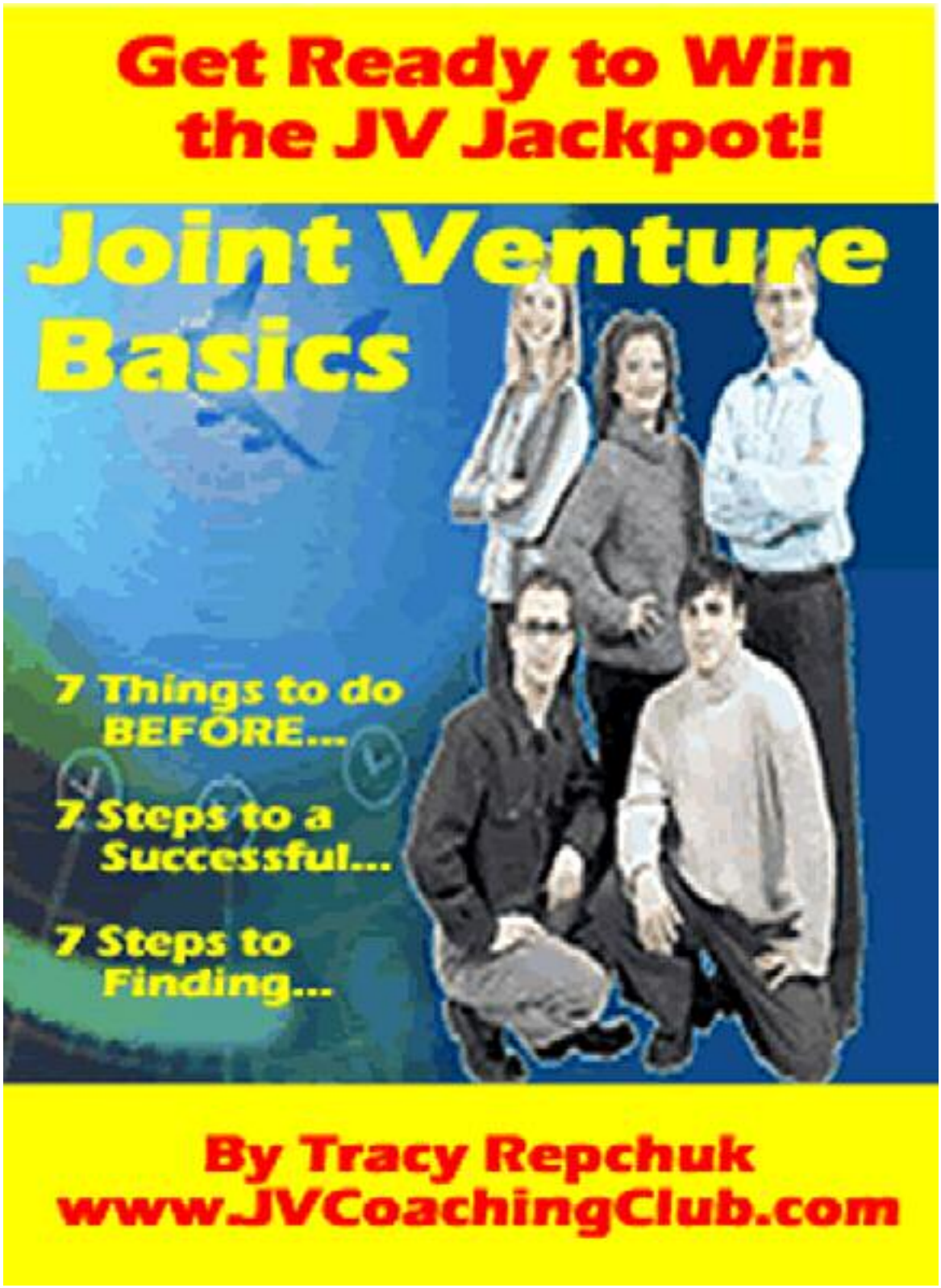


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**Written & created by: Tracy Repchuk**
**Marketing Makeover Maestro**

**www.JVCoachingClub.com**

Published by InnerSurf Publishing
Burbank, CA USA 91502
www.InnerSurf.com/publish.htm

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Here is what is included in this e-book:

1. **Introduction to Joint Ventures - a New Opportunity**
   Simply Defined
   How Does It Start?

