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**Create Powerful Joint Ventures Step by Step**

**By Christophor Strobel**

**Create Powerful Joint Ventures Step by Step**

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Figure out what you are passionate about and make it your business.

If you love golf, parachuting, surfing, computing, fishing , or whatever it may be, make it your business. A business that is also a hobby or pastime greatly increases the chances of enjoying getting up and wanting to go to "work "every day or every other day if you choose.

Start subscribing to all the magazines, catalogs, and newsletters you can find about the topic. Learn what new products are available (read reviews) and what products they compliment. Clip the good ads, tips, and articles and keep them organized for the future. Repeat advertisement month after month in the same publication means the ad is pulling in sales, check these businesses out.

Think new, latest, greatest ,complimentary, product or service here are a few ideas

audio book club / travel organization

surfboards / wetsuit maker

Recreational vehicle owner / travel guides / fuel savings device / fuel savings club

Doctor / pharmacist

Tuxedo shop / reception hall / jeweler / cake maker / bridal shop / photographer / florist

Law firm / adoption agency

Book seller / seminar service

Cooking school / kitchen supply store

House painter / carpenter / plumber / electrician / handyman

computers / training videos

web hosting / web design.

real estate agent / security company / handyman

Greenhouse-nursery / Landscaper

## Create Powerful Joint Ventures Step by Step

Golfers use many different products every time they go out on the course. Shoes, bags, clubs, balls, tees, carts, gloves, clothing, umbrellas, memberships, and many other items. Even when golfers are off the course they use training videos, read magazines, and take personal lessons, whatever it takes to improve their game.

New computer owners often feel overwhelmed by the idea of figuring out all the different programs. Arrange an endorsement deal for the computer seller to introduce the new computer owner to training videos DVD's, or E-books and take your piece of the pie for creating the joint venture.

Remember the banjo minnow? Fisherman all over the globe use this lure and it is guaranteed that there is a list for rent somewhere of every purchaser worldwide. Find a complimentary product to go with the list and have the company endorse the new product. Split the profits three ways. List owner, deal maker (you), and the product distributor.

toolbar ranks related websites while you surf the internet. Endorsement deals are

easy to find by just clicking on the related sites.

Response lists are compiled lists of people who have purchased something from an infomercial, catalog, television commercial, a mailing whether it be email or snail mail, or etc.

Get your hands on a copy of an SRDS (Standard Rate and Data Service) ask for the "Direct Marketing List Source" and study all the different categories and learn what they mean. direct marketing list source delivers the accurate, up-to-date list broker and list manager information you need to get the job done quickly—including purchase lists and contact data. Major libraries have copies of the SRDS in the reference section, They are expensive so wait until the profits roll in before you purchase your own.  
1-800-851-SRDS

offers the ability to research the advertising and list rental opportunities

Find a copy of an Oxbridge Communications National Directory of Mailing Lists (800-955-0231). Major libraries have copies of the Oxbridge Communications National Directory of Mailing Lists in the reference section

Trade associations also have mailing lists.

### How to Find Products

Need a product? Join an affiliate program, they are free and there is no contract to sign. Almost every online store has an affiliate program so figure out your interests and research the business. It is marketing smart for the stores to give you commission for finding customers, then they don't have to. Think digital product because they are automatically delivered and available instantly over the internet. Most merchants already have proven sales copy and order pages available to affiliates. Here are a few places to start looking

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Six Figure Income Group has doubled again to now over 8

million affiliates in over 190 countries... now the world's largest affiliate network. If you are a multi-income qualified affiliate, you can bring someone into SFI one time, then earn commissions on that personally sponsored affiliate, every month indefinitely!

the fastest growing affiliate network, has over 1400 merchant

programs to choose from. Earn commissions on clicks, leads, or sales and a 2-tier referral program paying \$2/new affiliates & 5% of their commissions forever!

Start earning large amounts of commission now by joining one of the many

Affiliate programs listed in the clixGalore affiliate network.

Partner with Click Bank and you'll have an instant affiliate network promoting

your digital products. Among our top selling products, over 75% of all sales are generated by affiliates.

Buy and try the Product. If you never try the product how can you possibly be passionate about it.

Services take longer for the profit to roll in. Products create immediate revenue.

Already have a product ?

Design a website with your product on it. Look in the above affiliate networks and find complimentary products .Why have an online store when you can have a whole online mall. Choose an affiliate program that closely relates with the theme of your website. Websites never close they are open for sales 24 hours a day 7 days a week 365 days a year .

Learn web design. WYSIWYG (what you see is what you get) makes this step real simple. Microsoft Frontpage is really simple to use .Here are a few tutorials.

NEW business plans available! hosting from just \$3.95 a month \$8.95 domain

name (

) registration.

FTP (File transfer protocol) This is used to transfer the pages you built to the host server

Think up your own domain name .Do not use the free web hosts such as geocities or angle fire they are not for serious business owners and possible deals will want nothing to do with your business.

Prepare your Introduction Letters.

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Here are a few sample letters

to read through ,

they will give you ideas about what should be included.

Create a simple letterhead on good paper.

