



Liz TOMEY

The High Rollers GUIDE To Joint Ventures

**Getting To The Top
The Guru Way!**

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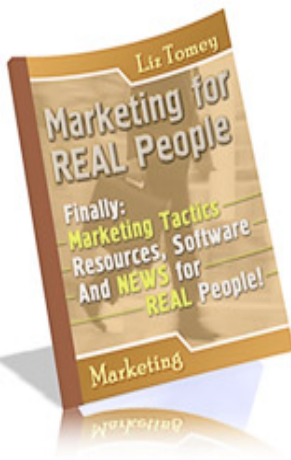
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Section I

JV's in the real world are very different from the simple concepts or rules that work just once in a while. We prefer to get you closer to something that works nearly all of the time. To do this, we need to dive headfirst into some of the nuances of JV's. This includes looking at the groups of people that you're targeting for such deals, and assessing what they want.

After all, it's blatantly obvious most people see a joint venture as offering high commissions to a list owner, and are taken aback when they're turned down. We have to be smarter than that, and tailor each individual deal to the situation in hand if we want to get good at this.

In the following section we will be discussing:

- The concept of real joint venturing and specifically tailoring each joint venture to suit the needs of both yourself and your target through quick and easy research and deduction methods that can be put into action immediately.
- How to strike what deals and, with whom, when where and why with a view to increasing your chances of successful deals coming your way.
- How to solve two of the main problems that may occur when trying to score Jv's early in your career.
- How to talk about the weight your own products hold through specific deals and how to enhance that product for maximum gain when bartering for a mutually beneficial deal.
- What initial mindset that I and many other experienced marketers, that I have spoken to, are in when a joint venture proposal comes through. To talk about why this happens and how you can avoid being one of the turned down cases.
- You will learn from real world examples to demonstrate how this simple deduction method will score you more joint ventures every time you put it to use.
- How Jv's differ from standard product sales in that you can never give away too much to score an important deal.

The purpose of this section is to really push home the ideas around exactly how to joint venture, more specifically, the concept of developing ideas that will fit into your joint venturing with the right people at the right time. What you'll also

discover, and start to understand, is the innovative and very fluid and changeable circumstances in which each joint venture occurs from person to person, and business to business.

Things can change quickly over a short period of time, or very slowly, and from deal to deal, again depending on the initial deal itself. It's around this problem I want to share the solution with you that will solidly plant the notion of how the impossible becomes possible when trying to strike deals, and how they can be modified in part or in total to suit the circumstance. After we've done this in report one, in part two I'm going to demonstrate exactly what I mean using examples and dummy joint venture circumstances and ask you questions about each one, to cover all the bases, and give you the best chance of scoring joint ventures with different types of people.

So the basic plan for me when I set out to write this report was to look at what to joint venture and with whom. I'm going to do this in the best way I know how. Hopefully it will also make it incredibly easy to follow and it will stick in your mind and become second nature. This is a great section to check back to if you ever find yourself stuck for ideas as to what to put on the table in a particular circumstance to seal your deals.

We've got a lot to talk about, so let's get started!

The Two Main Problems You May Face

The two main problems that we're going to be solving are number one. You're new to marketing, you're new in your market so, just what do you give to a marketer who has everything? I often found myself in this situation, and you may just be there right now, where it's hard to find something to give someone that they don't already have. You could just give them higher commissions but, that's very basic and, it's extremely likely that they get loads of them all the time. That's not going to do much good when they have their own products to promote for starters and don't particularly have time to carry out anything other than the most special joint ventures. When you're vying for the attention of someone in high demand this makes things even more difficult for you.

Problem number two. Are you creating some sort of info product? How do you expect to JV a 30k a month marketer with a 'how to' product? How do you expect to pull in joint ventures from the best in your field if your product teaches them what they already know? Giving your product away in itself isn't going to be enough for you. An extension of problem number one, this is the second issue we're going to address and provide solutions and workarounds for under different circumstances. This will be coupled with the other joint venture sections throughout the course that will allow you to score some good joint ventures even

if you've never released such a product in your field of expertise before, and even if you don't have a big name or reputation that you've built up to go on.

