

THE 30-DAY JOINT VENTURE SPRINT

**HOW TO GET 3 TOP-LEVEL JV PARTNERS
IN 30 DAYS**

...even if no one has ever heard of you



BOB SERLING

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Section 1

Can you *really* get 3 top-level joint venture partners in just 30 days?

Let's start with the elephant in the room. The title of this program makes a very bold promise. One that most people who have tried to use joint ventures in their business don't believe is possible.

But let me assure you that getting 3 top-level joint venture partners in 30 days is actually quite easy. In fact, in many cases you can do this in just one week.

So how can I make such an outsized claim – and make it with total confidence that you **WILL** be able to achieve this?

It's all due to a process I created called **Frictionless Joint Ventures**. And you're about to discover exactly what **Frictionless Joint Ventures** are, why they work so well, and how to easily implement them with just four steps.

So let's dig in. I promise you'll be surprised in the best way possible!

A NEW approach to Joint Ventures

Joint Ventures. Business owners and entrepreneurs either love them or hate them.

There seems to be no in between. And that makes sense really, because when joint ventures work, they can generate a flood of new sales, build your list quickly, and add customers who repeatedly buy from you again and again.

But the downside is that they can be extremely difficult to implement and can easily fall apart if either partner fails to properly execute any of the many moving parts required for a successful joint venture. Then you're left with little or no sales and a lot of wasted time and effort you could have invested in something more productive.

Just so we're clear, a joint venture (or JV as they're often referred to) is generally defined as offering your product to a partner company's customers and paying that partner a share of your profits. Or alternatively, offering a partner's product to your customers and then you get paid a share of their profits.

More importantly, the purpose of joint ventures is to maximize profits while minimizing risk. The most compelling reason to engage in a joint venture is so that each party can benefit from assets that the other controls – whether those assets are tangible or intangible. These assets

can include products and services, customer lists, sales teams, processes, property, facilities, equipment and even the goodwill of existing customers.

Let's say that a retailer of *office supplies* has a sizable customer list of potential buyers for the *office furniture* you sell. Since office supplies naturally appeal to your customer list, you could partner with this company, promote each other's products to your respective lists, and share the profits made from selling to each other's customers.

Simple, right?

Yes and no.

In theory, joint ventures *are* simple. But in practice, you must overcome two significant hurdles.

The first hurdle is that potential JV partners often have limited time in their schedules to make your offer to their customers. This is particularly true with online marketers, who tend to email to their lists frequently. They could easily be booked for many months to come.

The second hurdle is that while the fundamental process of setting up joint ventures for your business is relatively simple, it frequently breaks down – often before your JV can even get off the ground. That's because there are a number of steps required to implement a joint venture and many nuances to each step. Which means there are also many ways you can go wrong if you do things improperly.

However, what's even more damaging to your ability to set up lucrative joint ventures for your business is the *conventional process* commonly used for setting them up. In fact, most of what you've been told to do in order to capitalize on joint ventures is completely useless because it simply doesn't work.

Now, if you've tried to set up joint ventures already, your own experience bears this out. You're frustrated with your results, you've lost significant time and money you could have devoted to something more productive, and you're left wondering why anyone could have ever told you that joint ventures can be so profitable.

You're not alone either. Entrepreneur magazine reports that 70% to 90% of all joint ventures fail. And what makes this even worse is that many fail before they even get started, due to an inability of each party to agree on the terms of the deal.

But don't worry – there IS a solution.

And as you're about to see, it's much easier than you might think. So easy, that when I lay out the few simple steps in the **Frictionless Joint Ventures** method, you'll immediately "get" why my approach works so well.

However, before we get to that, it's important to understand exactly what the source of frustration – or friction points – are in the conventional approach to joint ventures that cause so many of them to fail.

Why the conventional approach to setting up joint ventures produces such dismal results

In order to create joint venture deals for your business that produce the results you really want, it's important to understand five critical problems that are actually created by the conventional approach to joint ventures. Because you can't avoid and eliminate what you don't understand.

Each of these problems on their own creates a significant amount of friction. And when you get a number of them working together, the friction becomes so great that it brings your joint venture deal to a grinding halt.

So let's take a look at each of these friction points now. Then I'll show you exactly what needs to be done to avoid all of them with one simple change.

Reality check – how effective is the conventional approach to joint ventures?

If you're like most people, when you first heard about all the advantages joint ventures can give you, it seemed like an opportunity too good to pass up. According to the conventional wisdom, you just contact another company (hopefully a giant in your industry), paint a glowing picture of your product or service and they'll gladly tell all their customers to buy your product. Then when their customers hear about you, your list grows enormously – and so do your sales.

If only this were true!

Here's the reality of the conventional approach to joint ventures...

If you've ever tried to set up joint ventures for your business using the conventional approach, then you know that it's like running a gauntlet with pitfalls, traps and problems at every turn. And these problems cause the majority of joint ventures to go nowhere.

In fact, most of the time you won't even get past the first step. You'll send your invitation to another company asking them to promote for you and in return you'll get...

Dead silence

The net effect is like getting kicked in the gut with steel-toed boots. It aches knowing that this could have been a golden opportunity. And that all those fresh new names that could have been added to your list, as well as the immediate surge in sales you would have enjoyed, have escaped you forever.

Plus, the situation is made even worse because there isn't just one problem you need to overcome, there are actually five problems. I call each of these problems a ***friction point***.

Friction is defined as a “surface resistance to a motion”. The more friction you have, the more it impedes motion. And enough friction will bring motion to a complete standstill.

So now that I've proven my worth as a theoretical scientist, let's see how each of these ***friction points*** caused by the conventional approach to joint ventures are the root cause that bring your JV deals to a grinding halt.

Friction Point #1 **I've never heard of you**

This first friction point is responsible for the early demise of more joint ventures than any other factor. It's the reason that the majority of JV deals never get past the starting gate – and the few that do, then fail to get approval.

Like it or not, most of the companies you'll invite to participate in joint ventures have never heard of you. Yet you're asking them to loan you the use of their subscriber list and the reputation they've worked so hard to establish.

Unfortunately, as high quality as your product or service might be, any partner who has never heard of you simply doesn't have the time to perform the due diligence necessary to verify that your product is as good as you claim it is. Nor do they have the time or resources to verify that your company is reliable and won't wreak havoc with their customers.

Bottom line, there's no simple way to overcome this.

There isn't a single source of information built for this that can verify that you would be a trusted partner. So rather than jeopardize their own sales and reputation, it is always easier for a potential partner to eliminate their risk by ignoring you or telling you “No deal”.

Friction Point #2

Mine is bigger than yours

If the first friction point didn't kill your deal, there's a strong chance this second one will. You see, when you use the conventional approach to setting up joint ventures and ask another company to promote your product in exchange for you promoting theirs, a serious mismatch occurs immediately.

With practically every potential JV deal, there's going to be a serious disparity between the size of each partners' lists. While you may have a product that your customers give rave reviews, if your list size is 3,000 people and your potential partner's list is 80,000, it won't matter how much people love your product. Your deal is dead in the water.

Now, in case you think that's unfair, let's turn the tables. Using those same numbers, if your list size is 3,000 people, would you want to trade promotions with a company whose list size is just 113 people?

Of course not. But if you do the math, that's the exact same disparity between your list size at 3,000 and another company's list size of 80,000.

The bottom line is this – because of the inherent disparity that's bound to occur with 95% of all potential partners, the majority of JV deals that seemed so promising die on the vine.

Friction Point #3

Who mails first?

Whenever two companies consider promoting each other's products, the question always comes up as to who will mail first. And naturally, each company wants the other company to promote their product first.

Negotiating this single point can be extremely challenging and it often ends up derailing the entire deal. If I don't know you well, what proof do I have that you'll promote my product after I've promoted yours?

Sure, I made some money from promoting your product to my list, but I'd double that and add a lot of names to my list if you fulfill your responsibility and promote my product to your list.

The problem is, nothing can assure you that your partner will mail for you. Or vice versa.

No contract and no friendly conversation can truly guarantee that either party will follow through and mail after the first partner has mailed. For this reason, this friction point is responsible for many joint ventures failing to launch.

Friction Point #4 **How do I know I'll get paid?**

In my experience, this is the most harmful friction point of them all. To put it bluntly, everyone is afraid of getting screwed. And the bigger the list a company has, the greater that fear is.

Let's use the example again of a partner with a list of 80,000 people compared to your list of 3,000 people. Not only is there a tremendous disparity between the size of the lists, but your partner will be very concerned that they may never get paid. And that could mean that they lose out on a lot of money.

One of the greatest benefits of joint ventures is that when a trusted company recommends a product to their list, their endorsement causes the people on the list to respond in far greater numbers than they would to a cold offer. So conversion rates can be quite high – often 5% to 10% or more.

However, let's use a conversion rate of just 2% to keep this as conservative as possible. At that rate, your partner's list of 80,000 would generate 1,600 new sales for you.

Now, let's say that your product sells for \$125 and \$100 of that is profit. At a 50% split of profits, you'd make \$80,000 in new profits – plus you'd acquire 1,600 new customers you can now sell more of your products or services to.

Your partner stands to make \$80,000 in new profits as well. But only if you actually pay them.

With that much money at risk, it's only natural that your partner has serious concerns about getting paid. So once again, it's easier to say "No" and eliminate the risk of getting cheated out of their fair share.

In over 25 years of setting up joint ventures, both for my own business and for my clients, nothing comes even close to killing as many deals as this particular friction point.

Friction Point #5

The final straw

As you can see, there are many friction points built into the conventional method of setting up joint ventures. Some can bring your JVs to an abrupt halt on their own, but most often, it's the cumulative effect of multiple **friction points** that end in the final straw – a debilitating condition that can't be overcome.

The net effect of multiple *friction points* working together is a condition that eliminates any chance of benefitting from lucrative joint ventures...

Lack of trust

Let's face it, we all want to do business with other people we trust. And if that trust doesn't exist – or can't be quickly established – then the chance of doing business together drops to close to zero.

This lack of trust is the killer “friction point”. It's the single factor that causes one or both parties to say, “Sorry, but I'm going to have to pass on this”. And once that statement has been made, all the promise of adding thousands of names to your list and the hundreds or thousands of sales that will result from this, go out the window.

So as you can see, the conventional method of setting up joint venture deals has many friction points. All are extremely frustrating, while others are true deal killers. And the unfortunate truth is that because of the cumulative effect of these serious friction points, the majority of joint ventures fail to get past the discussion stage.

There IS a light at the end of the tunnel

Based on everything I've told you so far, things look pretty darned bleak. In fact, you may be wondering why anyone in their right mind would even consider participating in joint ventures.

With so many problems baked into the conventional process of setting up joint ventures, why bother when you could be devoting your limited resources to other avenues that are more productive?

But the critical point to understand is that joint ventures ARE very productive and very profitable. What isn't productive or profitable is the **conventional process** you've been taught to use to set them up.

So let's shift gears now. Let's find out how to overcome all this gloominess.

