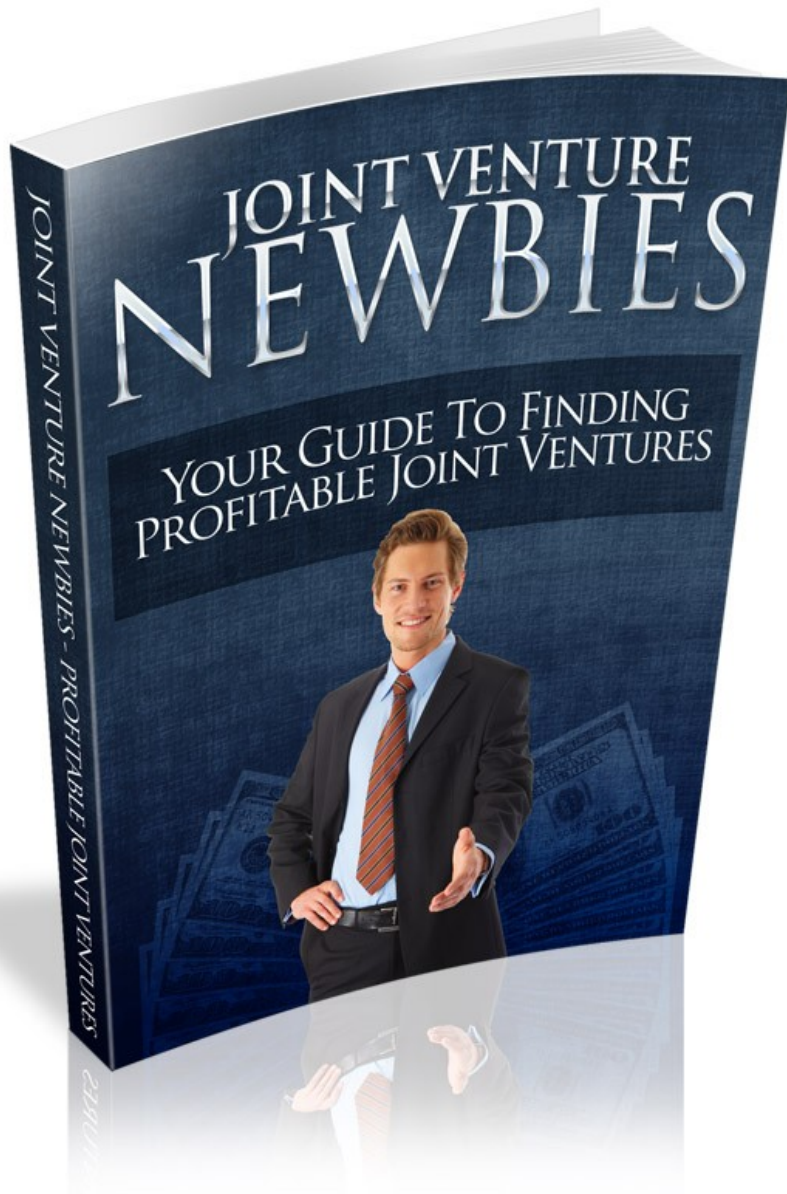


Joint Venture Newbies



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Introduction

Congrats! You have taken the first step toward discovering the most powerful and effective techniques used by savvy Internet Marketers and online business owners in locating and establishing high profit joint venture partnerships!

Within this guide, I will show you exactly how to seek out JV partners and then approach them in such a way that your offer will be irresistible, ensuring that you minimize the chances of being rejected.

With so many new businesses popping online each day, it's important to know how you can create a team of highly skilled promoters and affiliate partners that will help you take your business to an entirely new level.

Before we begin however, let me explain exactly what a Joint Venture partner is, since it is quite different from a regular affiliate participating in your associate program.

Joint Venture (otherwise known as JV) partners are strategic partnerships where two people come together to benefit, equally, based on each others skills, assets or potential

outreach.

For example, one marketer may have an active subscriber list while another marketer has a product that would be a sure seller to that particular group of people. Forming a joint venture between the two marketers would make sense, as it combines the two assets, one being the list and the other being the product to generate income for both parties involved.

In the world of Joint Venture partnerships, there is also something referred to as "JV brokering". This is where a third person comes into the mix, and in our example above, he or she neither has a list or a product but instead, acts as the middle man connecting merchants with existing products with marketers with targeted lists of potential buyers.

This JV broker would receive a percentage of the sales based on his participation in setting up the deal. In some cases, a JV broker would receive a flat rate, or a one-time payment for their help.