So, what can you do?

There are many ways to do business with others, and no two will ever be the same. Keep this in mind when looking at how you're going to go about each joint venture. I see some big mistakes being made, the same ones over and over again. People contacting me, and others, with things we really have no interest in, or don't have the resources to promote, mainly due to them being in a totally different market compared to what we've built our resources for. Offering things in return for a promotion that is not worth the time or is a blatant bulk JV mail that really didn't take into consideration the kind of things we were going to be interested in.

Joint venturing, as with all other aspects of online marketing, is all about selling yourself, and what you're offering to your joint venture partner, but there's one single thing that I want you to keep in mind when trying to pull off joint ventures. Don't just go out there, do the research, find people that you want to joint venture with, and mail them with a generic offer. There's much more to it than that. Think equal gains all the time. You already know what you want from them, and that's an ad to their current customer base or any resources they may have suitable for your product, that's the easy part. What you have to think about is what they want in return. If you can figure this out before doing your mailing, tailoring your offer to specific people and their situations from the outset, you're going to do a much better job of attracting a yes, rather than using generic mailings and hoping they'll come back with a counter deal.

Of course you will, without a doubt, encounter counter deals, people trying to get more out of you for their time and money. This is business. It's quite acceptable and to be expected, but if your original offer isn't even in the ballpark, or close to what's going to be requested in return, you'll be flat out denied. It's up to you to draw up a good offer, not the person you're contacting. Always remember that. It's likely they'll be very busy, have products of their own, and possibly even more joint ventures to deal with. Again, why would they look at your offer if it's not what they're looking for and spend time firing e-mails back and forth trying to agree to something more acceptable to them? They just won't do it, and your margin of error is very small.

The method that most people seem to use for approaching joint ventures is unfortunately backwards. They create a product, put a price tag of a thousand dollars on it, send out a bunch of joint venture offers and wonder why they keep getting denied over and over again. This is because they're not looking at equal gains from the right perspective. They may be gaining something out of the deal, something big, and in their eyes, their one thousand dollar product might be the bee's knees and the be all and end all of all products but you have to start

stepping into the other person's shoes, and asking yourself, will they find what I'm offering them useful? Will they make money from what I'm offering them?

Will their reputation be bettered by promoting my product or by my introducing a special offer that I tailor to their list? This is the way to do things. You need to look at it from their point of view and not yours, as hard as that is to do, with a little bit of prolonged observation it's not hard to spot exactly what type of deals you should be approaching these people with. I've got plenty of examples and stories about how I've encountered things of this nature, and so have many of my contacts, and strangely, it's what we always seem to end up talking about. The worst thing about this, however, is that often the products are good but the deal is shoddy, and people aren't getting these big joint ventures that their products deserve. Even though they have the right idea, they're still way off. Let me give you a bit of an example to demonstrate exactly what I mean.

Let me give you an insight as to how this kind of thing happens, and JV deals usually come together, from my previous experiences. This particular one happened very recently, just prior to writing this manual. Bear with me. There is a very relevant punch line at the end of it, several in fact.

A Working Example

So here I am sitting at my computer at three in the morning. The milk float woke me up so I decided to grab breakfast and get started writing nice and early so that I would have the rest of the day free. I jump on the computer, check my mail as standard, reply to some people that I know about random stuff and reply to my programmer giving him an overview of the next project we're going to be working on. After the standard stuff is out the way, I open up Dreamweaver, pull up the first half of the chapter that I'd finished yesterday and start writing. (Yeah I like creating my written work using a piece of web design software. Strange habits)

Before long I find myself not only typing out new reports, but at the same time I'm pulling up the previous ones and putting them into audio format through my recording software even though we've yet to decide whether or not to include audio features. The phone rang a couple of times and I had a few conversations with family and the odd marketer here and there. Now, a little more than seven hours into my writing, recording, e-mail replying, resource gathering, idea developing, product designing and joint venture creating I get an e-mail from a budding online marketer who I haven't heard of before (which wouldn't have been a bad thing if they had introduced themselves).