2. **The JV Journey - Why it Makes Good Sense**
   As a List Owner
   As a Product Owner
   The Best Thing About JV Relationships

3. **How To Get It Going**

4. **#1 Thing To Never Do When Approaching a JV Partner For the First Time**

5. **7 Things to do BEFORE you start looking for a Joint Venture Partner**

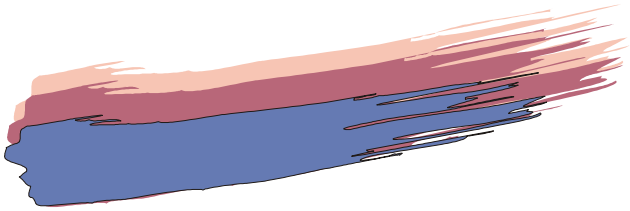
6. **7 Steps to a Successful Joint Venture**

7. **7 Steps to Finding Joint Venture Partners**

8. **Closing Thoughts**

9. **Best selling Author Tracy Repchuk**

# Introduction To A New Opportunity



**A Joint Venture** (often called **JV**) is when two or more people or companies get together to undertake an economic activity. There is some natural product or service similarity that each can see makes a good fit for what you are already doing. There is no strict formula for doing a Joint Venture, it is totally flexible and open to possibilities. It is a mutual agreement between two people.

The **sharing distribution** is determined by both entities and the ultimate outcome is a win-win for everyone. Joint ventures, often called JV's, are the fastest way to grow your list, for little or no money, not to mention, make money.

## How does it start?

Generally it starts off that someone has a product, and someone else may have a list of possible purchasers and together, they can share the profit. If you have a product that is ready or a list just waiting, Joint Ventures are a very economical way to accelerate sales. It gives you instant access to a network of resources that could take you decades to reproduce, to a list that is usually hypersensitive to recommendations.

## The JV Journey - Why it Makes Good Sense

**As a List Owner**, Joint Ventures create a scenario where you can earn more by doing less and it divides the work, and gets the word out faster. Someone else has a product and you have a list to promote to.

**As a Product Owner**, you have something to sell. This would be something that is in demand and people are willing to pay for it. You have done your market research and yo know that it will sell. You know that it is a good product. Now you have to find someone who has a list to sell to.

**The best thing about JV relationships** is that once you have partnered with someone, if that venture was successful, they will be very open to do it again. You have a partner for life in which you can both mutually grow.

**So, how do I know so much about Joint Ventures**.
Because in my opinion I ventured on the most daring joint venture of them all, and that is an Amazon Bestseller campaign. Because you show up at the door of a JV partner with no list, and offer no commission. They can't make a dime from this scenario, because all sales go through Amazon who already takes 55%, and with it being a book, there is nothing left, not even for the author. It is a bid for greatness, in a game that leaves many casualties. The success comes from your ability to rally the troops, and get those joint venture partners working – for nothing! Heck, if you're offering money, it should be easy, right? Doing it the right way, it can be.

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## How to Get It Going

This next section breaks down the steps to a successful Joint Venture. There are 2 sections we will focus on. They are the steps to a successful joint venture and how to find joint venture partners.

There are many ways to go about it – but here are some proven steps that help to ensure a successful venture and great opportunities.

The following sections that give you the details about JV successful actions and locating new JV partners are designed to take you to the next step.

**7 Things to do BEFORE you start looking for a Joint Venture Partner**

**7 Steps to a Successful Joint Venture**

**7 Steps to Finding Joint Venture Partners**

**Starting, with the #1 Thing To Never Do When Approaching a JV Partner For the First Time**

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## #1 Thing To Never Do When Approaching a JV Partner For the First Time

I think almost every person has done this when they are seeking out their joint venture partners for the first time – and that is – they go up to somebody who already has a reputation, has a great list, and says:

"I have a great product, would you like to do a joint venture? You'll make a lot of money because it's a really good product."

They don't know you. They don't know your product, and there is absolutely no reason at all for them to care about you and your product. It's blunt, but true.

Your product may be great, but these type of people get asked 10 times a day, and money isn't their main motivation, and most people who approach for the first time are talking about a $47-$197 buck product, whereas they are used to selling $5,497 mentor and coaching packages. A list gets cultivated, and depending on when you jump onto the scene, this may be a price point they consider, but only with people they already have relationships with.

