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An Unusual & Insanely Profitable Type Of Joint Venture

By Muhammad Shariq

Joint-Venturing doesn't end on asking a Guru to endorse your stuff. But that's what the majority of people in the Internet marketing world focus on.

Here's an unusual & insanely profitable kind of JV:

Co-author with a Guru.

Yes, you better know what your stuff. And no - it's not for you if you aren't damn serious. Because it takes a lot of work & brings in a lot of cash. Not for the easy-goers.

But why would the guru want to do this? Because it saves them time & gets them easy bucks!

Every guru has at least a dozen product ideas that they doesn't have time for. If you offer to do all the work & still give them 60% or more – there's no way they're going to miss it!

You can also make a product specifically FOR one guru's audience. But that's another story.

Here's a tip: Ask the guru for an unfinished product.

Many gurus start a product but for some reason it's pushed aside half-way down. They want that product to see the light of the day but they don't have time for it or maybe they've just moved on.

But if you offer to complete that product, they will love you for it!

Take all the work on yourself. From finishing the product to writing the sales copy & auto-responder messages. Save them the headache, their time, energy & money – & they'll be happy to co-author with you.

What's in it for you? (as if you need to ask!)

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Because just one product can launch you to stardom. When people see you co-authored an ebook with a successful guru – you get instant credibility. And of course the money comes rolling in faster than you can count – because the guru obviously has a loyal following.

And then people will be contacting YOU for joint-ventures! The credibility, the money, the contacts – it's all worth it.

There are many examples of people who launched their online this way. From Tellman Knudson to Patric Chan & more. Here are 3 case-studies:

– Jim Edwards.

I can't say if he launched his online career this way. But this guy has authored at least half a dozen books with the top guns in this industry.

The one that gave him the first real boost was "How to write an ebook in 7 days or less" that he co-authored with Joe Vitale.

The story is – Jim Edwards asked Joe Vitale to give him any old document of him that he could turn into an ebook. After constant request – Joe gave him a book he authored long ago – on how to write a book in a record time.

Jim edited it a bit & then turned it into "How to write an ebook in 7 days or less". It became an instant best seller & gave Jim his first shot of fame.

Since then – Jim has co-authored with more Gurus than I can count. And today he's a big Guru himself! Smart, eh?

– Larry Dotson

His story is so simple – it'd be hard to believe.

Larry wrote a swipe file of hypnotic words & phrases. Then he wrote to Joe Vitale that since 'hypnotic' is his brand – Joe can review it & if he wants – add some hypnotic phrases himself & they'll co-author it.

Joe agreed & yes 'hypnotic swipe file' sold like crazy. Today Larry got 4–6 other hypnotic ebooks co-authored with Joe.

Nitro marketing that multi-million-dollar IM company promotes 90% of Joe Vitale's products including the ones he co-authored with Larry.

So Larry's being promoted by nitro-marketing & he'll keep getting royalty from them for decades to come.

Last year – Joe said he hasn't seen, met or even heard Larry's voice! I doubt if they've even met now –

yet the story & success is astonishing.

– Tellman Knudson.

Tellman is an NLP expert. I don't know how he got his start online but his first few products were – 'Think like' series.

He did it Chip Traver, Shawn Casey, Joe Vitale & probably others. The one that got famous was 'Think like Joe Vitale'.

Another product he did was 'Nitro Mindset' with the nitro marketing guys. Then he started "List Crusade" where he interviewed (& still does) gurus every week.

These are all different kinds of JVs. Not the usual milking-the-big-guru please-endorse-me type of ones. I can't say if this way is harder or easier but one thing is for sure – they 10x more profitable.

Enjoy the success by co-authoring with the big gurus!

Muhammad Shariq is the co-founder of 'Play with a Guru'. For free access to more joint-venture ideas, tactics & secrets – specially from JV master 'Marc Goldman' – go to: <http://www.PlaywithaGuru.com/JV.html>

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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.
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.

How To Successfully Joint Venture Your Online Business With Offline Businesses

The Benefits of Joint Venture Marketing

The New State Of The Art Method For Making Money With Joint Ventures

10 ways to structure your "Joint Venture" deal for maximum profit

3 Things You Should NEVER Do in a Joint Venture

30 Powerful Business eBooks

14 Profitable eBooks

PPC Profits

The Forum List

The Great Big Book of Internet Marketing



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