Let's take a look at the definitive solution to every problem created by the conventional method of setting up joint ventures. A single solution that immediately eliminates all friction points and makes it easy to get agreement from 90% of the joint venture partners you approach.

Sound too good to be true? It isn't.

This solution is based on a fundamental principle of human nature. And leveraging this principle is the foundation of an altogether new approach I've developed that is easy to use, eliminates all the problems of the conventional JV process, and best of all, will finally build your list and substantially increase your sales the way joint ventures are supposed to do.

So let me show you exactly how **Frictionless Joint Ventures** work and how you can start using them to get results immediately. And get at least 3 top-level partners to agree to joint venture with you in the next 30 days.

The solution – how to eliminate *all* the friction from joint ventures with one single move

Having seen so many of my clients struggle with these friction points when trying to set up their own joint ventures, as well as having a number of my own deals fizzle out due to lack of trust between the partners I put together, I decided to look for a solution to this ongoing problem.

My gut instinct was that the solution would actually be simple. All it required was stepping outside of the comfort zone of “doing things the way they've always been done” to find this simple, elegant solution.

Here's what I discovered. And keep in mind that while this solution will seem obvious when you see it, it required months of thought and testing to arrive at.

In examining the various problems and friction points that occur when using the conventional approach to setting up joint ventures, I focused on the fact that the single factor responsible for each and every problem was the ***lack of trust*** that naturally occurs when you put two companies together that don't know each other.

So I realized that if I could create a way to overcome this lack of trust, most or all of the problems that hamper joint ventures would disappear. And in order to accomplish this, I'd have to *completely eliminate* that lack of trust – every last bit of it.

Fortunately, I was able to achieve this and I'm going to show you exactly how this is done right now.

The solution I came up with was to strategically shift the entire process for setting up joint ventures in a way that *removes all friction points completely*. This shift in strategy, which I'll fully explain in just a minute, represents an altogether new approach to creating lucrative joint venture deals for any business.

This new method is the first significant improvement to the conventional way of setting up joint ventures that's come along in decades. And because it immediately removes all friction points from the process of setting up joint ventures – even when your partners have never heard of you – I call this process **Frictionless Joint Ventures**.

So here's exactly how my strategic shift works and eliminates all friction points. Remember, in the conventional method of creating joint venture deals, there are two sides to the deal – your side and the other company you want to joint venture with. And the agreement is that there will be reciprocal promotions between you for each other's products.

But the minute you begin to discuss the parameters of the deal, a great deal of mistrust and friction naturally occurs. This is perfectly normal whenever two sides who don't know each other consider doing business together.

However, ALL of the mistrust and resulting friction is eliminated in one fell swoop when you strategically shift the deal using this simple, driving principle:

The only type of JV deal you ever set up is to promote another company's product to YOUR list – while completely eliminating the requirement for your partner to reciprocate by promoting your product to their list

I know this is counter-intuitive and may even sound a bit crazy at first. You really aren't going to ask the other party to promote for you while you promote their product? Have I totally lost it?

No, not at all. And I can assure you that structuring your joint ventures using this strategic shift gives you a number of significant advantages, including:

- All the friction caused by who will do what and when immediately vanishes. This frees you up to achieve your real goal – making more sales to your list through joint ventures.

However, with this shift, your first step in accomplishing this is to sell your customers more of the complimentary products and services they want without investing a penny in developing, manufacturing or delivering them. I'll show you exactly how this is done in just a minute.

- It returns full control of the deal to you. You get to pick and choose which company's products or services you offer to your list. And when you use my method of inviting partners to work with you, few will ever turn you down. In fact, you can easily get agreement from 90% of the partners you approach.
- It eliminates any disparity over list size. When the only concern you have is increasing the value you offer your customers by connecting them to great deals for products or services they're strongly interested in, you never have to worry about whether your partner's list is the same size, larger or smaller than your own list.
- All disputes over mailing dates are completely eliminated, since you set your mailing schedule and only approach partners for dates that you've already determined are available.
- You never have to worry about who will mail first or whether your partner will actually mail, because reciprocity has been completely removed from the deal.
- In addition, you have no cost and no risk whatsoever. All orders are processed and fulfilled by your partner. And any customer service issues are handled by them as well. All you have to do is send out an email or two and then cash your check for your share of the profits.
- By using this method, you're actually getting paid to *establish a relationship with partners who will sell your product to their list in the future*. After all, once you've sold a company's product to your list and made them money, you are now a known and trusted resource.

By shifting the focus of your joint ventures from reciprocal deals to only being interested in finding partners with great products you can offer your list as your first step, you eliminate all the friction points and problems caused by conventional joint ventures and free up a tremendous amount of time and energy you can devote to making more sales.

So with this critical principle in mind, let's take a look at all of the tangible benefits this produces for you.

Frictionless JV Benefit #1 **Capitalizing on what your customers want to buy but you aren't selling**

One of the most frequent questions I hear from my clients is, "My business is different, so will joint ventures really work for me?" And the answer in every case is a resounding "Yes".

Sure your business is different. To some extent or another, every business is different. That's part of what makes your product or service appealing to your customers.

But what is *not* different is a fundamental marketing principle that applies equally to every business that I call **Expanded Interest**. Simply put, this means that customers in any market (including yours) are not only interested in your product, but they're also interested in a *wide range of other products and services that are complimentary to your product*.

These are products and services that they are eager to buy – but you aren't currently selling to them. Let me give you an example that demonstrates exactly how **Expanded Interest** affects your customers.

Think about any purchase you've recently made, say a new big screen TV. Once you've purchased that TV or shown a strong interest in purchasing it, you immediately start thinking about many other products and services that compliment your purchase.

You may want a streaming service to watch all your favorite shows and movies...

A modem booster to stream those shows more quickly and smoothly...

A universal remote to control all your equipment and get rid of those 3 or 4 other remotes...

Surround-sound speakers...

You may want a new recliner...

A new television stand or console...

A pizza maker for enjoying events and big games...

You may also want to convert a room in your house into a home theatre...

And much, much more.

Sound familiar? I'm sure it does, because this is the exact thought process that kicks in for most people the minute they've made the decision to buy **any product or service**.

And understanding this fundamental principle of **Expanded Interest** should begin to make it much clearer why joint ventures can be used to generate sizable profits for any business.

You see, this **Expanded Interest** represents the strong desire your customers have to buy many products or services that are complimentary to your product. At the same time, you're

already overloaded with things to do and there's no way you could possibly expand into all those areas.

However, the solution is quite simple – and very profitable.

You can tap directly into all this buying power by offering the complimentary products and services your customers want that come from *other companies*.

You see, it's a given that your prospects and customers are going to buy many of the related products and services that you don't offer. So why wouldn't you want to get a cut of those sales simply by offering other companies' products or services to your list?

The vehicle you use for doing this is **Frictionless Joint Ventures**. You simply invite other companies to partner in selling their products or services to your list. This means more sales for them and more profits for you.

And I can assure you that when you approach another business and ask them, "Would you like to sell your product to my list of 11,500 people?", few businesses will ever turn that offer down.

Frictionless JV Benefit #2 **No costs and no risk**

When you're focusing your joint venture efforts on selling other companies' products and services to your list first, a powerful advantage kicks in immediately. For every offer you make, you have absolutely no cost and no risk.

Why? Because these products and services come from other companies, those other companies do all the order taking, credit card processing, order fulfillment if the product is physical, and customer service. And all of the costs associated with those functions are incurred by your partner.

All you're responsible for is sending an email or two to your list to let them know about the special offer you've arranged for them. And even here, you're using your partner's existing email copy, so you have no cost to develop this. All it takes on your part is a few minutes to load the copy into your email program and hit the send key.

Frictionless JV Benefit #3

All money coming in is pure profit

You've already seen that you have no cost and no risk when selling other companies' products or services to your list. And to extend this even further, what this means is that nearly 100% of the money you make from these types of offers is pure profit.

Remember, you have no operational costs whatsoever when you offer another company's product or service to your list.

Compare this to the typical profit margins of selling practically any product or service of your own. On average, a strong profit margin is considered to be 30%.

But when you receive the payment for your portion of the profits from your joint venture partner, because they take all the orders, do all the credit card processing and provide all the customer service, *every penny you receive as your share of the profits from your partner is 100% profit.*

There just isn't any other way you can generate a comparable level of profit!

Frictionless JV Benefit #4

Lock in customer loyalty

While the **Frictionless Joint Venture** approach is what eliminates all the problems and stress of creating joint ventures, the human element that makes joint ventures so successful is *trust*.

You started establishing a strong bond of trust with the people on your list with the quality of your own products or services. And it's this initial trust that causes people to take a look at the other products or services you're recommending and possibly buy them.

However, offering your customers other companies' products and services that are of high quality also *expands* the level of trust your customers have in you and locks in customer loyalty for years to come. Because the more value you create for your customers and the more often, the more they will come to view you as a trusted resource.

Think of it this way. Let's say you're looking for a new Italian restaurant to go to for dinner. You have two sources for recommendations. The first source is the ads you see in your daily newspaper. The second source is having a good friend recommend their favorite Italian restaurants.

So which source will you put more faith in? Almost always, it will be the recommendations of a good friend. And the simple reason why is that you *trust them*.

On the other hand, you don't have any real reason to trust a restaurant's ad in the newspaper. After all, practically every ad for an Italian restaurant proclaims that "We have the best Italian food in town!" So right there, a certain amount of *distrust* is created because this claim simply can't be true for all the Italian restaurants in your city.

So it's important to understand the invaluable power of having built a bond of trust with your list. And as I mentioned, once you've done this by initially delivering a quality product of your own, that trust can be leveraged to sell a wide range of other products and services to the members of your list.

In addition, customers are eagerly seeking recommendations from trusted sources for quality products and services they want. That's because there are so many products available in any category, that it's difficult to tell what's good from what's junk. So if you can help your customers by recommending a product or service you know is of high quality, you make money and lock in a deeper level of customer loyalty each time you do this.

Let me give you a quick example to show you how this works. The other day I was talking with a client whose core product is a sales training program for new sales people. He mentioned that one of the main products his customers also want but he doesn't sell is time management training.

So I asked him to do a Google search on "time management skills", making sure he put quotation marks around the search phrase to limit the number of results he got. Even with putting this limiter on, the search returned 21,000,000 results!

Can you imagine how difficult this makes it for a new salesperson to determine which time management training programs are great and which are a waste of money? So if my client recommends a time management training program he knows is excellent, not only will he make a tremendous amount of sales, but he'll lock in a much deeper level of customer loyalty at the same time.

Frictionless JV Benefit #5
FJVs give you the leverage you need
to get other companies to sell your products

Back in the beginning of this introduction, I showed you how attempting to set up reciprocal joint ventures – where you promote another company's product and in return, they promote yours – creates immense friction that leads to the majority of JVs never getting off the ground. However, an important aspect of the relationships you create with other companies once you begin to use **Frictionless Joint Ventures** changes that dynamic significantly.