So, don't rotate the world around your universe, you have to do 2 things with a high level or high profile person, and they are:

1. Ask "What Can I do For You?" – and then do it. And do it again, and keep doing it until they say "What are you up to by the way. Do you need any help with anything?"

2. Build a relationship first, then ask. If possible, be a JV for their products, and sell well. Then they'll really notice you. This is how Harris Fellman broke into the market place so quickly. He was a Super JV first.

So, don't go running up to them like a guy in a bar and say 'Let's do it.' You'll get slapped in the bar, and in the Internet marketing arena, you'll get ignored, and not taken seriously. Kind of like a Google Slap, you'll end up in the sandbox.

**To help you with that, here are the 7 Things to Do BEFORE you approach a Joint Venture Partner**

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## 7 Things to Do BEFORE you approach a Joint Venture Partner

1. **Write down your goals and desired outcome**
   When you are putting together a launch campaign, you need to know for yourself, and those involved, what you want, and what you think you'll get. This also lets anyone about to get involved that you have done your homework and you have procedures in place to measure statistics.

2. **Know your target market**
   If you don't have an answer to this question, not many experience joint venture partners will even look at you. If you don't know exactly who are targeting, what their buying habits are, who your competition is, and where you can find them, they won't be much interested in handing their list over for a few dollars. You have to know at least this, so they can make a decision based on market size x product price and whether it is

worth it to them.

3. **Do a Test First**

When you approach an experienced JV, they want to know a few things, and that is what is your conversion rate for the email/promo and sales letter. (The conversion rate is how many sales you get versus how many people have viewed the product site) You should have already tested the market with your long copy sales letter site for your product and you should have seen a decent conversion on your sales! This is something you can use when pitching to the possible JV. Places you can do this are using an Adwords campaign over a 3 day period to test everything, including price points, send to a list you have accumulated already, and/or ebay. Put the product up there with your sales copy, and see what the bid is. Helps a lot with pricing, and to see what the need and desire truly are.

4. **Add incentives to the Joint Venture offer**

The best joint venture programs out there, have added benefits and goodies, that aren't money related. Russell Brunson had a Hummer Lease as his top prize for the highest producing JV partner. Then he had videos, DVDs, Playstations, Plasma TVs, Trips, or even just offer a $50 gift certificate to restaurants or bookstores. But today the game is even more aggressive, and it seems those who treat it like a sport, do very well. So even though there may be some out of pocket expenses, in the long run, you will be highly rewarded with sales, traffic, instant subscribers, and very happy partners for another future project. Mike Filsaime used to pay $1 for the download of a FREE eBook to his JV partners. Why? Because he knows the value of a lead,

and you need to know that too.

5. **Get a system in place to monitor your JVs.**
This is an activity that requires a system. You will be monitoring many people, keeping on top of them, in touch with them, cheering them on, checking in, and at some point, paying them. Even though you may be using a system such as Clickbank.com to distribute the money end of things, you have to get a system to co-ordinate the communication. So start building a JV list early, and nurture it often. Most common practices are to use an autoresponder system such as Autoresponse Plus, Aweber or OneShoppingcart

6. **Have agreement terms ready**
This doesn't have to be complicated but something that lets them know exactly what is going on. If you're using clickbank, and simply having them get an affiliate link, then you don't need to worry – it will be obvious. Other than that though, have something that lets them know in writing that they are getting x percent, payable by cheque or paypal or whatever method, x days after the completion of the event.

7. **Have Fun** – Treat this like a money-making game, and build a powerful team around you keeping in mind that this is just one game in many. If you communicate effectively, motivate, and keep them enthused about your product, they will produce well for you the first time, and in the future as well. Think of your first time as seed planting, from both the perspective of relationship building, but also that this is the front end, and your focus should be on the back.

**Let the facts below serve as a common sense guide to a successful joint venture.**

## 7 Steps to a Successful Joint Venture:

1. **Start with one JV, nurture and repeat**
   Focus on the JV in front of you but keep on looking. Don't put all your eggs into one basket and continue to seek out new ways to create income and grow your network. Many a wonderful thing has happened with just a few people.

2. **Make sure your product is ready and available for FREE review cycle**
   Make sure your product is of high quality or you will be wasting people's time, who may not look at you again in the future when you have gotten it together. Your first shot needs to be your best, as this is a very small market in a global village. Make it easy for them to retrieve and review. Best case scenario, have it on a flash card for instant transfer if you are with them, or a quick link to download. In this instant, most people live in the moment.