What they're wanting from me is a joint venture. They want to get their hands on my resources, on my list and my customers to advertise their product to, which just so happens to be kind of a light, ninety or so page version of his techniques

and how he sees the world of online marketing a whole. So he offers me his product, and higher commissions for promotion to the tune of an additional 25%, and shows me I'll be put in at the top of an elaborate payment plan. Let's ignore the fact that I have no idea who he is and he didn't introduce himself or make any connection for now, but look directly at what he's just offered me. If you were in my position, would you have accepted?

Let me tell you that I didn't accept and there were many reasons behind my decision. Let's look at them. First off, in general his ideas were way off. They may have been good in his eyes, but in the end I find it hard to believe that anyone else in my position would have accepted. Remember we talked about equal gains? Well to put it bluntly, even though the commissions were quite a solid chunk higher than the standard, the gains were not equal. Why exactly we'll look into in a moment. But bear in mind I was busy, I'd almost reached the end of my working day and I was about to log off and enjoy the rest of the morning. Are your prospects going to be in the same position? Most likely, yeah they are.

I didn't have time to counter offer such a proposal that was way off in the first place, because in the end, it would have taken up a heck of a lot more time than was necessary. However, there is a situation in which I'd have counter offered, and that would have been if what he was offering me was of any value in the first place. I might have been seeking to increase my gains from the deal, but as it was, it would have ended up having to be me who created the deal, and not him. This is because he hadn't done much forward thinking in the way of what was valuable to me. Without even knowing what the problem was, this should demonstrate to you how the average joint venture proposal goes, and if you're way, way off, the other person will most likely not have the time to draw up a brand new deal for you. This is also a part of why I talk about joint ventures being very personal and fluid in nature but more on that in a moment.

But first let's look at the specifics of exactly why I didn't accept his proposal on the basis of what he was offering. First, look at the commissions. This is something pretty valuable that forms the base of many joint ventures of this sort, earning more money from sales than the standard affiliate. There's nothing wrong with that in theory, but look at what I was doing already. He'd written a generic marketing report, that although was almost twelve times smaller than my set of 15 manuals and it was in direct competition with what I was creating. Why would I promote something so similar to my product, for 75% gains, when I can promote my own stuff for 100% of the gains?

Well then if that's the case, you might ask how do I expect you to go and grab similar minded online marketers to promote your products if they're selling similar products of their own. It's really simple, and it boils down to your presentation. A generic how to make money online product isn't going to hold much water, but then, if you're JV'ing for your intro product (a cheap lead generator as opposed to a main product, which is generally a high priced money maker), it doesn't have to

be generic. With the right knowledge you could quite easily pick out people in your target market simply by writing about desirable things, and a particular niche, a specific aspect of something they wanted.

He could have chosen any subject out there related to online marketing any specific subject even if it was contained in my manual set. How to joint venture correctly, how to write sales letters that pull 25 to 100 sales to visitors ratios, how to attract hundreds of affiliates, how to create an army of people to promote for you, ad copy rules, writing, copywriting tips and tactics, even web design. Mailing list building and promotion, running your own media sources and building your own resources and the list goes on and on but because the product is so generic in the first place, a standard, how to make money online, it's simply going to clash with my product. Unless I know him personally, or knew he had already built the resources to return the favor with my products, I wouldn't have considered promoting products in direct competition to mine.

Learning By What NOT To Do!

So already, through that example you can see straight away by putting yourself in my shoes, and the shoes of your prospects while talking through the situation, what's valuable to me and what's not. And you can see, that in this situation, the most important thing to me is that, if we're in direct competition, I get access to the bulk of resources that he's built up already. So I would change the initial deal right away to include access or a long term relationship, allowing for alternating cross promotion at a date of my choosing. Either this or I would have initially tailored my intro product into a specialist subject, even if my main project, that the intro was selling onto, was a generic report.

That's not what we're joint venturing for so it doesn't matter to me. Our products don't clash and, most importantly, you don't find me asking myself why I should settle for 75% instead of 100% because I don't create huge copyrighting products, huge JV products, or huge specialist products. With a little research he would have seen and understood the way I work and been able to tailor his joint venture to me much more than he did, increasing my chances of saying yes by some unimaginable amount compared to the original attempt.

