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**The Benefits of Joint Venture Marketing**

**By Traci Hayner Vanover**

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Joint Venture Marketing can take many forms — and if done properly, can significantly enhance your business. Don't let the name fool you, you have already been a consumer of a number of joint venture marketing promotions. Have you ever purchased a pizza during the Final Four, and received a free basketball? That is a result of a joint venture. There are countless other examples, but you get the general idea.

Another form of joint venture marketing that has gained popularity on the internet is the dawn of virtual marketplaces. Many niche sites offer this type of marketplace, and they allow the members to pool resources to generate traffic, and of course, sales. One of the most powerful benefits to this type of venue is the appeal of their ability to pool advertising dollars to obtain a promotional presence that members might not have been able to acquire individually. In addition, these venues are often able to procure significant discounts and special offers for members from common suppliers, which creates a stronger buying presence for the group as a whole. Members gain visibility in the marketplace and in the search engines, and they enjoy the benefit of increased traffic to their individual businesses.

From a consumer perspective, it is a winning situation as well. Collaborative marketplaces create a "one-stop-shopping" experience, providing consumers with the ability to browse several merchants during one browsing session. The ability to quickly obtain comparative pricing among similar merchants create a strong value among customers, and create a natural environment of competition. This forces participating vendors to strive for a higher quality product, at a competitive price.

**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

## The Benefits of Joint Venture Marketing

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:

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.

## The Benefits of Joint Venture Marketing

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

How To Successfully Joint Venture Your Online Business With Offline Businesses

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

50 Benefits Of Joint Venture Marketing

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

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