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**"Examples In Joint Venture Marketing"**

**By GL Foltz**

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Do you take advantage of joint ventures? If not, you're leaving a very powerful tool on the table.

Joint ventures are partnerships formed for the purpose of the mutual benefit of all parties involved. Joint venture marketing can involve advertising but not \*only\* that. It isn't just barter, it's much more than quid pro quo.

Joint venture marketing is sharing ideas, innovation and complimentary resources and products.

Joint venture marketing isn't confined only to network marketing... (though for network and multi-level marketing to be legitimate, the concept of 'joint venture' must be central or someone in the partnership isn't pulling their weight.) Joint venture is all about creating opportunity and success. It is mutual support. A joint venture is greater than the sum of it's parts... which is what makes it such a powerful tool.

A business may struggle to succeed not because of what it does well... the struggle might be a result of what it lacks.

For instance, Charlotte Advertiser may excel at getting the word out about her product or service, but she might have trouble managing customer relationships. In this example, Charlotte's business might have a long string of one-time sales -- but no repeat customers to get her business

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established.

Charlotte must immediately either learn CRM (Customer Relationship Management) or find someone like Chuck Followup who's advertising skills aren't on the par of Charlotte's; but who is awesome at creating lasting bonds with an existing customer. Another plus for such a possible partnership between the two businesses would be if their businesses compliment each other.

That's one example of how a joint venture opportunity might present itself. The possibilities are infinite.. limited only by your imagination and creativity.

Take the case of Dave Coder. He eats, sleeps and breathes web programming. He has done well with

his web design

business, but has reached a plateau in acquiring new customers because of the fierce competition in his field. One day he meets Joseph Upline who has been trying to find ways to help his downline to recruit effectively.

Dave suggests that a custom info request form would be an inexpensive and useful way for Joseph's downline members to get more leads. Inspired; Joseph and Dave work out an agreement where Dave offers his service to Joseph's down-line for their websites. Dave and Joseph have now both addressed their individual problems together... Dave has the new customers he was looking for and Joseph has provided a way to get leads for a much more active downline.

Joint ventures don't have to be limited to just two partners.

Beth Artistic, a luggage supplier, met Glenn Phraseturner, a vacation planner. Beth and Glenn realized that they each had businesses that compliment each other. The two were discussing a simple cross-advertising venture: Beth offering her products to Glenn's vacation clients and vice versa.

Enter Anne Golfpro (who happens to also sell a custom golfball line on the side.) Anne has an online forum for her very large niche clientele (mostly clients [and their contacts] from the private golf club where she serves as the club pro.) But Anne's website doesn't generate much new business for her golfball line.

Beth and Glenn offered their webdesign and copywriting skills and in exchange Anne allowed them to market to her high number of clients and forum visitors.

1.) Luggage, vacations and golf complement each other,

2.) Anne gets a hugely effective website design to boost her sales, \*and\* is able to offer her clients some value-added offers from Beth and Glenn,

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3.) Beth, Glenn and Anne share advertising to each other's client database!

Creativity, innovation and opportunity are only as far away as your next contact and are just a few of the benefits of joint venture marketing.

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

**By Karin Manning**

If you are anything like me, you spend a lot of time researching joint ventures and going through the chore of analysing all the joint venture proposals you get on a daily basis in your inbox. I've often wondered if there was an easier way to find successful joint ventures, as serious marketers online all know the power of joint venture marketing.

In fact, some marketers have told me that if they could only utilize one marketing strategy it would be joint ventures fullstop.

If you have got a product or service to promote you know joint ventures are essential to your business. Joint ventures are when two or more people work on the same project. The most lucrative way to benefit from joint ventures is to let other people sell your product or service and share the profits with you. Some examples of cross promotions would be exchanging popups and testimonials.

In my online experience recently I have noticed that some forms of ezine advertising did not pull the results that would have been expected. If you are also spending hard earned money on ezine advertising there is a better and easier way.

An example of a joint venture unrelated to internet marketing would be a gym coming together with a company that produces body building supplements.

Joe Vitale made \$25,000 from joint ventures from just one email.

So if you want to explore more fully the lucrative world of joint venture marketing how do you go about finding joint venture partners?

Old-fashioned ways of finding joint venture partners: Making a post on a forum if permitted by the moderator; Visiting individual websites and emailing the owner one by one; Spending time making contacts with other internet marketers online.

The new state-of-the-art way of finding joint venture partners:

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By subscribing to Joint Ventures Weekly. Once in a while an ezine comes along that makes me sit up and take notice. My good friend Mike Woo–Ming has created such an ezine.

Each week you will receive a list of the TOP joint ventures for the hottest internet products and services.

Each joint venture is carefully screened and analysed before it reaches your inbox. If it doesn't meet the relevant criteria you won't hear about it.

Your time is valuable. Each joint venture will include: A detailed synopsis, Current conversion rates

(unless new), Requirements, Length of joint venture offer.

YOU choose exactly who YOU want to work with!

Finally, a place to find non–internet marketing joint ventures as well. By subscribing to Joint Ventures Weekly you have the power to select the latest products before anyone else in your field.

It is often said that only 10% of small business owners take advantage of joint ventures. You now have the means to be part of that 10% by subscribing to Joint Ventures Weekly today.

Subscribe today by visiting

To your joint venture success,

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the ePackage Newsletter & Bonuses popunder on entry. To be one of the first to hear about the latest joint ventures available subscribe to Joint Ventures Weekly by visiting

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

The Benefits of Joint Venture Marketing

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

How To Successfully Joint Venture Your Online Business With Offline Businesses

A Unique Joint Venture Twist: Make Huge Profits Even If You Have No Money, No Products, and No List

The Forum List

The Great Big Book of Internet Marketing  
The Classified List  
GUERRILLA MARKETING Volume 1  
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