So we've established already that settling for 75% commissions on an unspecialized product, selling exactly the same thing, when I could just hit 100% on my products anyway without the hassle, was big problem number one, together with what he offered which rendered his deal almost useless to me personally. Sure, that may not have been the case if I promoted affiliate programs full stop, or even a majority of the time. I would have happily accepted, but he didn't look hard enough at what I was doing. I'll show you how to find out

exactly what your target is doing a little later, but for the moment, there's a second problem with this attempted deal I'd like to talk to you about.

There's only one other thing left for this joint venture in terms of his offerings and that's his product but what is his product? An online marketing 'how to' book and what am I writing and have written and studied for the past five years? You guessed it, online marketing 'how to' products. So honestly, what makes him think that I'd be interested in such things? It's not like I have no idea what I'm doing or need the schooling. I'm happy with my tactics and plan to stick with them until they stop working, if that ever becomes the case.

Don't get me wrong. I'm not saying I know everything there is to know about online marketing. I'm also not saying that I never want to learn anything new or new ways to do things, but without some sort of specialized differentiation between his product and all the books and guides I own, and indeed now write, why would this be of any value to me? I don't need to learn how to make money online anymore, so his book is moot, and again, something that holds no value to me at all. With a little use of the powers of deduction, he could have figured this out, and offered me something of real value. A specialized product, or if not a specialized product, then the offer of turnaround Jv's to return the favor in the future. A special offer or discount for my subscribers, or even higher commissions if the product wasn't in direct competition to mine, and of course the product itself, which for me to be interested in, would have had to be something that I'd not written about or published before.

So you see, the above should show you how a little research, forward thinking and deduction on your part will save you from the black hole that is no joint ventures to add to your list. This is especially important if you're reading this, and you're soon going to be launching your very first product, because without this very knowledge, no matter how much you know about joint ventures, how good and qualified your prospects are, and how good your approach, introduction and products are, you won't see any new contacts on your joint venture list, ever.

Now, you can't just bulk out JV's for books, (by bulk out I mean grab hundreds of e-mail addresses and send a big bulk mail to them). Each one has to be tailored not only to your market, and the market of your joint venture target, but to the situation that they're in, not just in a common sensical way, it has to be more than that. It requires a lot of thought on your part. Thankfully, it doesn't require a lot of research, because by the info they're sending you through your subscriptions to their lists, you should be able to start to see who does what, when, where and how, and how to tailor your offer to them and their particular situation. See how easy it is to find out about your prospects and tailor your deals to them? All it takes is you subscribing to their lists and watching for a few weeks. Not a bad deal considering this lazy research alone has taken my acceptance rate from 10% up to an almost regular 75%.

This is also why I talk about joint ventures being a very personal thing. I can hear the groans now, as people start to realize that they have to take the time to set up individual deals tailored to each person. No one said this was going to be easy, but with everything you've learned so far, it should be far from slow. With all the research you need to do coming to you, without you having to go out there and try to search out your answers, it's real quick and easy. The only catch is it won't happen overnight. Give yourself around two weeks of receiving regular mails before you try to pick out your joint venture partners so that you can get to know them better, and thus be able to accurately deduce a solution for the circumstance, i.e. something that you can offer that will be of value, and they won't turn around and just give you a plain answer of no.

Remember, this isn't something that you have to do over and over again regularly, don't worry, the whole of your marketing career won't be taken up by contacting people personally and subscribing to their lists to try and get them to promote your products. Joint ventures will continue to happen of course but, as we spoke about earlier, they will come from other sources. Your best affiliates, your biggest contacts, your own list, and most importantly they will start coming to you. The reason I want to make this clear is because even though online marketing is all about selling, when you're sending people to a sales letter, they're buying on the strength of many factors, but you don't have to be there to push them.

With this however, it's very different, and almost makes me feel like a salesman in a store. In fact, I have yet to meet anyone who thoroughly enjoys doing this. It's from this I'll conclude that most of you reading won't particularly love it either. Until you start to find yourself with a bunch of long term contacts, of course, then it's a different matter. Rest assured though you won't have to do this forever but you will have to do it, in some form or another, at some point if you want to launch your marketing career with a bang. But hey, given the rewards, surely that's not such a bad thing is it?