Once you have the knowledge as to how to set up a winning JV partnership, you will literally be able to generate cash, on

demand, whenever you need to.

It's truly that simple, and with this ebook, you will be given all of the information you need to either formulate profitable joint venture partnerships with your own product, your list, or as a broker if you are just starting out online.

Before you get started however, you need to have a clear objective in mind. Regardless of what you hope to achieve, you will be looking for JV partners that will compliment your existing goals. Furthermore, when seeking out potential JV partners, it's important to approach things correctly.

An incorrectly formatted email, a bolstering attempt to reach out to a marketer who is not focused on the same niche market as you are, or to simply look like an unprepared amateur will cost you possible opportunities, so it's critical that you outline a plan of action right from the start.

The more prepared and organized you are, and the more dynamic your offer is, the easier it will be to attract partners who will be eager to work with you on future projects. Just as powerful as Joint Venture marketing can be, if done incorrectly, you are likely to minimize any future possibility

of business expansion or networking.

There are other reasons, apart from generating additional revenue that makes JV partnerships so lucrative including:

- ✓ The ability to cut costs with limited marketing requirements.
- ✓ The ability to expand your outreach for additional Joint Venture possibilities.
- ✓ The ability to develop a presence and piggyback off the credibility of established marketers.
- ✓ To be able to garner new business associates within multiple markets.
- ✓ To be able to learn and gain experience from seasoned marketers that agrees to partner with you.

That being said, if you are ready to explore the secrets to successful joint venture partnerships, you will find the following blueprint exceptionally easy to follow and when it comes time for you to put these tactics into action, you

should be fully equipped and prepared in every way possible.

So, without further delay - let's dive right in!

Chapter 1: Getting Started

Before you begin seeking out potential JV partners, you will need to do a bit of work in preparation. This begins with testing your product out within the marketplace to ensure that it is likely going to sell and that people are going to find it useful, with limited refund requests coming in.

The easiest way to do this is to simply purchase an advertisement within a newsletter focusing on your subject matter.

For instance, if you are planning to sell a product focused on weight loss, you should purchase an advertising spot within a newsletter that offers tips to those that are seeking weight loss advice. You could also purchase advertising space on a related forum, where visitors will see your offer and be able to review your product for purchase.

You will also need to create the ultimate JV partnership package. This will include various promotional material including banner advertisements, solo advertisements, articles, autoresponder sequences, perhaps even blog posts or templates that can be used on squeeze pages. The idea

is to provide your JV partners with everything they need to be able to immediately promote your product with very little effort required on your part. The easier that you make the process, the more likely those you contact for possible partnership will consider your offer.

When it comes to packaging together animated banner ads, you will want to offer as many different sizes as possible. Furthermore, make sure that you purchase custom made graphics from a professional designer.

The look and feel of your graphics and items that represent your product, such as an ecover or graphical DVD case will truly make a difference not only in the eyes of those that you contact for possible partnerships but in your ability to motivate a website visitor to purchase your product as well.

A well structured website is also absolutely critical if you want to attract the high-rolling JV partners. These people will analyze every detail of your system, from your sales page to your backend offer, so it's important that you have everything in place when they visit your website to evaluate a possible partnership with you. First impressions are exceptionally important in this case, so take the time to go

over your sales copy, make sure that it is designed to convert, have someone proof read it, and spell check it prior to publishing.

The second step in locating potential JV partners is to focus on marketers who are focused on the same market that you are involved in.

Typically, these people would be considered your competition, but by creating a mutually beneficial partnership, you are both able to profit from the same target audience. We will want to focus our efforts on locating what is referred to as "Super JV Partners", these are people who are already established online, have a list or following, have products of their own and typically are already successful in the industry but who are always looking for a good deal, or an extra way to generate some income.

This isn't to say that new marketers can't also be extremely valuable when considering joint venture partnerships, however in order to generate the most money that you can, those with an existing customer base are going to yield better results.

If you want to get your feet wet however, and attempt a JV partnership with someone on the same level as you, prior to approaching someone with more experience, you could always experiment with new marketers who are eager to work with others as a way of improving their skills as well as learning more about online marketing.

Uncovering Super Joint Venture Partnerships

Whether you intend to broker a Joint Venture deal, or you plan to participate as someone with a product or service, the following techniques will help you locate potential JV partners quickly and easily.

The first step is to clearly identify a list of possible partners in your niche market. You can do this a number of different ways including:

If you have already been involved in online business and have sold a product or distributed a newsletter, people who are already familiar with you may be possible candidates. Rather than 'cold calling", these people have an existing business relationship with you either as a customer who purchased a product from you, or perhaps even someone who you have purchased from in the past.

