go through to find a joint venture partner. The most important factor in choosing a venture partner is to do your research, ask your questions and get your answers before partnering with anyone. It would be all too easy to make a spontaneous decision that could take your potentially highly successful business and quickly turn it upside down and creating far more work for you than you would've had going it on your own.

Tips on Getting JV Partners

Joint venture partners are not difficult to find. In fact, there are many, many people out there who would gladly enter into a joint venture partnership. In order to get a partner, you need to know what a potential partner is looking for and where to find them.

Tip one: Be the kind of person that you would want to partner up with. This covers several different aspects of who you are, but there are two that are in the forefront of most people's minds. The first and probably most important aspect is whether or not you're trustworthy. People don't want to do business with someone they feel they may not be able to trust. Second, people want someone who takes their business seriously. No one wants to do business with a person who's not committed to making the partnership work.

Tip two: Be attractive as a potential partner; you must have a business that has something to offer in a partnership. Your business must have a good reputation, as must you. This covers not only the quality of your products or services, but also the quality of your customer service before, during and after your transactions. After all, one of the many benefits of a joint venture partnership is the credibility you glean from your partner's reputation.

Tip three: Keep your eyes open for potential partners. You'd be amazed at all the opportunities you've missed by not constantly being watchful. Not to mention the number of opportunities that have escaped you in places that you've simply overlooked. Some examples of these places are forums, blogs, and members-only groups that are dedicated to Internet marketing and/or joint ventures. However, this does not mean that you should go out and join the first forum or group you come across. As with any business related decision, you'll want to do a little research first before joining up.

Once you know what kind of person you're looking for in a joint venture and have a sense of direction as to where you may find them, it shouldn't be long before you're writing a joint venture proposal. Just bear in mind that you should do a little research, ask questions and get answers before making any final decisions on whether or not to partner up with someone. It's just smart business to know exactly what you're getting into before you make your move.

The Secret Joint Venture Tactic That Is Generating Millions Of Dollars For Those Using It

How many times have you heard the phrase...

"Would you like fries with your burger?"...

It's a classic example of selling something else to a customer who's already ordering.

In the online world, this same method can be used very effectively, when selling downloadable products - or even physical products.

You simply offer additional products for sale on your "thank you for ordering" page, so customers who've just bought one thing from you are offered related products - usually with a special "customers only" discount, to encourage them to buy now.

By catching customers when they are already in the "buying mood", you stand a much better chance of making additional sales.

It's a well proven strategy and used by many of the Internet's top marketers.

But despite the huge profits available, most marketers don't actually market anything on their thank you pages - mainly because its a lot of extra hassle.

Using the power of Joint Ventures, you can exploit this fact. You can approach other marketers who are selling their own products - and offer them an easy way to put ads for your products on their thank you pages.

In exchange, you'll pay them a commission on any sales - and give their customers a special discount on your products.

This is a win-win-win solution.

They get extra profit with zero effort. You get extra business from customers who are already in the "buying mood" - and the customer gets a special discount.

If you'd like to use this very powerful sales tactic, you'll want to check out our our new *JV Avalanche* software, which provides powerful automated features to help you set up and manage these ads...



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