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3 Things You Should NEVER Do in a Joint Venture

By Jinger Jarrett

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by: **Jinger Jarrett**

A joint venture can be one of the most profitable and fastest ways to make money on the Internet. It can also destroy your reputation, get you ignored, or worse, accused of spam if you if you don't take the proper care to create a valuable offer.

There are three things you should NEVER do when creating a joint venture proposal for a potential partner. Below are three things NOT to do, with several tips to help you do it right.

1. Fail to Plan.

Before you send out any emails to potential partners, you need to plan your offering, decide who you are going to send it to, and what you expect in return.

First, create your offer. Ask yourself these questions:

What am I going to give the potential partner to make him/her want to joint venture with me? i.e. Are you going to give the partner a copy of the product, do you have bonuses available, what's the commission you are paying, are you offering a large one time commission, or a recurring monthly commission?

My rule of thumb is to never offer less than 50 percent. What you want to do is make the partner an offer that is not only fair, but more beneficial up front for him/her than it is for you.

Once you know what your offer is, you want to create solo ads, a review, or something that the partner can plug his/her information into so that you have something to give him/her when you make the offer.

Include the affiliate sign up link, and make it as easy as possible to sign up. Also include the link to the product, as well as tell the partner how to get the download, the membership, or whatever you are

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selling.

The point is, make it easy. My joint venture partners are busy people. They don't have time to write ads for me, or spend a lot of time getting prepared. They need something they can set up in a few minutes, send it out, and move on. Remember, your potential partners are probably the same.

2. Forget to Target Your Market.

I get over 500 emails a day. Mind you, they aren't all joint ventures although I get a lot of those too.

The point is this: research your market. Find products, services, memberships, etc. that complement yours. Then you have a market.

3. Send Your Offer to the Wrong Person.

No one wants to read offers that say, "Dear Publisher", "Dear Friend", or anything like that.

The first, and most important thing about creating a joint venture is to make sure that you send it to the right person at the right email address.

Although I don't recommend it, you can send your joint venture proposal to someone you don't know provided you have properly targeted your market. This doesn't mean you can send your message to 100s who just happen to be in your target market.

What I recommend you do is this: build a relationship with the person. Build a lot of relationships with a lot of people. If you have something relevant to say about someone's newsletter, write him/her.

I get so many bogus offers that when I get something I appreciate, or I enjoy, I always write the publisher a complimentary email. If there's a survey, I answer it. If the publisher needs help, and I can, I answer.

This is how great business relationships are built online. You would be amazed at how much others are willing to help you when you take the time to get to know them.

Finally, unless you know one of the "gurus", and very well, I wouldn't advise sending them your offer. Most of them already have joint venture arrangements in place and aren't really willing to work with someone they don't know, or who hasn't made it to "guru" status.

There are plenty of potential partners out there with nice sized mailing lists who are hungry for more ways to make more money. With millions online, you have a wide range of potential partners to choose from.

Remember, it really doesn't matter if you sell gardening tools or ebooks, or anything else for that matter, a joint venture can quickly and easily add to your bottom line.

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Jinger Jarrett has partnered with Russ Moore to create the Killer Marketing Arsenal, a membership site offering all the tools you need to market your business for maximum traffic and sales. To celebrate, they are helping to sponsor a monthly contest where you can win over \$10,500 per month. Enter today. It's free.

How To Successfully Joint Venture Your Online Business With Offline Businesses

By Gunnar Berglund

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There are many advantages joint venturing with offline businesses. You could increase your target market by reaching audiences you couldn't advertise to before. You could get referrals from the offline businesses you joint venture with.

The key to joint venturing with offline businesses is to find ones that have the same target audience. If you're selling business software, you wouldn't want to joint venture with a store that sells candy. You won't be very successful. You would want to joint venture with an office supply or computer store.

Below are three possible joint venture deals you could set up:

1. Write a tip booklet that is related to your business. Make a deal with an offline store where they giveaway your tip booklet to their shoppers with each purchase. The store you pick should attract your target audience. The store could have something free to giveaway to attract shoppers and you could have your web site ad in the tip booklet.
2. Design a printed flyer for your online business. The flyer should include a description of your web site, e-mail address, web address and any other important information. Make a deal with an offline store to have them include the flyer in each bag of products they sell in exchange for free advertising on your web site.

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3. Make a deal with a computer store to have them display your web site on the computers they display in their store in exchange for free advertising on your web site or in your e-mail newsletter.

Once you find a targeted offline business, contact

them and present your joint venture proposal. Tell the business owner the benefits of the joint venture. Tell him or her why it would be a win/win situation for both of your businesses. Give them a lot of compliments about their business, products and services. Using all three methods above will greater your chance of having a profitable and successful offline joint venture.

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