This is one of the easiest ways to set up a list of prospective partnerships simply based on the fact that you have an existing relationship.

JV Partnerships For Those With A Mailing List

If you run a newsletter or have an existing mailing list, your objective should be to locate someone who has a high quality product that matches the industry that you market to. This is extremely important.

If you promote a low end product to your list and your subscribers end up frustrated by your choice in products, your credibility will suffer and it's not likely that these subscribers will either purchase from you in the future, or review products based on your recommendation. Furthermore, they are likely to unsubscribe from your list. This is why it's critical that you properly evaluate products prior to contacting the developers for a partnership.

Focus on products that will generate a sizable commission and are exceptionally well written. Of course, in order to properly evaluate the product prior to contacting the merchant, you will need to purchase a copy and take the time to thoroughly review it.

NEVER contact a JV partner asking for a review copy. It's unprofessional and is a method known to be used by

scammers who are simply looking for a free copy of a high end product.

Instead, purchase the product yourself and review it. That way, you will appear far more professional when you contact the merchant and offer a partnership not only because you took the time to review their product but because you have proven your intentions are serious by having purchased it directly from them prior to contact.

In order to locate products that are relevant to your list or website, you need to address the following question:

- ✓ What types of products would benefit your subscribers or website visitors?

- ✓ What are your visitors looking for?

For example, if you have been promoting products on relationships, perhaps "how to get your ex boyfriend or girlfriend back", your visitors or list members are accustomed to receiving information pertaining to this subject. If you send out an endorsement for an unrelated product, they are not going to review it much less buy.

Instead, you should think about offering products that are complimentary to either your own products or your list content, but are not directly competing with you.

So, if you own a product "Get Your Ex Back Now", you might want to look at promoting products based on self-improvement that will directly connect your product with the JV partner's product without them being identical in nature.

In other words, think similarly - not identically.

JV Partnerships For Those With A Product

If you have an existing product and are looking for someone with a list of active subscribers and buyers, works in a similar method than what we just discussed, including creating a list of people who have existing relationships with you. Remember, this doesn't mean that you have to be friends or even acquaintances.

If you have purchased from someone in your market, or someone has purchased from you who is focused on your market, this is a great place to start.

This alone can give you instant credibility when it's time to contact this person for a potential partnership, and will remove some of the built-in skepticism that comes with the nature of online business and competitors.

Another way to locate partnerships, especially if you are brand new and do not have prospects to consider already, is by using www.Google.com to scour the Internet for you. Just by entering in keyword strings that include your subject matter will yield results.

For example, if you have a product focusing on parenting, entering in a keyword string such as:

parenting+newsletter will bring up a list of websites that offer a newsletter focusing on parenting. These people have already been collecting subscriber names and email addresses and may be a good source for a partnership.

The next thing you will need to do is visit these websites, evaluate the structure, design, copy and of course, subscribe to their newsletter. Read through one or two of their mailings to get a feel for the type of content that they are offering as well as the kind of products that they are promoting. If you feel it would be a good match, jot down

their name, email address and website URL for later use.

Once again, your focus needs to be on "similar not identical". Someone who is selling the exact same product as yours is unlikely going to want to bring in any external competition or introduce you to their list.

If they do not have a product of their own but instead are promoting identical products to yours, that's great.. They are definitely a candidate, just ensure that it is not a product that they have developed themselves.

Right now, our objective is to create a list of potential partnerships. I will show you exactly how to approach them in a later chapter.

And finally, if you are neither a list owner or a product owner and instead, are interested in brokering a JV deal, you would follow both steps, including locating the product and locating the advertising agent (newsletter owner, blogger, etc), writing down every lead you find for possible contact. In a future chapter, i will show you exactly how to weed through this list focusing only on high commissions and high quality partnerships.

Target The Product First, Partner Second

One way to locate partners is by targeting the product first. Having discussed this, here is how you can get started quickly:

Visit <http://www.ClickBank.com/> and browse the marketplace.

Visit <http://www.Google.com/> and enter in relevant keywords based on your niche market. Browse through existing Adwords advertisers (under Sponsored Listings) to see if there are any products that would compliment your list or website.

This is an excellent way of locating hundreds of potential partners, but you will need to take your time and properly evaluate each potential partner based on their product, sales page, design - right down to investigating their reputation and how credible they appear to be.

There are no short cuts in establishing successful joint venture partnerships if your own reputation is important to you. Each person that you network with will represent you to

some degree, as you will them, so it's very important to choose your partners wisely and only after careful consideration.