Review What We've Learned

The purpose of this section was to push home specific ideas about joint venturing when it comes to the concept of developing ideas and deals that will fit into your Jv's at the right time with the right people. You'll also see how fluid the situation often is and how subtle changes can dramatically increase your chances of success.

In the next section we're going to take into account everything that we've just discussed, and I'm going to take you through five examples. Through a process of elimination, we'll deduce the correct ways means and methods to approach people, depending on your situation, their situation, and how your product and

your deals relate to both of those factors. Once we have a few examples down, much like the one above, you will be able to produce solutions for these situations without anyone's help or guidance every single time.

Section II

In the following section we will be discussing:

- How to further enhance your chances of success through examining and drawing conclusions from your research, and basing each individual deal on this information, and past experiences.
- To talk through several mock up examples of joint ventures based on real life experiences and then to get you answering some questions about how you would approach the situation. If you think you're not capable of joint venturing successfully let me prove to you now that you are.
- To look at the specific example of the private list owners who only promote their own products and talk about how to approach this situation to achieve the best possible outcome for you.
- To look at the specific example of the private list owners who only promote affiliate programs, and to talk about how to approach them to achieve the best possible outcome for you.
- To look at the private list owner who is or has been previously open to joint ventures according to your research, and to test you to see if you can draw correct conclusions from your research.
- To further emphasize that making more money isn't all there is to online marketing and a lot more goes on behind the scenes, especially when looking at reputations.
- To put the certificate on your wall (not literally) and show that you can pull off joint ventures far more easily than you think and far more easily than other marketers out there that are not in the know, think.

We've already talked about how to come up with solutions to specific problems. How to work around particular situations to make sure that we're offering something of value to the people that we're approaching for our joint ventures. This being with the sole intention, and the major goal of getting more of them to say yes to you and your business, than to say no to you and your business, resulting in a whole flood of contacts and a heck of a lot of promotion power on your part.

In this section we're going to take that a little further. You may remember the example from part one where we looked at someone who had approached me

and received a no answer. We also looked at why they got a no answer and exactly what they could have done to turn the outcome in their favor. In this report I want to give you a framework to work from. We already spoke about how much joint ventures differ, which is true, however, I want to give you more insight into how to make the correct judgments when trying to tailor an offer to a particular situation.

What this is going to do is form a base for you. We're going to go over and talk through several examples that you will most likely come across through your joint venturing, relating to the different positions each person is in, the state of the resources they've gathered, and how you get them to say yes to you when they're saying no to others only taking into account the weight and quality of your original deal.

Yes your deals will vary but, after we've finished up here, you should be able to spot where you've been going wrong. If you've never done any joint ventures to this point, you'll be able to see how to do things correctly. What I really want to achieve with you here is to show you that you must get into the habit of stepping into another persons shoes and seeing things from their point of view. What do they have and what can you give them that they'll want to trade for some marketing power for your business.

Five Joint Venture Situations

As most of your joint venturing will be about approaching people with their own lists, we're going to use that as a base, and take a look at five examples of different people in five different situations waiting for your offer. Remember, just because I talk to you about online marketing, and that particular field of expertise, it doesn't mean that you have to be writing info products to get the most out of these guides. In fact, I'm guessing most of you won't be writing marketing info products so don't worry about this only working for one type of product or service as it's very adaptable to your needs.

So, getting started, let's take a brief overview of the different types of people that we're going to be giving you examples of now. The first is the private list owner who only promotes their own products to their list. The second is the private list owner who only promotes affiliate programs. The third is the private list owner who's running reward schemes for long term customers and has a large and very valuable customer base. The fourth, which is where most successful marketers seem to lay, is the private list owner who promotes both their own products and products as a result of joint venturing. And lastly, we'll be looking at the public list owner.

To be specific about this, when I refer to a private list owners, these are the people that keep their lists to themselves. They rarely, if ever, sell ads to anyone, and for that reason, the subscriber base is there to listen solely to the marketers themselves. It isn't saturated by ads and is, therefore, far more valuable in terms of response compared to the public list owners. Public list owners are the opposite. It's much harder to find public lists with a good response rate compared to private lists, however, even though not a priority, they are still valuable to you, which is why we're including them here.