Company name

Address

Phone number Fax number E-mail Address

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Never send your offer through e-mail .Snail mail or delivery service (Fed-ex , UPS ) is recommended over e-mail for sending off your letter to the prospects .Most business owners get many e-mails per day and delete them if they don't recognize the name or email address .Spam filters also get rid of unfamiliar E-mail.

Send an introduction letter to both prospects. Explain to the list owner that you have a complimentary product that would be a great joint venture with untapped profit potential. Explain to the product owner that you have a response list with many potential customers

The list owner has the trust of his previous customers so they are more likely to purchase from the merchant again if the offer is to hard to pass up.

Most website owner have a contact page on their site with the address telephone and fax number included.

is also comprehensive search across multiple WHOIS

databases. Includes all domains, extensions regardless of where they are registered

Negotiating the joint ventures.

There is nothing etched in stone about who gets what in a joint venture endorsement deal. Negotiation should not be a road block in getting these deals.

Deals are going to be different every single time you set one up. Be flexible and when you start out doing these deals. Maybe offer to pay for the printing or postage the first few times. Exchange experience for profits and learn as much as you can. Eventually product and list owners will be coming to you to set up more of these deals.

Always test a list before mailing out to everyone on it. Testing saves money and time. Mailing to a list of 10,000 people and having 294 of them buy is not a real good campaign .Mail 500 of them and see what percentage of customers purchase.

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Post cards are cheaper to mail than envelopes and are a great way to promote a product to a list of response buyers. With post cards there is nothing to open and it will usually always be read before making it to the trash can.

Just try a few of these deals, they really are a dime a dozen. with a little brainstorming and research .The biggest thing is to try, if you never try you will never know what could have been. keep learning about joint venture marketing from the gurus, forums, newsgroups ,e-zines, whatever means necessary.

Some owners are going to tell you know NO,maybe they tried a joint venture deal in the past and it went wrong or maybe they are happy with business the way it is. business owners are everywhere you turn, introduce yourself ,explain what you do , get deals, and enjoy the profits.

Happy joint ventures.

Christophor Strobel

Christophor Strobel publishes Home Business Tips, a fresh and informative newsletter dedicated to supporting people like You! If you are looking for the best rated home business Opportunities, the latest time saving tools and helpful support Come by and grab a F-R-E-E subscription at

### **THE SECRET 3-STEP FORMULA TO GUARANTEE YOUR SUCCESS – Online & Off.**

**By Dr.Mani Sivasubramanian**

There's one thing you want – SUCCESS. Quickly. Easily.

There's two ways to get it. Joint Ventures and Affiliate Marketing.

There's three steps to succeed. And we'll talk about them now.

Affiliate Marketing lets you earn money selling other people's products and services. Joint Ventures let you leverage other people's time, money, and customer lists.

Both can make you rich fast. And it's easier than building your own business from scratch all by yourself.

There's just one hurdle to overcome – you need others to help you, partner with you, support and assist you. So you must be able to 'ethically influence' your potential partners – and enjoy the fruits of THEIR labor!

### 3 Quick, Easy Steps To Guarantee Your Success

Human nature is pretty much the same. Any formula based on behavior patterns has a good chance of being successful. Here's my 3-step process that works well for both affiliate marketing and joint ventures.

- \* Share Information
- \* Give Gifts
- \* Craft Irresistible Offers

#### ==> SHARING INFORMATION:

Reciprocation – 'returning a favor' – is a powerful social force. We feel indebted to anyone who does something for us. Or gives us something.

When you create such a feeling in others, you have a surefire way to get started on the path to success in affiliate marketing or joint ventures.

Information is inexpensive. Yet valuable – to the person receiving it. Without doubt, you know something which others do not. And that information has a certain value to others.

Identify valuable information you have, or can access, or can have created for you. By giving it away first, you foster in your audience a sense of gratitude, obligation, even dependence upon you.

#### ==> GIVING GIFTS:

Give – to get. It is a way of doing business I have found incredibly effective.

When you give something to others, it enhances the feelings you have already set into motion by sharing information. This force becomes stronger when you give higher value gifts.

Notice I don't say 'price' – the money value of the gift is less important than the perceived importance to the recipient.

It takes some effort – and even expense – to come up with the right gift for a specific kind of audience. But it is well worth doing because the returns – in the form of increased

business – will far outweigh the cost of your effort.

==> CRAFTING OFFERS:

If you've played your cards right, the first two steps will soften up your target. Now you can move in for the close – and clinch the deal much more easily than before.

And the final step is to come up with a mouthwatering offer – one your prospect cannot possibly refuse.

There you have the 3–step formula for success – as an affiliate marketer or joint venture specialist. See an example in action here:

<http://www.Reach–n–Relate.com/gifts–n–offers.htm>

By following this step–by–step process, and making it better, smoother, more streamlined and effective, you can have all the partners you want eating out of your hand and lining up to work with you.

Dr.Mani Sivasubramanian is an expert at reaching and relating to prospects online. His free ezine, "Reach & Relate" has helped hundreds of online entrepreneurs form explosively profitable relationships with their clients. Subscribe to "Reach & Relate" free – and get a special bonus gift worth \$27 <http://www.Reach–n–Relate.com/ezine/>

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