You see, once you've successfully sold another company's product to your list, you now have a track record with them. You've begun to build a valued business relationship with them. And that relationship has been built on you bringing them additional sales revenue they wouldn't have seen without you promoting their product to your list.

So now that you have this business relationship, you're in an excellent position to approach a company that you have already promoted for and ask if they would promote your product to their list. This gives you a powerful form of leverage you can't get from the conventional approach to setting up joint ventures.

Now, realistically, when you approach those companies whose products you've already sold, some of your partners will agree to promote for you and some won't. When they do, it's all gravy. When they don't, I never worry about it and I never take it personally.

That's because the real money in joint ventures will always be in selling more products and services to your customers more often. And since you're consistently bringing in additional profits every month by selling other companies' products to your list, there's no need to worry if a company you're promoting for won't promote for you in return.

However, the best chance of getting another company to promote your product to their list will always be *after* you've generated a lot of sales for them by first promoting their product to your list. Because now you're a known quantity, you're trusted, and they are highly likely to want to keep you happy so that you'll promote their product to your list again.

Frictionless Joint Venture case studies

As you can see, there are many powerful advantages to using **Frictionless Joint Ventures** to increase your sales and profits. And it should be abundantly clear how my approach eliminates every problem caused by the conventional method of setting up joint ventures.

So what kind of results can you expect to see when you start using **Frictionless Joint Ventures**? Let's take a look at a few case studies to give you an idea of the range of results some of my clients have produced.

I've selected three examples – one that was quick and small, another that was more mid-sized and a third that was quite large. **And most importantly – all three were done in 30 days or less.**

So these three examples should give you a much better sense of the range of results anyone can produce in just 30 days by implementing my simple **FJV** approach.

FJV Case Study #1

Let's start with one of my favorite case studies. One of my clients is a copywriter who creates emails, web pages and video sales letters for his clients. However, his business came to a complete standstill when he needed a serious back surgery.

Despite being in bed, in considerable pain and lacking the concentration to write copy for his clients, he was still able to generate a steady stream of income by using **Frictionless Joint Ventures**. Simply by using the techniques above, he quickly came up with a list of quality products to offer to one of his existing client's list.

With one quick phone call to his client, he immediately put together a small deal and sent it out *within a couple of days*. As a result of this single phone call, he made \$8,700 for that deal. Here's how he describes the process and his results in his own words:

"I've done quite a few JV deals, many of which have made a lot more money than this. But I have to say that this is my most interesting. Right after I had back surgery I was stuck flat on my back and doped up on Vicodin. I made one phone call to a client I'd done business with before and immediately put together a joint venture that made me \$8,700."

Chris Haddad, Seattle, WA

FJV Case Study #2

This case study demonstrates how quickly a high quality joint venture can be put together and rolled out. In fact, as you'll see, multiple joint ventures can be created simultaneously.

One of my clients took the **Frictionless Joint Ventures** process to heart and sent out a number of invitations to potential joint venture partners. Over a period of just two weeks, he received a number of positive responses, reached agreement with multiple partners, and began sending out his emails.

Rather than tell you his results myself, I'll let him share those results in his own words:

"I created an invitation to attract joint venture partners and sent it out. In two weeks we had a handful of partners and we launched the emails. In just 7 days this grew our monthly revenue by over 380%."

"What was this worth to me? Firstly, it took me about 4 days total time to get this up and running; secondly this deal has been worth close to mid five-figures for those few days of work."

Alan McKenna, La Jolla, CA

FJV Case Study #3

In this final case study, you can see how quickly joint ventures can generate sizable sales. This particular client of mine was a company that offers training in Internet marketing, yet they did not fully grasp the immense value that **Frictionless Joint Ventures** offers you.

However, they were open minded and had excellent implementation skills, so the results they produced were impressive and came quickly. Here are the results that they reported:

“With the joint venture strategy Bob showed us, IMC made about \$1 million in our first week of using it. Altogether, we’ve done at least \$2.6 million worth of business because of this one simple strategy.”

Derek Gehl, former CEO, Internet Marketing Center

What’s coming next

As you’ve just seen in these three case studies, you really can land and implement great joint venture deals in just 30 days. And this is easy for any type or size of business to achieve.

So now that you’ve seen this introduction to **Frictionless Joint Ventures**, it should be clear that my method overcomes all the problems inherent in the conventional joint venture process. And by using my system, you can easily get agreement from 90% of the joint venture partners you approach.

Plus, you can get that agreement quickly, allowing you to land 3 or more joint venture deals in just 30 days.

After all, when you contact a company and essentially say, “I’d like to send some free sales your way. Would that be alright with you?”, that’s an offer that few businesses will refuse.

At the same time, you’re building your relationship with those companies who you’d like to sell your product in the future. And you’re doing it in the best way possible – by making actual sales for them.

So when you do approach them later, many or all of these partners now know you and see you in a very positive light, which can only result in many of them agreeing to sell your product to their lists.

So let’s wrap up this Introduction with a brief overview of what you’ll find in the rest of this program. Here are the four parts that make up the complete program:

Section 1: Introduction to Frictionless Joint Ventures

Section 2: Finding the Ideal Partners for Your Frictionless JV Deals

Identifying the right partners

Creating your Frictionless Joint Venture Invitation

Section 3: Sending your JV promotions to your list

The Frictionless JV sales optimization sequence

Section 4: Getting Other Companies to Sell Your Products to Their Lists

We've already completed Section 1. And now that you know what you have to look forward to, let's move on to Section 2.

Section 2

Finding your ideal FJV partners – The key to creating an unlimited number of 6-figure joint ventures for your business

Now, our stated goal is to create 3 joint venture partners in the next 30 days. And that's exactly what we're going to do.

But the news gets even better. You see, creating as many highly profitable joint ventures as you'd like is actually quite easy once you understand that the key to this is connecting with the ideal partners. So simply by continuing to use this process, you can easily land dozens of top-quality joint venture partners.

My method for finding your ideal partners and getting them to agree to work with you is very simple. It's also incredibly effective. Many of my clients have gotten agreements from 90% to 100% of the JV partners they approach. And I'm sure you'll be able to as well.

Again, my process is very simple. It doesn't make sense to have things be so complicated that it's nearly impossible to do or that it eats up huge chunks of your time. So everything you need to do to land an unlimited amount of 6-figure JVs for your business is achieved with just three steps.

I'll start by listing all three Steps to give you the big picture and then I'll cover the details on how to implement each Step.

Step 1: Make a list of 10 to 20 complimentary products or services that your subscribers would be interested in

Step 2: Create a list of companies that offer those products or services

Step 3: Invite the companies on the list you've created to sell their product or service to your subscribers and customers

These three Steps are all it takes to create as many 6-figure joint venture deals as you'd like to, as often as you'd like to. And as you're about to see, it makes it a breeze to land 3 top-quality joint venture partners in 30 days.

So let's dig in to the details for implementing each Step.

Step 1: Make a list of 10 to 20 complimentary products or services that your subscribers would be interested in

This step is very simple to do. Since you already understand your customers' wants and needs, create a list of 10 to 20 complimentary products or services they would naturally think of buying once they've bought your product. If you need to stimulate your imagination for this, take a minute to review the section where I listed some of the other products people are interested in when they buy a big screen TV.

This entire Step should take you no more than 15 minutes or so. You'll probably discover that you can easily identify 10 to 20 complimentary products that fit the bill right on the spot.

Your list does not have to be formal and it certainly doesn't require any special software such as a spread sheet. All you need to do is create a Word document and list out the products and services that are a good fit.

Let Amazon do the work for you

Once you've created your own list, it's time to expand it even further. And there's no better way to do this than to let Amazon do the heavy lifting for you. So let me show you how to take advantage of the billions of dollars Amazon invests in massive, deep research – and how you get this for free.

The way you leverage the billions of dollars Amazon devotes to deep research on customer buying behavior is a bit counter-intuitive. Let's say that you sell a new type of diaper for babies. Start by searching on Amazon for "baby diapers". Be sure to enclose your search term in quotation marks in order to get the most accurate results.

This search would return the screen below. This is actually just the top portion of the screen that's returned as the results are too long to fit on a single page. On this screen I've marked two places with red numbers..

1-16 of over 10,000 results for ""baby diapers"" Sort by Featured

1

Get FREE Same-Day Delivery on qualifying orders over \$35

Show results for

AmazonFresh

fresh

Baby Products

Baby Care Products

Disposable Diapers

See more

Health & Household

Baby Bathing Products

Baby & Child Care Products

Books

Children's Books

Children's Superhero Comics

Children's Action & Adventure Books

Children's Humor

See All 30 Departments

Refine by

2

SPONSORED BY PAMPERS

Buy Pampers size 1 diapers and more

Shop now

Pampers Swaddlers Disposable Diapers Newborn Size 1 (8-14 Lb)

8,986

Pampers Aqua Pure 6 Pop-Top Packs Sensitive Water Baby Wipes

295

Pampers Sensitive Water-Based Baby Wipes 9X Pop-Top Packs, ...

5,173

Top Rated from Our Brands See more

The spot I've marked with red #1 shows that there are over 10,000 results for this search term. Then, the spot that I've marked with red #2 begins a listing of dozens of offers for diapers.

This is exactly what you'd expect. But it's also just the beginning. As you continue to scroll down the page, you'll start to see offers for other products that are related to baby diapers. Now we're starting to get to the good stuff!

I've pasted in a partial screen shot of some of these related products below. On that screen, I've marked one spot with a red number one.

HapTim Multi-function Large Baby Diaper Bag Backpack W/Stroller Straps-Insulated Pockets-Changing Pad, Stylish & Durable with Anti-Water Material(Gray-5284)

by Hap Tim

\$46.99

prime | FREE Same-Day

FREE Delivery by TODAY, Aug 3

1

486

Product Description

... sperated compartments,you can keep baby diaper, cloths and toys.....

Baby Diaper Caddy Organizer - Nursery Storage Bin Changing Table Diaper Change | Baby Shower Gift Basket for Boy Girl | Large Portable Car Organizer for Wipes Toys | Newborn Registry Must Haves (Pink)

by Lil Dandelion

\$20.99

prime | FREE Same-Day

FREE Delivery by TODAY, Aug 3

Get it today for FREE on qualifying orders over \$35

348

5% off purchase of 2 items See Details

Burt's Bees Baby Diaper Rash Ointment, 3 oz

by Burt's Bees Baby

\$7.89

Subscribe & Save

More options available:

\$8.09 prime | FREE Same-Day

617

As you'll notice as you scroll down the page, you start to see listings for other products related to baby diapers. If you were to continue scrolling down the page (which I recommend you do on your own by performing this search), you'll see dozens of listings of related products.

Now, here's where Amazon's research capacity really kicks in. Take a look at the spot I've marked with the red #1. This indicates the rating of the product as it's been tracked over millions of purchases. It tells you exactly what customers think of this product.

The products associated with baby diapers that you want to add to your list should have ratings between 4 and 5 stars. Otherwise, the customer satisfaction level isn't high enough. So what you would do here is add those highly-rated products you feel would have the strongest appeal for your customers.