3. **Once the offer is accepted, work out the commissions**. You need to offer them a healthy profit on your product. The price will determine the margin in most cases. If you have a higher priced item you will want to consider going for something around a 40% commission. If a lower priced or regular ticket item ($197), if this is your first time out of the gates, 50% is standard, and may not get you in the door. You might have to take a short fall on your first product and then work the list you are about to get for backend revenues by offering 70, 80 and sometimes 90% depending on what the product is, and who you are approaching. Even though you have agreement terms from up above, this is where you may need to be flexible.

   Think of the list building benefits. Also work out the method of payment, i.e. paypal, direct deposit, etc. If you can control this aspect, all the better. But many JV partners will do this and pay you versus the other way around.

4. **Treat your JV partner like the gold that they are**
   Together you will be building a financial windfall, and you will want to continuously express your appreciation for their efforts even if it is just a matter that they push a key to their database that sends an e-mail you have created. The list is the key and if they have it, they are the gatekeeper.

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5. **Think long-term and Reciprocity**
   Express to them additional benefits such as they will have the option to email to your list once it is built. Even though you are giving them a pretty hefty commission for their finger push, without them, there is no one to target. They take you from zero to one-thousand in 4 seconds flat. Any other perks add them.

6. **Make it easy to do – Have all materials pre-written**
   The simpler you make it for them to make money, the happier and more receptive they will be to the next time, and the more likely they will be to actually do it. Have banners ready or emails written for every stage of the launch cycle.

7. **Upon completion, make the payment quickly**.
   Send a personalized thank you in the form of a hand-written card. Again, personalization is the key here. Call them directly and say thank you. Yes, twice is always better than once. Ask them if it is okay if you keep them as a contact and give them a call once in a while and open the invitation for them to call you or e-mail you.

Once you have ascertained that you are ready for a JV relationship, the next section, Part 2, is how you get them.

## 7 Steps to Finding Joint Venture Partners

1. **The only way to find out is ask**
   **...**but let the product, the sales letter and the conversion rate talk for you. (The conversion rate is how many sales you get versus how many people have viewed the product site) Be outspoken about your product and the belief in it that you have. You should have already tested the market with your long copy sales letter site for your product and you should have seen a decent conversion on your sales! This is something you can use when pitching to the possible JV partners. Plus, they won't expose their database to anything that doesn't work so you will want to prove to them that it does.

2. **Market Research**
   Go to Google, Alexa or Yahoo and do a little market research. You want to search out your niche market and find people who have similar products to yours but not the same product as yours. You also want to see what kind of page rank they have on Alexa. Check traffic reports and manage the information into small workable quantities so that you can review it later. Check if they have an e-zine or opt-in,

take a look at their sales style, sales letter sites, opt-in methods, and overall approach to the marketplace. Make sure their philosophy matches yours.

3. **Review and act on the data you have collected**
   Decide who you would be interested in getting into a joint venture with. You may select more than one person to work with. Once you have done this contact the person with a personalized e-mail that tells them about you, and asks if there is anything you can do for them.

   Reciprocity is the most effective way to get joint venture partners. Personalize every email, and offer them something first, because chances are they have hundreds of offers just like yours, and most they won't listen to if not approached properly. If they feel this is a cut and paste job, they will discard your e-mail very quickly. Any successful business person you contact will not have time for "junk" e-mail. Offer to send them a free copy of the product that you want to promote through them. Show them the sales copy, and the conversion numbers. (If you don't have the conversion numbers you may be able to convince them with just the copy of the product and sales copy.)

4. **Attend Live Networking Events**
   The most powerful JV relationships you will ever build, are with ones that you have met face to face. I know for me, either you are part of a program I run, or I met you at a show, are pretty much the only ones I take on.

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Or if you have been referred. So whatever industry you are selling to, you need to create relationships with others people who you can cross market, and relationship build with. That way when you contact them by email, they will remember you, and be far more apt to open your email and pay attention to your relationship building attempts. The most successful action I have done, is this one.

