

## Powerful Joint Ventures

### How To Get Other People To Sell Your Information Products

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In today's newsletter, I want to start off by giving you some background information on my business. No, I'm not just shamelessly promoting myself. This actually has something to do with what I will be teaching you today.

In 1998 I started my own direct mail business. I sold direct mail advertising for different businesses and also sold some reports and manuals for mail order businesses. I enjoyed it, but wasn't making quite as much money as I would have like to have been making.

So instead of selling these products, I started picking them apart. Really seeing how they worked. I found that what these businesses were doing could easily be duplicated and made BETTER. After a year of studying, I decided to start offering my own direct mail advertising services. I had done well with my own advertising, so I thought why not offer it to others so they could make money also.

It's now 2005 and my small direct mail business has turned into a 6 figure income business with over 50 different direct mail services, over 50 different direct mail products, and over 25 websites catering to those in the direct mail business. I am the only employee and I run the entire show.

So, am I saying that I did this all by myself? For the most part I did. However, I would have NEVER made the amount of money I am making if it weren't for other people selling MY products and services. Yes, other people sell for me. They are not employees, but more like "affiliates". They sell my products and services for a certain commission.

Because of these "affiliates" (known as dealers in the offline world) I have made a very nice income, and haven't paid for advertising in over THREE years. I don't have to because I have over 300 "affiliates" selling for me. They do all the advertising, and I take care of the customer. They are paid their commission and the rest of the money is mine.

Don't get me wrong, finding strong affiliates like I have and keeping them promoting is no easy task. I'm in constant contact with them and give bonuses to my top performers. You can do the same thing though. You can have people selling for you as quick as tomorrow.

Here's how it works...

Since you have an information product business, generally your products are going to be downloadable. If you have downloadable products, they cost you nothing to duplicate right? Well if that's the case couldn't you then afford to give someone 50% of the sale when they send a customer to you? If you have a downloadable product that sells for \$60,

and you had an affiliate promote that product for you, and your affiliate made 100 sales that would be \$6,000 in sales. Wouldn't you be willing to give that affiliate \$3,000 of that \$6,000 since they made all the sales for you and it didn't cost you a dime to promote or fill the orders? If you answered no to this, quit reading right now because you are in the WRONG business. If you answered yes, then you see the profit potential in getting affiliates to sell for you and paying them a commission. It is an INCREDIBLE deal and people are making thousands upon thousands of dollars every year doing this exact same thing.

This technique is known as a joint venture. It's where two people (you and your affiliate) get together on a mutually profitable deal (your affiliate sells for you, and you pay them for it).

It all sounds easy doesn't it? Well, it's not incredibly easy, but once you learn how to make PROFITABLE joint ventures you will be well on your way to generating an awesome income.

You only need two things to put this all together:

1. An affiliate program
2. Joint Venture Partners (affiliates)

Setting up your own affiliate program can be a scary task if you are not a "techie". However, I have made it totally easy for you. Just visit <http://www.TomeyMarketing.com/videos> Watch the "My Own Affiliate Program Video"

Now, finding joint venture partners and getting people to promote your products for you can sometimes be quite a task. I've also made this easy for you...

I have created a one of a kind total joint venture package that will allow you to learn how to get profitable joint venture partners, and so much more! All you have to do is go to <http://www.JointVentureSeeker.com> to check out my offer!

I hope today's issue has really opened your eyes because what I have just told you about is the MOST powerful marketing tactic of all time. Joint ventures are hands down the number one way I have made money either online or offline!

That's all for today! See you next week with another issue of "TomeyMarketing.com Info Product Start Up Newsletter"

Liz Tomey

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