But we're still not done yet. Next, we're going to scroll to the bottom of our first page of results. You can see what this portion of the page looks like in the screen shot below.

The screenshot shows Amazon search results for baby diaper rash ointment. The top two products are Aquaphor and Burt's Bees. Below them is a navigation bar with 'Previous Page', page numbers 1, 2, 3, ..., 20, and 'Next Page'. A red circle with the number '1' is placed over the '1' in the page numbers. Below the navigation bar is a section titled 'Brands related to your search' with three sponsored product cards: HappyEndings, BabyBum Products, and ALVABABY. A red circle with the number '2' is placed over the '2' in the page numbers.

Take a look at the spot that I've marked with the red #1. Here, Amazon lists products that are "sponsored". These are products in your category that companies have paid to show to you. And I highly recommend that you do NOT waste any time with sponsored products.

Why? Because as you'll notice, none of these listings include Amazon's star ratings, so you don't know whether or not customers truly love these products. So instead of wasting any time on these sponsored products, go over to red #2 instead and click to move to the next page of results that DO include customer ratings.

These results are pretty great, right? Using just this basic search mechanism, you can easily add dozens of high-quality products to your list.

But this is just the tip of the iceberg. Ready to see how you can tap into Amazon's deepest research and add dozens more top-rated products to your list? I hope so, because here's where it gets really good.

In the screen below, you'll see the results that were returned when I clicked on one of the top-rated products from the second screen above. This product is a "Baby Diaper Caddy Organizer".

The screenshot shows the Amazon product page for the 'Baby Diaper Caddy Organizer'. At the top, there's a navigation bar with categories like Baby, Registry, Best Sellers, Deals, Strollers, Car Seats, Nursery, Feeding, Clothing, Activity & Gear, Toys, Diapering, Health & Safety, and Gifts. Below this is a banner for 'Everything for Back to School' with a 'Shop now' button. The product title is 'Baby Diaper Caddy Organizer - Nursery Storage Bin Changing Table Diaper Change | Baby Shower Gift Basket for Boy Girl | Large Portable Car Organizer for Wipes Toys |...'. It has a 4.5-star rating from 349 customer reviews and 9 answered questions. The price is \$20.99 with Prime, and it's in stock. The product is sold by Lil Dandelion and fulfilled by Amazon. There are two color options: Pink (\$21.99) and Grey (\$20.99). The delivery location is Bob - Cardiff 92007, and the quantity is 1. The 'Buy Now' button is visible at the bottom.

This is the top portion of the detail page for the product we just clicked on. There's nothing here that advances our research further. But as we scroll down, there's a veritable goldmine of valuable information, as shown on this next screen shot below.

Customers who bought this item also bought

Ad feedback

Page 1 of 14

Philips AVENT Soothie Pacifier, 0-3 Months, 2-Pack, Pink/Purple
★★★★☆ 3,596
\$3.79

Munchkin Waterproof Changing Pad Liners, 3 Count
★★★★☆ 1,742
#1 Best Seller in Changing Table Pads
\$6.99

Hudson Baby Animal Face Hooded Towel for Girls, Pretty Elephant
★★★★☆ 831
#1 Best Seller in Baby Bath & Hooded Towels
\$10.07 ✓prime

Aveeno Baby Daily Bathtime Solutions Gift Set to Nourish Skin for Baby and Mom, 4 Items
★★★★☆ 395
#1 Best Seller in Baby Care Gift Sets
\$15.60 ✓prime

Spasilk Washcloths, Pink Stripes, 10 Count
★★★★☆ 1,763
\$6.99 ✓prime

Fridababy NoseFrida Nasal Aspirator with 20 Extra Hygiene Filters
★★★★☆ 8,989
#1 Best Seller in Baby Nasal Aspirators
\$20.00 ✓prime

Burt's Bees Baby - 5 Pack of Burp Cloths, 100% Organic Cotton (1 Cloud, 1 Solid Color, 1 Honey Bee...)
★★★★☆ 226
\$24.95 ✓prime

Special offers and product promotions

Color: Pink

Save 5% each on Qualifying items offered by Lil Dandelion when you purchase 2 or more. [Here's how](#) (restrictions apply)

Exclusive deals tailored to your kid's age, compliments of **amazonfamily**

- Share your kid's age or arrival date
The information you share will be treated in accordance with our [Privacy Notice](#).
- Receive personalized parenting tips & deals
We'll periodically email you exclusive discounts, experts parenting tips, and much more - handpicked
- Access other benefits for parents that are expecting or have children ages 12 or younger
Explore other benefits on www.amazon.com/family.

On this screen shot, I've marked two spots with red numbers. Red #1 marks the category heading "Customers who bought this item also bought". THIS is where you get the deepest, most useful research results possible from Amazon.

As you can see, Amazon only includes the top selling items in this set of listings. Plus, you'll also notice that many of these carry a "#1 Best Seller" rating. You simply couldn't ask for any better research than this! And it's all provided completely free of charge by Amazon.

Red #2 shows that there are 14 pages of listings for highly popular products that "Customers who bought this item also bought". So there's an absolute wealth of products in these listings alone that you can add to your list.

**Despite this wealth of high-quality information,
don't lose track of your goal**

One final point. For every 4 to 5 star product you click on to see the details, there will be dozens of pages of listings for products that "Customers who bought this item also bought". So you could literally spend hours going through them all. In fact, there is so much high-quality research available here that you could drive yourself crazy digging deeper and deeper into it all.

However, there's no need to do that. Your goal here is to create a list of approximately 20 high quality products associated with your product that people love. And you only have to scroll through a few pages to accomplish that.

Step 2: Create a list of other companies that offer those products or services

Once you've created your list of complimentary products and services, the next step is to identify the companies that manufacture those products. These are the companies you'll be contacting for your joint ventures.

For each product you've listed, simply match it with the company that manufactures that product. With the products you came up with on your own, there's a strong chance you'll already know most of the companies that manufacture them.

For the remainder of the products you came up with on your own, a quick search on Google or Amazon will return a list of all the vendors you need. I've used both for this purpose, but I lean more to using Amazon. That's because the user ratings give you much more information to go on than the listings that are shown with a Google search.

Of course, with the products that you discovered through an Amazon search, you already know who the companies are, so simply add them to your list.

Step 3: Invite the companies on the list you've created to sell their product or service to your subscribers and customers

Now it's time to approach the companies that are on your list and invite them to sell their products to your subscribers and customers. There are two parts to this Step:

- Find the name and email address of the proper person to contact
- Write and send your invitation

Of the two steps, the first is the most difficult as people no longer post their email addresses online due to all the spam it would attract. At the same time, they do want to sell their products, so the information is available with just a bit of digging.

Using the methods I'm about to describe, you can find everything you need 95% of the time. And most of this can be done in just a few minutes or so.

First things first – finding the right person to contact

There are two methods that work really well for finding the right person to contact. Both are easy to use.

The first method is to visit the company's web site and look at their "About Us" page. This page will nearly always list the company executives and you're usually looking for the owner, marketing manager, or head of partner sales. Those people should be listed by name.

The second method is to go to the company's LinkedIn page. This will get you a list of all the company's executives the vast majority of the time. Again, you're looking for the owner, marketing manager or head of partner sales.

If these methods fail, which they shouldn't, you can always call the company and ask for the name of the person in charge of partner sales. Once you're given the name, which should be 100% of the time, you can then ask for their email address, but you will often be directed to use the company's Contact form. Don't do that!

Finding the correct email address of the person you want to contact

This is the point where a bit more detective work is usually required. Now, occasionally you'll find the contact person's direct email address on the company's LinkedIn page. If that's the case, you're good to go. If not, here's what to do next.

Ideally, we're looking for the full, correct email address of the person we want to contact. But you won't always find that. However, you can often figure it out from the standard format used by most companies. Standard formats tend to look like this:

Sue.Smith@ABCBabyDiapers.com

SueSmith@ABCBabyDiapers.com

SSmith@ABCBabyDiapers.com

The key here is that you're looking for a standardized format and most companies use a standardized format for the sake of consistency.

So how do you find the standardized format for email addresses that a company uses? There are two excellent sources.

The first place to look is the "News" page on a company's web site. Go to that page and look for the PR person's email address which is often listed. If there's no email address listed for the PR person, start looking at the press releases posted on this page.

Nearly always, you'll find the PR person's email address in a press release – plus, you can often find other company executive's email address listed in their press releases. The purpose

of a press release is to get the media to contact someone at the company, so listing an email address is almost always included in a press release.

If neither of these methods work, do a Google search on a phrase such as “ABC Baby Diapers annual revenue”. This search phrase will return business results and eliminate most or all results that you’d normally get of web sites that sell ABC Baby Diapers.

Look through the results and try to find the name and email address of any executive at the company. Financial reports nearly always carry this information.

IMPORTANT: Remember, the goal in these steps I’ve just described is to find the standardized email format a company uses. So for our purpose here, any email address that you find will work.

Using the standardized email format to calculate the correct email address of the person you want to contact

So now that you’ve found the standardized email format that a company uses, figuring out the correct email address for the person you want to contact should be easy. Here’s how it’s done. Let’s say the person you want to contact is Sue Smith and the email address you found is:

Joe.Jones@ABCBabyDiapers

In this case, it’s highly likely that Sue Smith’s email address will be:

Sue.Smith@ABCBabyDiapers

For now, this is all we need to move on to the next step. While there is a possibility that the standardized email format you’ve just created is incorrect, we don’t need to worry about that now. If it turns out to be the case that this standardized format address is incorrect, I’ll show you how to handle that later – and how it leads to getting the correct email address 99% of the time!

Step 3: Invite the companies on the list you’ve created to sell their product or service to your subscribers and customers

Now it’s time to write and send the email you’ll use to invite the companies on your list to participate in a joint venture with you. All it takes is a very simple message, built around a statement like this...

I have a list of 17,000 people who have bought or are interested in our fitness videos. I’d like to sell your Ab Blaster Deluxe to these folks. Are you interested?

What do you think the answer is going to be? Essentially, what you're offering these companies is *free sales*. And you aren't asking for a reciprocal mailing to sell your product or for anything else in return except for a share of the profits from the sales they make to your list.

Quite frankly, you'll never find an easier way to close a deal!

So, now that you understand the foundation your invitation email is built on, let's take a look at the actual email you'll send, which you'll find in **Example 1** at the end of this material.

I've marked five blocks in this email with red numbers. Read through the email and then I'll give you an explanation of each block in the email.

A block-by-block review of your invitation email

Let's shift our attention now to going through this email block-by-block. I'll show you the purpose of each block and how all the blocks work together to get a 90% agreement rate from the partners you approach.

Before we start, I want to make one overall point extremely clear. You'll notice that in this email there is no hype and no sales language. That's because this is a personal communication between you and another person at a company who you would like to do business with.

Think about when you send an email to a friend. As a personal communication, you wouldn't think of blasting your friend with a hype filled sales message. And if the email invitation you're using to invite partners to work with you has even a hint of sales hype, your agreement rate will drop like a heavy stone to the bottom of a pond.