5. **Look at your peers, it's not all about the guru**
So many times I have seen a newcomer come into the industry, with no list and a brand new idea or product, no statistics, but they are sure it will be great. So they go running to the guy with the biggest list and ask for help. This goes back to the 'JV Slap' warning at the beginning, but more importantly, it is this moment you need to be reminded that even though your peers might not have a list, they will work hard with and for you, if you join forces with other newcomers. That is how they all started. Matt Bacak, Mike Filsaime, Mike Litman, Jason Oman, all started with a similar dream, and helped each other along the way, get to where they are now. They all started with no list, no product, and a great idea they are sure would work. So you are in very good company as you start right now, so turn to the Mike Filsaime of your group, and start a community that supports each other.

6. **Social Media Sites – Web 2.0**

   Another great way to find JV partners is to become a part of communities such as Myspace, Digg, Furl.net, LinkedIn, Squidoo, and others where you can provide information, content, and provide help and advice, and in return you get to have your 'signature' displayed where you can advertise whatever you need to. It could say "Looking for JV Partners – great commissions, great product, and I will provide an ad swap too. Find out more at: www." And by simply being there, posting, etc. you are building a relationship with others, who when you ask, are very likely to offer a helping hand when you need it.

7. **JV Brokers**

   The latest trend is a person called a JV broker that matches your product or services with suitable partners in an industry where they have contacts and access to an audience that you need. They often work on a percent of the overall sales. Type in JV Broker in Google, and the names start appearing from various recommendations on forums who is good for what niche.

## Closing Thoughts

When one campaign is over, there are a couple of things left to do.

**Start over again with someone else.**

Once you have started building your list of prospects up, you can then go ahead and do a list exchange with people of comparable-sized lists. If you do approach someone with a 50,000 member list and ask for an ad exchange when you only have 500 people, you will need to be very creative and offer them something more in return. Keep applying the above guidelines, and you should find yourself with a healthy bunch of JV prospects in no time.

**Keep the communication open**

Develop the business relationship fully. Realize that the people you are working with are busy and may not have time to contact you. If you maintain that relationship it will benefit you because you might be able to do something else with them in the future.

If you can talk to them over the phone, do this as much as possible. It takes it from a casual business venture to something more long term. Give them your Skype or Messenger and contact information. Let them know how they can reach you anytime during the joint venture cycle. Keep in contact through all of the steps and processes until you reach the final goal.

And don't just communicate when you need something, and remember to ask them often, is there anything you can do for them

By following these steps, you will succeed in the wonderful and lucrative world that is the life-blood of fast yielding profits and lists - joint ventures.

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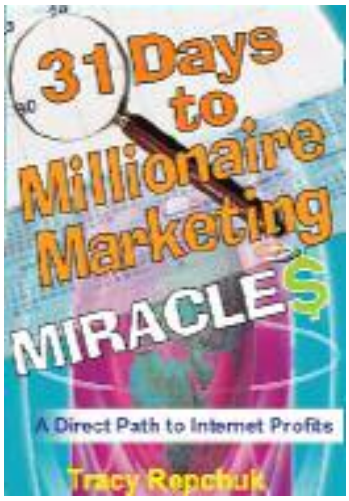
## Best Selling Author - Tracy Repchuk

Tracy has been an entrepreneur since 1985 when at the age of 19 she started her first company directly out of college called Bravo Software Group which is now a part of InnerSurf International.
During this time she received nominations for Canadian Entrepreneur of the Year nominee, and Chamber of Commerce Business Woman of the Year. Her software products have won awards, as has she for many different disciplines.
She is a Qualified Accountant with a designation, and holds a computer degree in Business Computer Systems.

She is an Internet Marketer, and in 2007 was awarded by the World Internet Mega Summit New Internet Marketing Success of the Year Winner, and flown all expenses paid to Singapore to appear on stage and present her story to over 3400 people

She is an Amazon Bestselling author for "31 Days to Millionaire Marketing Miracles", which she wrote and launched to bestseller, all in 58 days
She has appeared on the same stage as Stephen Pierce, Mark Joyner, Armand Morin, Jay Abraham, Ewen Chia, and has spoken at Britpack UK, and World Internet Summit Malaysia and UK.

As a result of her catapult to center stage, she is being called the "Quantum Leap" Expert by bestaffirmations.com, and anyone that knows her.




With over 43 testimonials on Amazon, her book is fast becoming a standard in the internet marketing industry for newbies, and those wishing to finally crack the money-making code.

Her book is available at Amazon.com

You can join her "Insider's Club" at www.MarketingMakeoverMiracles.com

Her blog is: **www.TracyRepchuk.com**

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Good luck on your journey.

I hope it brings you much joy, wealth, and friendship.