Also remember what we said previously about, firstly, not having to do this forever because the contacts that you make tend to stay with you and, when you get going, people will start to come to you.

A quick scan over what's going on in your inbox every day shouldn't be too much hassle and will give you all the information you need to carry out the following, as long as you're careful and don't go giving out, or listing, your address anywhere. You should find that you can keep it active without any strange ads coming your way in their hundreds, leaving room for the important stuff. Doing research the lazy way, letting it come to you.

Ok, so lets get started on our list of different types of joint venture partners. Your first example is the private list owner that only promotes their own products. Now deducing and coming up with an offer that suits the situation, involves only one thing and that's you putting yourself in the shoes of the person that you're contacting. Ask yourself questions, lots of questions. Who am I contacting? What is their target market? Do they have the resources that I'll need to get my promotions out? Am I in direct competition with them? And most importantly, judging by what you've seen through their mailings, what do they want more of, or what will be most valuable to them?

It's important not to ask the question, what do they not have that I do? Which many other guides seem to teach. This is because, taking this in a literal sense, they may have something already but that does not necessarily mean they don't want more of it. So don't assume just because they have some that they don't want more.

So let's identify what you need out of this deal first. What do they have that you want? The first thing that you should think about when forming a deal is 'how valuable is it?' Different types of deals involve different values or resources. For example a private list is far more valuable than a public list and, therefore, it's likely that you're going to have to do more, and have an even more accurate offer, if you want to be accepted.

So what do you want that this person has? Well, for a start look at what they have. They have this list which is most likely comprised of previous customers, and people who have experienced this person and have been around them for a

long time. What this should immediately tell you is that you don't just want an ad to their list, but you're going to want them to say something good about you and your product. An endorsement. This will immediately increase response rates compared to the standard ad due to the element of trust on the list owner's part.

So we have one thing that we want. Is there anything else apart from an ad with a little information about why they recommend your product personally? Nothing for now, let's keep this straight forward. Great, so now we know exactly what we want out of deal, we need to start looking at the specifics. After a little jump into their shoes let's see what we can dig up in the way of making the deal more successful and accurate to avoid those big no's.

The first thing that I can see is that their priority is not commissions. They're not promoting affiliate programs, but as we already mentioned just their own products. This tells me that affiliate commissions aren't the way to go because, lets face it, this person is creating their own products and making 100% on each of them. That's reason number one why commissions are unlikely to work. Number two, they're interested in keeping their prized lists nice, clean and tidy. Trying to get them to promote something for commissions is as good as asking them to open up their lists and start promoting affiliate programs. You're very unlikely to get a positive response from that on its own as you can see. We need something more.

So what else can we give them? The next thing that comes to most peoples minds is their own product. So you could mail them your product. Whether they would they find it valuable on its own is another matter. Put yourself in their place to find out. Are you sending out a marketing 'how to' product to someone earning ten or twenty thousand dollars a week? It's probably not the best idea because it won't hold any value. Are you sending out a marketing report or some astounding results you've received from some new research that no one's heard about yet? Maybe you have an amazing piece of software you use to run your business quickly and easily every day for example. These are the types of situations where I'd start to assume the product holds some value in this particular situation.

One catch though, always, always send over a copy of the product or, at the very least, a link to download it if you're having trouble with attachments. It doesn't have to be there to add value, but you're going to use it to add weight to the deal when you can and it's absolutely no good trying to do so if it's just not valuable to the person you're joint venturing with. The only reason you should be sending it over, in this case is as a preview. Nothing more, nothing less. A simple method of showing exactly what you're promoting without having to write a five thousand word explanation.

So let me ask you. If you were in this situation and had already eliminated the obvious, or used it to do other jobs aside from adding value to your deal, as we've done above, what else can you think of that we can use to close the deal

with this person? Remember to ask yourself what is it they want and why do they want it? What would you offer in this situation? The key to being able to do this is to understand what's most important to this person. Here are a couple of hints for you. Many successful people have already learned to think in other terms. Rather than money and sales they build their resources, and their reputations in an indirect way instead. See if you can come up with two of your own ideas relating to closing this deal before we move on and talk about two of the most useful ideas that you can put forward.