So always keep in mind that the communications between you and your partners must contain NO hype whatsoever.

Got it? Great, so let's move on to the content of this email.

Block #1 is the subject line and initial benefit. The subject line, "Idea for your business", conveys exactly what the message is about. And it's completely devoid of sales hype.

At the same time, this subject line is intentionally incomplete. While it conveys a benefit for the person you're sending it to, it doesn't state exactly what that benefit.

It does not say, "Open to doing a joint venture?" That would be giving away the farm too early. The entire purpose of any subject line is to get your email opened. So to do this, you have to convey value, but hold back exactly how that value is delivered at the same time.

Once the reader has opened your email, the first paragraph is used to introduce yourself and convey the benefit again without yet stating exactly how that benefit will be produced.

Block #2 is the used to establish your credentials. It states the number of subscribers you have and the fact that they are serious about what your product or service does, not just people who will take anything for free. This is the first point in establishing the value of partnering with you – the fact that your subscribers are serious about their topic strongly implies that they will also be serious about buying your partner’s product or service.

This block brings us to a critical point. It’s important to remember that the size of your list *does not matter here*.

Why? Well, think about this for a minute and try to come up with the answer on your own, then I’ll give you the complete answer. But I do want you to think about this first so you fully absorb how **Frictionless Joint Ventures** work and begin to use this understanding to drive setting up many JV deals for your business.

The correct answer, and what I hope you said, is that the size of your list doesn’t matter because *you are not asking anyone for a reciprocal mailing*.

The only thing you’re doing at this point is offering to make sales for your partner. So the size of your list is of very little significance.

Block #3 is critical to your success. It achieves two important goals.

The first goal is to make it clear that you have personally chosen this product or service and that your partner is not receiving a mass email blast. This is accomplished in the first sentence, “I was recently on your web site and saw your (name of product).”

By showing your potential partner that you’ve actually invested time in researching their web site and selected a specific product, you establish that this is a personal communication and you’re serious about doing business.

The second goal, which is absolutely critical, is that this is the block where you tell your partner that you’d like to sell their product to your list. And you then describe the terms you’d like, which is a 50/50 split of the profits.

What’s missing from this block? Just one thing – you are NOT asking for or even hinting at the need for a reciprocal mailing. Instead, you are making an offer to send free sales to your partner. And that’s an offer that would be tough for anyone to turn down!

Block #4 provides further credentialing that proves you are someone to be taken seriously as a partner. By providing more information about the range of sales that can be expected, it helps your partner understand that this offer will truly be of value for them.

The email closes with **Block #5**. In this block, you issue a soft call to action. That's stated as, "If you're interested in talking about this a bit more, just let me know."

That is the *exact* action you want your potential partner to take. To respond to your invitation in order to take the next step in the process. This is a very reasonable request and it's made in a professional, understated way.

The remainder of this block contains all your contact information. And the emphasis here is on *all* your contact information.

When inviting a company to partner with you, you want to be fully accessible and fully transparent. If you exclude any contact information or make it the least bit difficult for people to contact you, two negative effects occur immediately.

The first negative effect is that when you don't include your full contact information – your web site, email address, and direct phone number – it makes it appear that you're hiding something. That immediately creates a sense of distrust and can kill any possibility of a deal on the spot.

The second negative effect is that you're forcing potential partners to respond by your preferred method, not by theirs. And that will instantly cause some partners to decide this is a hassle, so they won't take any action to respond to you.

ALWAYS include your full range of contact information. Make it as easy as possible for your partners to contact you and more of them will do that!

How many invitations you should email at one time

I recommend that you send 3 to 5 invitations in at a time. That's because this invitation produces exceptional results – as high as a 90% agreement rate from the partners you approach. So you don't want to send too many invitations or you could actually end up with more responses than you can handle.

And while your goal is to get 3 high-quality joint venture partners in 30 days, if you try to manage much more than that in a short period of time, you can easily get confused with the details of each deal. So stick to my recommendation of sending 3 to 5 invitations at a time and you'll get a great response and the results you're looking for without any headaches.

Pick the top 3 to 5 products you think would sell best to your list. Then send your invitation to the right person from that company. If you weren't able to find their exact email address using the process I showed you earlier, use their standardized format email address.

The best days to send your emails

The best days to send your emails are Tuesday, Wednesday and Thursday. Since you're emailing people at their job, it makes no sense to send them email on Saturday or Sunday because they probably won't be at work.

I prefer to skip sending email on Monday since people are just getting back to work and often have a lot of emails backed up in their inbox. You don't want to get lost in this clutter, so it makes good sense not to send your emails out on a Monday.

I also strongly recommend against sending your emails on Friday. Friday is often spent hurrying to catch up with things that need to be done in order to take the weekend off, so your prospects have other things on their mind. Also, many people leave early on Friday and are somewhat distracted thinking about getting away.

Plus, even if your email gets opened by the right person on a Friday, they'll probably make a mental note to contact you the following week. The problem with mental notes, though, is that they are easy to forget.

For all these reasons, plan to send your email on a Tuesday, Wednesday, or Thursday.

What to do if any of your emails bounce

If you recall from an earlier step, if you weren't able to verify the person's actual email address, I advised you to use the standardized format email address for that person. Now, sometimes a standardized email address will bounce, which means you'll receive a message that the email couldn't be delivered because this is an invalid address.

Fortunately, that's not a serious problem and there is a simple remedy that works 99% of the time.

To review, let's say your contact's name is Sue Smith. You weren't able to find her exact email address, but you were able to find another email address for someone else at that company with the format:

Joe.Jones@ABCBabyDiapers.com

In this case, using the standardized format of firstname.lastname@Company.com it's highly likely that Sue Smith's email address will be:

Sue.Smith@ABCBabyDiapers.com

But you've sent your invitation to this email address and it bounced, indicating that it's an invalid address. Here's how you use this information to your advantage and get the exact email address for the person you want to contact.

You simply call the company to verify the email address.

Now, here's the interesting point. Few companies will give you an email address outright. On the other hand, they will nearly always verify an email address that is mostly accurate.

Here's how the scenario plays out. When you call the company, your call will be answered by a receptionist. All you do is say,

"This is Bob Serling and I've been trying to reach Sue Smith but have run into a problem. The email address I have for Sue is Sue.Smith@ABCBabyDiapers.com. Can you confirm that for me?"

Now, you already know that it isn't the correct address because the email bounced. However, you aren't coming across like a cold call and asking, "Who is in charge of partner sales and what is their email address?" because that will rarely get you the results you want.

What you have working in your behalf is the person's name plus an email address that's in a format the receptionist recognizes. So most often the receptionist will answer, "I see the problem. Sue's correct address is SSmith@ABCBabyDiapers.com".

With that, you have the correct email address you need! So you simply re-send your email invitation using this correct address, confident that it will now be delivered.

What to do if you don't receive a response to your invitation

I rarely send reminders to people I've sent my invitation to. That's because unlike with other offers or invitations, people respond very quickly to this invitation. So rather than send follow-ups, I prefer to send invitations to 3 to 5 new prospects a week or two after I've sent a batch of invitations.

If you do want to send a follow up email, I recommend that you wait one week, then send an email that looks like this:

Subject: Following up

I sent you the email below about a week ago requesting permission to sell (product name) to my list. Please let me know if you're interested.

Regards,

Your name and full contact information

>>> Then paste in the original email here

What to do when you receive responses to your invitation

When you receive a positive response from a potential partner, it will almost always direct you to a page where you can sign up as a partner or affiliate. It will also describe the financial terms of the agreement, including your commission rate and how often you get paid.

Many partners will take you to a page with their complete partnership agreement. Be sure to read the terms of the agreement carefully. There are rarely any problems with a partner's agreement form, but you want to be aware of how frequently you get paid and any costs that are deducted from your payments.

With physical products, it's normal to deduct the cost of the goods, shipping costs, costs to process credit cards, and any costs for refunds and goods returned. Other than that, there shouldn't be many other costs that are deducted.

With virtual products that are delivered online, there should not be any associated costs other than refunds. On rare occasions, partners may deduct credit card processing fees, but that usually is not the case.

Fill out whatever information your partner's agreement page requires, submit your form, and you're ready to go!

Section 3

Sending your JV promotions to your list

Sending promotions for your JV partners' products or services to your list is easy. There are four simple steps to this process. I'll list them here first and then we'll go through each step in detail.

- Step 1 – ALWAYS use your partner's email copy
- Step 2 – ALWAYS include a tracking code to accurately account for the sales you make
- Step 3 – Add a short intro to the copy to personalize it and "make it your own"
- Step 4 – Set up and send your email

At first glance, this may appear to be complicated. But it really couldn't be easier. So let's dig into the details of each step.

Step 1 – ALWAYS use your partner's email copy

One of the cornerstone principles of **Frictionless Joint Ventures** is that you always use your JV partner's email copy to promote their product or service. There are a number of reasons why this makes good sense.

First – you do not want to take on the job of writing email copy. Writing copy is time-consuming work. Your goal is to be promoting other companies' products with the least hassle possible, not to be creating time-draining projects for yourself.

Second – a good product or service will have email copy your partner is already using to promote it. Your partner needs email copy to sell their product or service to their own list. So they will already have tested, proven copy ready to use. If not, I'd strongly recommend finding another partner.

Third – your JV partner has the ability to create better copy for their product or service than you do. Writing your own copy for a partner's product or service is a total waste of time. It takes a deep understanding of even the simplest product or service to write compelling copy. You do not have that deep understanding – but your partner does.

Trust your partner and use their existing copy. It will make your life easier, save time, and result in far more sales than it would to write your own copy.

Step 2 – ALWAYS include a tracking code to accurately account for the sales you make

This should go without saying, but I've seen so many companies send out promotions that lacked a tracking code, that I want to make doubly sure you understand this critical point.

Without a tracking code that's dedicated exclusively to your sales, you will not be able to accurately account for how many sales your promotion has made of a partner's product or service. And that means you stand a strong chance of not getting fully paid your fair share.

Creating a tracking code is a simple clerical function that any web master can do in a minute or so. Every shopping cart (ordering software) on the market includes fields for affiliate tracking codes or source of sale codes.

Make sure this tracking is built into the links your partner includes in the email copy you'll be using. A link with a proper tracking code should look something like this:

<https://www.PartnersProduct.com/YourTrackingID>

In this link, "PartnersProduct.com" is the url for your partner's web page with the sales copy for the product or service you're promoting. "YourTrackingID" embeds a unique tracking code that allows that same web page to be used for many people while accurately tracking all orders.

Step 3 – Add a short intro to the copy to personalize it and "make it your own"

At the risk of repeating myself, let me repeat myself ☺. You will *always* use your JV partner's email copy to promote their product or service. And I'll give you an example of an entire email in just a minute.

Before we get to that though, this Step of adding a short bit of intro copy is critical to your success. The main copy you'll be using will clearly be from your partner. In fact, you'll specifically point this out to your subscribers.

