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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.

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

By david hennebery

Firstly a joint venture is when two people work on a project together for a set period of time. This is a critical stage in the internet marketing strategy process

Joint ventures can help you in a number of ways such as beating your competition, saving time and money, increasing your profits, getting many referrals, and much more. The following are ten online joint venture ideas:

1. The basic joint venture would be exchanging text links or banners with other related web sites.
2. Sharing a website. Both parties will be marketing and advertising the same web site which means twice as much traffic.
3. Combine both products into one with another business into one big package. Then split the profit 50/50
4. Exchange testimonials or endorsements for each others products or services.
5. Offer your product as a free bonus to another businesses or product. In exchange ask for a small

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portion of the profits.

6. Offer to insert a promotional ad for another business into your product package. Just ask them in return to do the same for your business.

7. Get a business in a related business to make a promotional ebook. Give the book away as a free bonus with your ads included in it

8. Create a freeware program with another business. Include a promotional ad for each of your businesses in the program.

9. Trade e-zine or auto-responder ads with similar businesses

10. Host a seminar with another business. The endorse each others products.

Adapt some of these ideas to boost your sales. The key is to approach your joint venture in the right manner. Make your joint venture letter personal otherwise it could be viewed as spam and not read.

David Hennebery is the owner and creator of a very successful ebook entitled eBookProfitMaker. He is regarded as an expert in Internet Marketing and selling. To contact him email

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