Ok let's see if you picked up on any of these deductions from this particular circumstance. Number one. The marketer promoting his or her own products successfully needs one thing, a reputation. Whether it spans the whole internet, or just the people on their lists and other people's lists that they've JV'd with, it's highly effective when many people are mentioning your name. One way to immediately give them something to think about is to come up with ways of assisting their reputation. Every time you do something special for a customer or pull up a deal that no one else gets, when their friends are just getting the standard package, it's going to earn you kudos and do wonders for your rep. The same is true for all other marketers out there. No matter what they're selling getting their good name out to their target market is invaluable.

The first way I'd suggest you do this is by offering them something special, but not for them, for their customers. Something that they can mail out and say, 'hey look what I arranged for you guys that no one else on the internet has'. While your friends are buying at higher prices, getting less for their money, getting smaller commissions, I have negotiated this deal. It's for my customers so you mustn't share this link with anyone else outside of this list because it's only for you guys.

An instant reputation boost for them there. Not only that but, at the same time, they're endorsing your product so you've got what you wanted, which was more than a simple ad, and they've got something extremely valuable to them. Something that's going to turn heads and people are going to say hey, if my buddy is getting special stuff like this, I want to be on this list, or at least follow what this marketer is doing.

And what's even more special, if we relate back to when we were talking about standard people on a list becoming customers, this promotes people on a standard list to something much more. People who trust the list owner are going to stand up and start reading and taking more notice of the stuff they send, which is always good for response rates. This is a definite thing, in fact, I've done this myself.

I've found myself a group of successful marketers (half of whom actually found me before I found them) and I stick to them. If things are going well who wants change? So I'll continue reading what they have to send me, accepting their joint

ventures and looking at their products. There's a list of around twenty marketers or so that I always make a point of reading their sales letters even if I don't buy their product.

So you see, something as small as turning heads and building a reputation in this way can bring in tens of thousands from one person over the years that they stick with you. That's pretty powerful stuff for the list owner and, what's even better, no matter what product or service you're promoting, you're going to be able to do this and you have this really powerful something that list owners want from you. Never again can you say you don't have anything to exchange for joint ventures.

But there's more. Still sticking the same point above, looking at what the marketer promotes, and how they're promoting it to their lists, you should start to see what is going to be valuable to them and move them forward as well as yourself. So what else can we do to increase the reputation of this marketer? I'll give you some clues. It's something that we can all do. It doesn't require any of your time up front and it's going to increase their reputation, and their promotion power, through the type of products they promote. Keep in mind what they're promoting and how they're promoting it. How can you assist them?

You guessed it, by offering up your promotion power. Putting all your cards on the table and saying hey, you scratch my back, I'll scratch yours. All the promotion power that I have is sitting here ready for you to contact me and let me know that you've launched a new product. An offer of future promotion is as powerful, and has exactly the same effect as an offer of instantaneous sales or any other instant offers you can come up with, and this is important. The way I see things rolling out in front of me every day is that many marketers have a problem seeing exactly what's valuable and what's not, not just in terms of money, but in terms of time too. You do have the power to offer up things that you won't have to carry out until some time in the future. This in many ways is more powerful, not only to your joint venture prospect but also to you, because what's going to happen when they contact you?

Well I'll tell you. Depending on your list types you might find yourself scoring higher commissions if you work that way. You might find yourself with a stash of products that are worth tens of thousands of dollars if purchased separately, and you're going to have created the basis for some sort of permanent deal. This doesn't mean that you're always going to say yes to them and they're always going to say yes to you. Don't be afraid of losing any sort of control by doing this. You are in fact gaining it.

On top of those advantages we have even more to come too. I'm sure you've at least heard some online marketer's names before, or picked up on someone that everyone's talking about. Right now, take a second to think of the biggest and best marketer that you have in your mind. It can be anyone in your field of

expertise. Someone that's been doing this for a long time, is well connected and people know the name of. Once you've got that name in your mind, see what happens after you've left yourself open to counter offer or a brand new offer later down the line using the methods we've just discussed.