But in order to make it personal and avoid having your subscribers feel like they're receiving an impersonal, mass email blast, you need to add a short introduction. I'll share an example of a complete email used to promote a JV partner's product in the next section. But here's the first part of that – the introduction you'll use.

This is an example of the introduction you'd create if you were offering one of my training products to your list.

Hi (first name),

Wow! Excuse my excitement, but I have to share a new program I discovered with you.

With so many people looking for a reliable way to make a 6-figure income, there's a program you should know about that legitimately shows you exactly how to do that. No smoke and mirrors, no "hacks" that will get you banned – just a simple, ingenious method for making substantial profits with little or no start-up costs.

I could go on raving about this, but instead, I've pasted in the actual copy below that my friend, Bob Serling, uses to make this available to his best customers.

Take a look. This truly is eye-opening!

Cheers,

Your name

Including a short introduction like this gives you many valuable benefits. First and foremost, it personalizes your email, making it sound like this is a value-added service you're offering your subscribers, not some cold, impersonal email blast.

Second, it clearly conveys that you endorse the product or service you're promoting. This is a critical piece in making more sales – and helping your subscribers achieve an important objective at the same time.

People are bombarded with hundreds and even thousands of options for products and services that they could use. But with so much information to sort through, it's difficult to tell what's good and what's pure garbage.

When you take a minute or two to personally endorse a product or service, it lets your subscribers know that you're looking out for them and you vouch for that product or service. Because you've established a bond of trust through the free information you provide your subscribers and your own products that you sell, your recommendation alleviates any concerns your subscribers may have. And that increases sales for both your partner and for you.

Step 4 – Set up and send your email

Now, let's take a look at the complete email you'll be sending to your subscribers, which is made up of your short introduction and the copy your email partner has given you for promoting their product or service.

Please take a look at **Example 2** at the end of this material. Once you've read it, return here and we'll go through the copy in detail.

As you can see, it just doesn't get much easier than this to send out your promotions for a JV partner's product or service. The short introduction takes just a few minutes to write and acts as a strong recommendation.

When you write your introduction, there are just a couple things to keep in mind. First, keep it free of hype or pushy sales language. You want to be enthusiastic, but be sure to avoid exaggeration and hype filled claims.

Most importantly, make it authentic. Write your introduction in your own voice, exactly the way you would speak if you were describing the product or service to a good friend. Keep it short, simple and authentic and you can't go wrong.

As for the copy your JV partner has provided, there are two components to keep in mind. The first component is the subject line, which reads: "Why licensing levels the playing field for smart entrepreneurs". This is the actual subject line that I gave all my partners who promoted this product.

While everything else in the introduction block is written by you, I strongly recommend using the subject line your JV partner has provided with their email copy, which would be the case here. It's worked well for your partner, so there's no sense in tampering with what's working.

I can only think of a small number of times where I've changed the subject line a JV partner has provided. And most often, that was just a word or two to give it a bit more impact or make it easier to read. But unless you have considerable experience writing copy, I strongly recommend that you don't make any changes to the subject line and use exactly what your JV partner gives you.

The second component of the email that's essential to double check is your tracking link. You'll want to check to make certain that your tracking link is included in all places where the link appears.

Occasionally I'll find that a partner has included my tracking link in one spot but accidentally put a raw link with no tracking in another spot. So be sure to double check that all links are in the proper format with your tracking in place in order to get full credit for all sales that you make for your partner.

Avoid discounting

When you structure your emails the way I've shown you here, there's no need to discount any product or service you offer your subscribers. In my opinion, most companies offer discounts unnecessarily and far too frequently.

Here's why you never need to use a discount as a crutch when you follow my email guidelines. Don't forget that there is so much information available on any type of product or service that your subscribers are confused. And all this information practically paralyzes people, causing them not to buy a product or service that would be very beneficial for them.

For example, right now as I'm writing this, the keto diet is very popular. I just did a Google search on the phrase "keto diet plan" and the results were astounding. Even though I enclosed the search in quotation marks to narrow the search as much as possible, Google returned over 2,270,000 results for this search!

Imagine that your subscribers are searching for any product or service they'd find of value. Regardless of how obscure that product or service is, their search will return hundreds of thousands, or millions, of results. And this makes it next to impossible to determine what is good and what is being pitched with phony claims.

So when you step in and apply the knowledge you have of the market to make an educated choice and then offer that to your subscribers, you eliminate a tremendous amount of confusion, creating grateful subscribers who appreciate your recommendation and click the link to buy.

This is why you do not need to discount any product or service that you offer your subscribers. In addition, when you recommend quality products and services to your list, your subscribers appreciate it even if they don't buy. And that builds deeper customer loyalty. Not a bad side benefit at all!

Understanding the high profit margins you get from Frictionless Joint Ventures

I want to close this section with an important point that most people overlook. You see, the profit margins you generate by using **Frictionless Joint Ventures** to sell other companies' products and services to your subscribers are the highest margins you could hope for.

That's because your JV partners do all the work and bear all the costs of that work. Your single responsibility is to send out your email promoting your partner's product or service. On the other hand, your partner's responsibilities include:

- Creating copy for a sales page
- Setting up the sales promotion on a web page
- Setting up a web form to take the order
- Answering pre-sales questions
- Processing the order, including billing a customer's credit card
- Dealing with credit card errors and declines to maximize orders
- Delivering the product or service – either virtually or physically
- Handling delivery errors
- Answering post-sales questions
- Dealing with returns and refunds
- Other customer service issues

More importantly, not only do your partners provide the bulk of the work, they also pay the full costs of all these functions. Your own costs to promote a product or service are little or nothing, since all you're doing is sending out an email to your existing list of subscribers and customers.

For this reason, when you receive payment from a JV partner for your share of the sales you produced, 95% to 100% of what you receive is pure profit. And I can't think of any other way of doing business that produces profit margins anywhere close to this!

Section 4

Getting other companies to sell your products to their lists

Let's wrap up this course with a topic I know you're deeply interested in – how to get other companies to sell *your* products to their lists.

As with everything in this course, my approach to this is simple. I would be doing you a disservice to recommend a complicated and difficult process that would only leave you frustrated. So simple it is!

Now, the driving factor that makes this so simple is the fact that you've already done the groundwork by following the steps in the previous three Sections. If you haven't done that, then the method I'm going to give you here will not work for you. So be sure you have all your ducks in a row before taking this step.

Let's start with some contrarian advice

I'm a firm believer in "do what I do, not what I say". So I want to share how I use **FJVs** in my own business, give you the logic behind my decision, and let you decide which path is best for your business. So here's exactly what I do in my own business with **FJVs**:

The vast majority of the time, I don't ask any of my partners to promote for me.
That's right – zero requests to promote my products at all!

Why? Well, the best way to explain it is to share this testimonial from a friend of mine – and then elaborate on what he *doesn't* include here:

From our experience of promoting other people's products through JVs, it's the easiest way to scale your business and profit more. Bob's Frictionless Joint Venture process nails it on the head. Over the last year, we've generated just shy of \$800k from promoting ONE joint venture offer. It's great when you can focus on finding solid partners and products... you just need to focus on the marketing. Let the product owner fulfill the offer and do the customer service. Bob shows you how it's possible and his system is what you want to add this highly leveraged type of income to your business.

Joe Fier, Co-Founder, Evergreen Profits

Now, the results that Joe reports here are obviously exceptional. But there are two important points that he did not include.

FIRST – As he states, the results he reported of \$800k in sales came from promoting just one product to his list. But when you add in the profits his company generated from promoting a few other products, the total comes to nearly \$1.5 million.

SECOND – More importantly, Joe and his partner don't even bother to ask other companies to promote their products. As strange as this may sound, they realize that 80% to 90% of the benefit of JVs comes from selling other peoples' products, because it avoids all the complications of getting others to promote for you.

Similarly, on average, if I promote 5 or 6 products of other companies during a calendar year, I'll only ask one or two partners at most to promote for me. That's because it's far easier to line up another product to promote to my list and quickly profit from it, then it is to take the time to convince busy companies to promote my products.

So my contrarian advice is that you may not want to invest any time in getting other companies to promote their products to your list. Instead, you can just sit back and quietly cash in on promoting outside products to your list while all your competitors spin their wheels wasting time and money with the failed conventional approach to JVs.

On the other hand, if you do want to get other companies to promote your products to their lists, at best, you should aim for a 3 to 1 ratio. By this, I mean that you promote at least 3 other companies' products for every company you invite to promote for you.

That said, let's dig in and I'll show you exactly how to get other companies to agree to promote your products to their list.

When to ask other companies to offer your product to their lists

The key to getting as many other companies as possible to offer your product to their list is timing. And there is just one ideal time to ask a company to promote your product.

That timing is *only after* you've produced excellent results for a partner. And this should be at least two times.

As I mentioned earlier, you can multiply your sales many times over by promoting a product that's sold well to your list multiple times. In fact, you should always make it a point to do this.

So once you've promoted a product at least twice and you've produced strong results, you now have a very powerful form of leverage you can use – a track record of successfully making money for your partner.

Now when you approach a partner to promote your product, your track record speaks volumes. You're no longer an unknown quantity asking for a huge favor. Instead, you are a trusted partner who has already demonstrated your ability to get results.

You are now known to your partner in the best way possible – by having delivered actual sales for them. And there's no stronger recommendation than this.

How to ask other companies to offer your products to their lists

Asking a partner to offer your product to their list is easy. Just use the invitation you'll find in **Example 3** at the end of this material. Please read through this invitation now and then we'll go through it in detail.

As you can see, this short email clearly describes what you are proposing, the benefits your partner will get, and what to do next. And this is all accomplished with less than 200 words.

IMPORTANT: As with all the email copy in this program, this copy is totally free of hype or marketing language. This is a 1-to-1 communication and it should be written that way.

You wouldn't sit down with a good friend and start your conversation by saying, "Hey, let's work together and I promise you some MIND BLOWING PROFITS!!!" And you shouldn't do that when approaching potential partners either. Keep your language and tone friendly and professional in order to get the most deals done.

OK, let's dig into the details of this email. I've marked five blocks with red numbers so you can see exactly which block I'm referencing as we go through the copy.

Block #1 is the subject line, which is kept very simple. It clearly states what the topic of the email is and creates a bit of curiosity. But that's all it does, because anything more would be overkill at this point.

However, what's equally important and what you don't see here is the "From" line. That line should always contain your first and last name. In the example, this email is coming from Ted Porter. When you couple "From: Ted Porter" with the subject line, "Interested in working together?", since you've already established a track record with this partner, it will get your email opened.

On the other hand, if you use a company name in your from line, in this case "FastFitness, Inc.", there's a good chance that your company name won't be recognized. This could easily result in your partner thinking they're receiving a mass solicitation. And their next action would be to click "Delete" without opening your email.

The remainder of this block is used to introduce yourself and repeat that you have a business idea you'd like your partner to consider.

Block #2 is used to establish your credentials. Credentials are proof that lets your partner know what you've done for them and that you are to be taken seriously.

