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Personal Profile Of The Week: Joe Vitale

By Larry Dotson

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Joe Vitale is the world's first Hypnotic Marketer. He is the author of way too many books to list here, including the new book "Spiritual Marketing," the best-selling e-book "Hypnotic Writing," and the best-selling Nightingale-Conant audioprogram, "The Power of Outrageous Marketing." His main web site is at <http://www.MrFire.com>

Nickname: Mr. Fire!

Age: 47

Birth Date/Place: 12-29-53 Warren, Ohio

From: Niles, Ohio

Present Residence: Austin, Texas

Name Of High School/College: Niles McKinley high;
Kent State University

First Full/Part-time Job: labor on railroad

Marital Status: divorced

Number Of Children: none

Number Of Pet(s): three

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Pet Type(s)/Name(s): wolfie, dog, virgil, cat, sandy,
cat

Computer: e-machine

Years In Business: 23

No.1 Marketing Strategy: writing books

Most Prized Possession: P.T. Barnum collection of
books

Indoor Hobbies/Interests/Activities: magic

Outdoor Hobbies/Interests/Activities: swimming

Favorite Software/Video Game: none

Favorite TV Show(s): 3rd Rock

Favorite Movie(s): Good Will Hunting

Favorite Book(s): The Magic of Believing

Favorite Food(s): Italian

Favorite Beverage(s): diet cherry coke

Favorite Actor(s)/Actress(s): Errol Flynn, Sally Fields

Favorite Music Artist(s)/Group(s): Melissa Etheridge,
Stevie Ray Vaughan

Favorite Sport Athlete(s)/Team(s): none

Favorite Color(s): light green

Favorite Place(s) To Visit: Australia

Your Dream Possession/Vacation: Italy

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!)

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.

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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: www.natural-aging.com



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