How would your list feel about you if you suddenly started sending out e-mails about how you've negotiated a special deal for them with this huge earner or big name marketer? It's the whole 'it's not what you know, it's who you know' theory all over again. It's not a rare thing either. I regularly see successful marketers get together and exchange ads such as this, furthering their reputation, cementing their authority on particular subjects, attracting new resources, new contacts and pulling in a bunch of sales at the same time as accessing new blood for their products. This is what online marketing is all about. Good networks, equal and good money, not just for you but in an equal opportunity situation for both parties. The way it should be.

So let me ask you, if before reading this you were worried that you didn't have anything to give away as a fair trade in a joint venture agreement, what do you think now? Not to mention, aside from what we've just been talking about, what other ways can you come up with to strike a deal with JV targets now? All you have to do is look at what they're doing, who they're doing it with and ask the question 'what do they want that I have?', not 'what don't they have that I do have or have the power to grant them?'. There are literally hundreds of different types of offers you can choose from. Just make sure you select the right ones in the right situation. There's no way to list them all, there's no way I can give you every type of joint venture possible and an example of every deal that will come from every product. All I can do is give you some examples and leave you to come up with the goods that are applicable to the product you're promoting, and the person that you're trying to get to promote for you. This is the key to successful joint venturing.

Now I'm going to get you to do the brainwork for yourself to prove without a doubt that you're selecting the right deal for the right situation. Let's look at the private list owner who primarily promotes affiliate programs. Their lists are still as valuable as previously, because all the promotion is coming from them, they're not selling ads or anything like that. It's a purely private list. The only difference from the above example is how it's used.

So here we are. I've just sat you down in front of a computer with a product, a name and their contact details and provided you with all the information you need to see what they're promoting, to who and how they're promoting it. I now want you to go ahead and try to joint venture with this person. I've typed out your intro, and your request, what you want in return, your signature and so on. All you have left to do is get them to say yes by offering something that's valuable to them. So what is the first thing that you're going to give them? Remember, something that they want.

If you answered higher commissions you got it in one. Of course you're going to bundle your product in there too, the standard of all joint ventures, which although may not be adding value shows the marketer how good your product actually is. Great news.

Good, ok, let's move on to the next example, and again, I'm going to get you to do this one too. That's a private list owner who promotes their own products. You've seen them carry out joint ventures and they already mail these ads to you being on their list. Again, I've sat you down in front of the computer and we've done the intro, already pointed out what you want out of the deal, so how do you get these ones to say yes? More to the point, this time, think about how you're going to get this information.

The answer here is that there is no set answer. There are as many answers as there are possible variants of joint venture offers. Why? Because to understand what these people want you can go to the best place, far better than anyone telling you what you should do in this situation, and that's straight to their lists. What types of products are they joint venturing? What types of people, what can you see on the surface that's more important to them? Is it their reputation or negotiating special deals for their special list, which, in most cases, you'll find there's just a plain link or tracking link to the site in question. Is it affiliate commissions, which you can spot through affiliate URL's a mile off when visiting the site advertised?

Get yourself on the other marketers list too. Have they swapped promotion for something? What type of product is it? Are they in direct competition? All these questions you can ask and answer simply by watching what comes through on their lists, allowing you to draw a conclusion, and understand straight away how to approach them, and the means and methods that are going to give you the most likely yes response you're looking for.

Conclusion

What you should start to see now is that, when looked at in this way, it's quite obvious what many marketers don't get when they come to do joint ventures. They try and try and rarely get told yes, because quite simply they don't know what the list owner wants because they haven't done their research (or let the research come to them for that matter). So you see how it's just a process of deduction. What do they want, what don't they want, how does it fit into the current situation and your product, and how you find that information under different circumstances.

Simple as that.

The first time you receive a joint venture request from someone who hasn't grasped this concept, trying to get an ad to your own resources in completely the wrong way, remember what you've just read, and don't be too hard on them

To your joint venture success!

Liz Tomey

<http://www.JointVentureSeeker.com>