In this case, your credentials are that you made \$24,268 for your partner. But it's more than just that amount. This block uses what I call a *double credibility* strategy when it states:

Over the past 6 months, I've promoted your (name of product) to my list and it's sold well. We both made \$24,268 from the two mailings I sent out.

A minute ago, I mentioned that you don't invite a partner to promote your product until after you've successfully promoted their product at least twice. That's done for a very powerful reason.

A single promotion that does well is a good thing – but it can also be a fluke. It could be a fortunate accident that can't be repeated.

But when you promote at least twice and both promotions do well, now you have a solid track record of generating profits multiple times. Believe me, few companies can say this. So you simply can't beat this kind of *double credibility* track record and the powerful impression it makes. And even the largest companies will take notice of this.

Finally, this block is used to thank your partner for the opportunity they've given you. Whenever someone gives you a great opportunity – and what could be a better opportunity than getting paid to build a relationship – it's always appropriate to thank them.

Block #3 is where you make your proposal. Again, you purposely want to keep your copy short and get right to the point. Always assume that the partner you're approaching is just as busy as you are, and maybe even more so.

Getting right to the point does your partner a service and demonstrates that you won't be wasting their time. This subtle point contributes to your partner's sense that your offer is something worth strongly considering.

The entire point of this short block is to state that since your product serves the same customer needs that your partner's product does, this should be a very good fit for their list.

Block #4 makes it clear that very little is required of your partner, so mailing for you would be quite easy. All they have to do is send out the emails you'll provide them with.

This email closes with **Block #5**, which states the commission percentage you pay and the exact amount your partner will make from each sale. This information is critical in helping your partner envision exactly how they stand to benefit from promoting your product and without this, it would be very difficult to get agreement from your partner.

This block closes with a soft, but direct, call to action. It tells your partner to let you know if they're interested and clearly states that the next step would be to get on a phone call together.

As always, you include your full name, title and complete contact information at the end of the email. You want to make it as easy as possible for your partner to contact you using whichever method they prefer.

How many invitations to send at one time

I recommend that you send just 2 to 3 invitations at a time. When you sent your initial invitations that requested permission to sell a partner's product, you had more control of the situation. All you needed was an agreement and the copy you'd use to offer a partner's product to your list.

But when you're asking a partner to sell your product to their list, things always get more complicated. It may take multiple calls, references, sending a spread sheet showing the sales you produced for your partner, and more. So I recommend that you allow adequate time to handle all these items with each partner and keep the number of partners you invite at one time manageable.

Once you've sent your invitations, give it about two weeks to get your replies. Your invitation is very low on the priority list of most partners, so many of them won't get to it right away.

After two weeks of not hearing back, I'll usually send a quick follow-up, with the subject line "Quick follow up". This email will simply say that I sent them the message below a couple weeks ago but haven't heard back and would they please let me know if they're interested. This is followed by pasting in the exact email you sent the first time.

This follow up usually generates very good results. You should quickly hear back from most potential partners as to whether or not they are interested in moving forward. If you don't get a response to this follow-up email within one week, don't take it any further – just move on to other partners.

The best days to send your partner invitation emails

The best days to send your emails are Tuesday, Wednesday and Thursday. Since you're emailing people at their workplace, it makes no sense to send them email on Saturday or Sunday because they probably won't be at work.

I prefer to skip sending email on Monday since people are just getting back to work and often have a lot of emails backed up in their inbox. You don't want to get lost in this clutter, so it makes good sense not to send your emails out on a Monday.

I also strongly recommend against sending your emails on a Friday. Friday is often spent hurrying to catch up with things that need to be done in order to take the weekend off, so your prospects have other things on their mind. Also, many people leave early on Friday and have the added distraction of thinking about getting away.

Plus, even if your email gets opened by the right person on a Friday, they'll probably make a mental note to contact you the following week. The problem with mental notes, though, is that they are easy to forget.

For all these reasons, plan to send your email on a Tuesday, Wednesday, or Thursday when attention levels are the highest.

3 commission options that close the most deals when asking JV partners to sell your products

An important question that always comes up is the commission amount you should offer to pay your partners. There are three commission options to consider.

Commission Option 1: Base commission for a product. The base commission you should offer for a product – and by base, I mean the least commission – is 50%. I personally offer at least 50% to all my JV partners and I won't accept less than 50% when another company proposes that I sell their product.

This base rate is fair to everyone and neither party feels like they're getting cheated or being taken advantage of. So this is always a strong commission rate to offer your partners.

Commission Option 2: High commission rate for a product. With this option, you offer your partners a higher commission rate than 50%, usually in the 60% to 75% range. Personally, for most of my JV deals, I offer my partners a commission rate of 60% on every sale they make.

When you offer a commission that's higher than 50%, you get many advantages. First is the most obvious benefit – a higher commission rate is more likely to get agreement from your partners.

The other benefits aren't as obvious, but each is very powerful. Don't forget that in addition to the actual sales you make, you also add a lot of names to your list of your partner's subscribers that don't buy. Since they've opted-in to receive your information, you now have permission to mail to them in the future.

Understanding this list-building component of the process helps you realize why offering a higher commission rate in order to lock down the deal as quickly as possible is a wise move. The more people you add to your list, the easier it becomes to build your business. It also increases your list size, which is an added benefit when offering to sell other companies' products to your list.

Using a higher commission rate to get the deal done also means you'll speed up the time to add more paying customers to your business. For all these reasons, I strongly recommend offering a higher commission rate. Don't be short sighted and go for the quick gain. Playing the long game is always the best and most profitable strategy.

Commission Option 3: Commission range for services. Determining the ideal commission rate to offer a partner for selling your services isn't as black and white as when selling products. Services tend to have many more costs built into them, including training, consulting time, client support, systems installation and more.

So these costs need to be factored into the commission rate you offer your partners. The easiest way to do this is to calculate the approximate amount of fixed costs required to deliver your service. Then, either base your commission on profits by deducting fixed costs from the sales price or as a percentage of the overall price.

For example, using the method of deducting fixed costs from the sales price to calculate profit, if your service was priced at \$5,000, deducting \$1,250 fixed costs would leave a profit of \$3,750. Offering a 50% commission would then mean a payment of \$1,875 per sale.

By the way, with services, I always base the commission on 50% of the profits. Considering that services have a much higher ticket price, 50% is quite generous.

You can arrive at roughly the same amount by dividing \$1,875 by \$5,000 to get the approximate commission on the total sale – which would come to 37.5%. In this case, I'd round down and offer a commission rate of 35% of the total cost of the service.

Both of these methods work equally well, so choose whichever one appeals most to you.

Your FJV Partner Agreement

The Agreement you use with partners who sell your product to their list is important. Similar to the agreement you get from partners when you sell their products to your list, your agreement should include the commission rate you pay, how often you pay commissions, any costs that are deducted, and any other pertinent terms.

There are a couple different ways you can create your JV agreement form. The first is to do a search for “simple licensing agreement”. Add or modify the examples you find to include all pertinent information and terms.

The second method is to download a couple of the agreements your partners have provided. These can act as a foundation for your own agreement, but they must NOT be copied word-for-word as that is a copyright violation.

Once you have a basic form and you’ve added in the terms that are important to you, BE SURE to have a business attorney review your agreement. Doing this *before* you enter into any agreements for companies to sell your product to their list will save you a lot of time, money and legal headaches.

Implementing your JV deals when partners promote your product to their list

When a partner agrees to offer your product to their list, there’s still plenty of work left to do. Most importantly, *you* need to assume the responsibility of moving the project forward and keeping everything on track. Otherwise, the project may get derailed.

So here’s a list of everything that’s needed, followed by comments on how to best manage each task.

- Get agreement on how many emails will be sent
- Establish the mailing dates
- Send the copy for the emails to your partner
- Assist your partner in creating their introductions for each email
- Make sure you are on your partner’s subscriber list
- Instruct your partner on how to access their sales records through your system

- Monitor the mailings to make sure they go out on the agreed upon mailing dates
- Pay your partner on time, without fail

These are the tasks that must get done on an orderly basis in order to keep things running smoothly and assure that both you and your partner have a great experience. So let's take a deeper look at the details of each task.

Get agreement on how many emails will be sent

In most cases, your partners will only send one email promoting your product. That's the simple reality of things.

But ideally, you want your partners to send at least two emails for your product or service. The first email would be the standard email you give them. And the second would be a reminder email sent two to three days after the first email.

The second email would simply say, "As a reminder, I sent you the email below a few days ago. A lot of people have taken advantage of this already and I wanted to make sure you don't miss it. So here's that email again." Then the original email would be pasted in.

Again, most partners will only mail once, but your goal is to get each partner to mail multiple times. So it's always worth asking that they mail twice.

Most importantly, don't stress over how many emails a partner will or will not mail. Even a single email from a great partner will add many new subscribers to your list and a substantial number of new customers as well.

Establish the mailing dates

Once you've determined how many emails your partner will send, it's important to set the exact dates for sending each email. Few things get done properly unless they are scheduled.

I recommend getting a commitment on the dates the emails will be sent in an email. This can be done using a short email that states, "So I'll get you the copy for the emails you'll be sending well in advance, about two weeks before you're scheduled to email. And as we agreed, the emails will be sent on September 3, and 5." Having a written record like this of the schedule works wonders for keeping things on track.

Send the copy for the emails to your partner

This task couldn't be any easier. All you need to do is send the exact emails you use to promote your product to your own list. If you have multiple email sequences as I do, pick the sequence that generates the greatest response.

Remember, just as I showed you in Section 3, whenever a product is being promoted, you always use the email copy from the company that created the product. It makes no sense to re-invent the wheel and change the copy. Stick with what's been proven to work.

Also, regardless of how many emails your partner has committed to sending, you only need to send them one basic email. That same email will be modified by adding a different subject line and a unique, short introduction to each email in the sequence, while the body copy remains exactly the same. And I showed you how to do this just a minute ago.

Assist your partner in creating their introduction for the main email

The subject line for the first email in your sequence should be identical to what you use for your own promotions. And as I showed you above, the subject line for your second email should be something like, "Did you miss this?" So this part of the task couldn't be easier.

For the short introduction that's used in all emails, you have two options. The first option is for you to actually create the introductions for your partner, using the introduction from **Example 1** at the end of this material as an example.

With this option, everything is done for your partner and there's less to slow down the process of them actually getting their mailings sent. For this reason, I strongly prefer this method.

When I use this method, it's rare that partners ever change anything in the copy, but if they want to make a few tweaks to the introduction, I don't have a problem with that. You'll find that partners appreciate this extra effort on your part. It makes their life easier by removing another task from their busy schedule.

The second option is to give your partners sample introductions and let them know they can use them as is or replace them with their own. If a partner chooses to replace the introductions with their own, which only happens infrequently, tell them you'll be happy to review their introductions once they've completed them.

Your partners will see this as added value on your part, which it is. But always be sure to review the copy a partner has created.

When you review the introduction copy a partner has written, make sure that it doesn't contain over-the-top sales hype or pushy sales language. As you already know, that kills far more deals than it closes.

Also be sure to check that any claims your partner is making about your product are completely accurate. False claims damage your reputation and could open you up to legal problems, so be sure all claims are accurate.

Make sure you are on your partner's subscriber list

Always be sure to add yourself to every partner's email list. That way, you can track that the emails promoting your product actually go out on time.

I recommend setting up a separate Gmail account for tracking your partner subscriptions. It should be an easily recognizable address so you don't confuse messages coming to that email address with messages intended for other email addresses you may have.

Here's a simple format you can use: bsubs@gmail.com. In this email address, the "b" is for Bob. Using a one or two letter distinguisher like this makes it unique and increases the chance that email address will be available.

Instruct your partner on how to access their sales records through your system

Every shopping cart has affiliate tracking built into it. I recommend using this function for creating the mechanism for tracking sales for each partner. Your shopping cart will allow you to assign an Affiliate ID to each partner. That same ID is used in the links you provide your partner in your emails. For example:

www.YourWebsite.com/ProductName/AffiliateID

Not only does this ID act as a unique identifier for each partner who promotes for you, but it can nearly always be used by your partner to access their sales records. The method for doing this is easy, but varies somewhat between vendors.

All you need to do is ask your web master how your partners can access their sales records and then pass this information along to each partner. Because access is driven by each partner's unique Affiliate ID, they will only be able to see their own sales records and won't have access to your sales records or those of any other partner.

Monitor the mailings to make sure they go out on the agreed upon mailing dates

Since you've already joined your partner's list, this task is simple. On the agreed upon mailing date (or dates), check your inbox to make sure the promotion went out as planned.

If it did not go out on time, wait until the next day to see if it was delayed. Then, if you don't receive the email by the end of the next day, contact your partner to find out what the problem is.

Pay your partner on time, without fail

This should go without saying, but if you want partners to promote for you again and refer you to other partners, then it's critical that you pay them on time.

In most industries, the majority of companies know each other. If you establish a reputation of paying late or missing payments, you can quickly kill any good will you've built up to that point.

At times, you'll need to allow for a guarantee period to expire on an order before payment is due. That avoids the extra bookkeeping that would be caused by paying on all orders booked and then having to make deductions later when a few refunds come in.

For this reason, I recommend using a guarantee period of 30 days. That's plenty of time for customers to try a product or service and it makes for a reasonable waiting period before your partner gets paid.

Whatever date you set for your payments, say by the 15th of each month for all sales that are past the guarantee period, make sure that your payment is made to your partner by that date or before. They will appreciate you for it and be much more inclined to do more business with you in the future.

A few last words

Congratulations! You've made it through this entire course.

As I promised, you now know more about how to successfully set up joint ventures for your business than the vast majority of so-called marketing experts.

You understand that the conventional approach to setting up joint ventures is fatally flawed. And that using that approach is a tremendous waste of your time, energy and money.

Most importantly, you have a simple solution that will get agreement from 90% of the partners you approach. After all, how many partners are likely to turn down having you send them a steady flow of free sales? Very few at all!

So you now have all the tools you need to easily land 3 top-quality joint venture partners in the next 30 days.

Now there's just one thing left to do...

Take action

I know that the **Frictionless Joint Ventures** approach is new and different. But please don't let that stop you from putting it into action. As obvious as this may sound, the only way to start getting results is to take action.

You've already seen that my approach is very easy to implement. So start small and give it a try. I can promise you'll be extremely pleased that you can finally get the results you've always wanted with joint ventures – making more sales, building your list, increasing company loyalty and getting companies with large lists to sell your product to their subscribers.

With all that to gain, jump in and give it a try right away. I can promise that you'll be more than happy that you did!

Want to take things even further?

If you like what I've shared with you in this course and you'd like to take things to the next level, I have good news for you.

What I've just shared with you is just the start of what you can accomplish with joint ventures. And there are many advanced strategies that can be added to generate massive results.

For example, I'm sure you remember the quote from one of my clients who said that they make \$800,000 in profit every year from offering *just one product* to their subscribers. This is done by using one of the more advanced **FJV Strategies**.

Here's a peek at just some of what you can accomplish with this and other advanced strategies:

- Use social proof to generate even more top-level JV partners – many of which will sell your product for you *first*
- Create an automated process to profit from simple joint ventures every month of the year
- Use the same advanced content formula you saw one of my clients use to generate \$800,000 every year in commissions for selling just one partner's product to their list
- Create “chained joint ventures” that generate large numbers of sales and build your list faster than any other method
- Get paid thousands to “test drive” new JV partners
- A clever, dead-simple method for getting visitors to your website to buy the products you offer from your joint venture partners, even if they don't buy your product
- Use “JV logic” to sell 3 to 5 times more of your own products or services
- Automate everything so all your joint venture projects and tasks run on their own, with little or no intervention
- And much more

If you've been in business for at least two years and have an email list you communicate with on a regular basis, I offer 1-to-1 mentoring in using the **Advanced FJV Strategies** to add substantial profits to your bottom line.

To get more details on how I can help you generate 6-figures every year with these advanced strategies, send your full name and a link to your website to:

fjv-mentoring@ProfitAlchemy.com

About Bob Serling



Bob Serling is a 30-year marketing veteran and the founder of Profit Alchemy, Inc. His innovative take on marketing and licensing has helped hundreds of clients get exceptional results with their marketing.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and marketed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect... and much more.

He's perhaps best known for having revolutionized the process of structuring joint ventures by shifting the focus from reciprocal agreements to a strategically flipped "one-sided" emphasis. By making this shift to working only with your own list, you eliminate all the friction and problems that are the byproducts of conventional joint ventures, maintain complete control at all stages of the process, and can quickly put together an unlimited number of 6-figure joint ventures.

Example 1

Request to sell a partner's product or service to your list

Subject: Idea for your business

1

Hi (first name),

My name is Ted Porter and I'm the owner of the online store, Fast Fitness Products. I'd like to run an idea by you that I believe will be very profitable for both of us.

I have about 17,000 people on my list who are serious about their fitness. These are all people dedicated to being in better shape, not just "lookers".

2

I was recently on your web site and saw your (name of product). I know a lot of my customers would be very interested in this and I'd like to send them an email offering it to them. We would then split the profits 50/50 based on the number of sales this generates.

3

In similar offers, we've generated from 500 to 1,100 new sales. So as I said, it could be very profitable for both of us.

4

If you're interested in talking about this a bit more, just let me know. All of my contact information is below.

5

Regards,

Ted Porter, CEO
FastFitness, Inc.
www.FastFitness.com
TedP@fastfitness.com
(000) 123-4567 Cell

Example 2

Sample promotion of a partner's product or service to your list

Subject: Why licensing levels the playing field for smart entrepreneurs

Hi (first name),

Wow! Excuse my excitement, but I have to share a new program I discovered with you.

With so many people looking for a reliable way to make a 6-figure income, there's a program you should know about that legitimately shows you exactly how to do that. No smoke and mirrors, no "hacks" that will get you banned – just a simple, ingenious method for making substantial profits with little or no start-up costs.

I could go on raving about this, but instead, I've pasted in the actual copy below that my friend, Bob Serling, uses to make this available to his best customers.

Take a look. This truly is eye-opening!

Cheers,

Your name

----- Here's Bob's email -----

In the new economy, there are only two business functions that really matter. Everything else can be easily jobbed out to freelancers.

So what are these two critical functions?

Production and Distribution

While this may sound a bit academic, let me break it down into simple terms and you'll see why this gives you a powerful edge you can leverage to quickly build a 6 or 7-figure business.

"Production" simply means creating products or services. To be successful, you must be able to create products or services that people want to buy.

"Distribution" means you must be able to get your products and services in front of the right people in order to sell them.

Here's why licensing levels the playing field for both of these critical functions

FIRST - Up until recently, creating products and services was difficult and time consuming. However, by understanding my Rapid Asset Creation process, you can create high quality products and services in just 2 to 8 hours. I'll show you where to get specific examples of exactly how to do this in just a minute.

SECOND - The most time-consuming and expensive function of any business is finding prospects (traffic) and selling your products or services to them (conversion). But by licensing your products or services to other businesses who ALREADY have lists of prospects and customers, you completely bypass the need to invest a tremendous amount of time and money building a list.

And because most businesses are constantly scrambling to come up with new products and services in order to stay a step ahead of their competitors, licensing your products or services to these businesses couldn't be easier once you understand the process.

So by focusing all your attention on rapidly creating products or services and then licensing them to dozens or hundreds of businesses, you can quickly level the playing field to gain a powerful advantage over competitors of any size.

More details on exactly how to do this

My new program, "The Asset Licensing Blueprint" shows you step-by-step how anyone can use licensing to make a six or seven-figure income. In fact, just by reading the web page that describes this program, you'll pick up a number of ways on exactly how to do this.

Here's just some of what you'll find on this page:

- How to rapidly create assets like information products, business services, software, emails, Facebook ads and more that you can license to dozens or hundreds of companies
- How to get freelancers to do all or most of the work for you - at rock-bottom rates
- How to help businesses license their assets and earn substantial fees for your services, so you can do this without ever creating a single asset of your own

- Case Study #1: How a client of mine made \$22,000 in just under two weeks licensing the same simple report to other businesses
- Case Study #2: A quick Google search that shows how I personally made over \$225k by licensing one small information product. BUT how I also lost hundreds of thousands more on this same deal by making a simple mistake – and exactly what you can do to avoid making it yourself.
- Plus much more

You can get all the details on this new program and find out how to level the playing field so you can quickly make a six to seven-figure income with licensing by clicking here:

<http://www.LinkToProduct.com/YourTrackingID>

Regards,

Bob Serling

P.S. I'm really excited about this new program. It reveals the easiest and possibly the most profitable way to make serious money with licensing.

I've never shared this information with anyone other than a few of my best clients - and I promise you'll be knocked out by what you discover. So take a minute to check out the details now:

<http://www.LinkToProduct.com/YourTrackingID>

Example 3

Email inviting a partner to sell your product or service to their list

Subject: Interested in working together?

1

Hi (first name),

It's Ted Porter from Fast Fitness Products. I have an idea for working together that I'd like to run by you.

Over the past 6 months, I've promoted your (name of product) to my list and it's sold well. We both made \$24,268 from the two mailings I sent out. So I want to thank you for that!

2

Also, I'd like to see if you'd be interested in promoting my (name of product) to your list. Since both of us serve people who are deeply interested in their fitness, this should be a strong match. You can take a quick look at this by clicking here: www.YourWebSite.com/ProductPage

3

It wouldn't take much on your part as I have the email promotions already written. So all you'd need to do is pick a mailing date and send them out.

4

I pay a 60% commission on the \$197 price and since this is a virtual product, your share would come to \$118 for every sale. If this is something that interests you, please let me know and we can jump on a quick call to get things rolling.

5

Regards,

Ted Porter, CEO
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(000) 123-4567 Cell