This is one of those things that are often overlooked by new marketers. Rather than review what is being said about the merchants that they are considering partnering with, they barely scrape the surface by only evaluating the website itself.

If you end up partnering with someone who leaves customers unhappy, fails to stand by their satisfaction guarantee, or is known to be questionable, you will ultimately destroy your own credibility in the process. So choose wisely!

Here are some questions to consider when considering a partnership:

- ✓ Has this merchant successfully partnered with anyone before? If so, who?

- ✓ Has this merchant established a solid reputation online?

- ✓ What are people saying about this merchant on forums, newsgroups, social communities and blogs?
- ✓ Does this person have a proven track record for making sales, or are they new?

You can find a lot of this out just by visiting related forums in the industry or by searching through sites like <http://www.Google.com/> for keywords that include the merchants name or website.

Getting The Best Deal

When it comes to JV deals, it's easy for the person who contacted the partner to feel obligated to accept a lower commission, or even do the majority of the work involved. This is the wrong way of doing things and in order to ensure that you are getting a fair deal as well, you need to change your mindset.

Once the JV partner agreed to work with you, they are also obligated to fulfilling their end of the bargain, primarily if you are promoting their product to your list or on your website or forum, they should provide you with a

promotional package similar to what we discussed earlier.

In addition, they should provide you with tested and proven ad copy that, if an established product, has been shown to convert.

If possible, you should also ask for specific numbers in regards to the conversion rate so that you know what to expect from the promotion.

Another thing to keep in mind is that you and your partner will need to keep open communication, before, during and after the partnership deal has occurred in order to ensure that customers are satisfied and that you both have benefited equally.

No one person should be doing the majority of the work, it needs to be an equal partnership with both sides contributing to the fullest extent of their abilities. Successful JV partnerships require commitment, honesty and transparency, so you need to be available to one another throughout the process and keep each other up to date on current sales, and progress.

Know Your Market

When I first began to recruit possible JV partners, I made every mistake in the book. To start, I began targeting the wrong groups, primarily site owners and fellow marketers. While this sounds like the right way to go, it hindered my ability to generate as much money as I could from my existing websites and products.

Why?

Because I was targeting the wrong audience!

I was so busy contacting other sellers that I lost focus on who my target audience of prospective customers really was. It isn't other sellers, other marketers or other businesses. It's those who buy from you, those who are interested in what you have to offer. Those are who you need to first define, and then locate prior to finding existing merchants and marketers who can help connect you to those groups of people.

For example, if I was selling a product on dog training, rather than rush out and contact every webmaster who

owns a website focused on dog training, I would first break down exactly who is likely going to buy my product.

In this case, it would be pet owners, more specifically owners of disobedient pets. The next thing to do is locate possible partnerships who are focused on that same market and who are catering to that audience directly.

You'd be surprised just how many fellow marketers may own a website, blog or newsletter that appears to be focused on, say, dog training, but who are not effectively utilizing their readership, by promoting unrelated products or services. You need to thoroughly evaluate WHO your market is and then WHO is promoting to them that could help you do the same.

So, define your market specifically. If you are offering a guide to dog training, you need to find, specifically, owners of dogs who are misbehaving and who want to correct this behavior. Your audience isn't just pet owners, and it isn't just dog owners.. it is owners who want to find a solution to their problem and who are actively seeking information on how to do just that.

Another thing to keep in mind is that not every dog owner, even ones looking for a solution that you have readily available, is going to be interested in paying for it.

There are many out there who are intent on not paying for digital goods or in seeking out free information only. This is another thing to keep in mind when you are seeking out possible JV partners.

Are they selling products of this nature to their lists or visitors, or are they merely giving everything away?

You want to find partners who are actively selling, not just promoting or building a list.

Final Preparations

This is one of the most important chapters of this ebook because if this is done incorrectly, all of your efforts have been wasted.

This is why it's exceptionally important to follow all of the previous steps prior to following this one. Failure to do your 'homework', so to speak, and to adequately prepare for prospective partners to accept and jump on board with you will cost you a lot of wasted time and ultimately, the chance to increase your income.

That being said, before you even begin to initiate contact, you need to outline exactly what you intend to offer them. Remember, there are likely many other marketers seeking JV's with these same people, depending on how popular or competitive the niche market is, so you need to ensure that your offer is not only lucrative, but also irresistible.

This doesn't mean that you need to give it all away, or end up with a less than spectacular deal. The objective of a partnership like this, in fact the primary purpose of

establishing a joint venture partnership is so both of you benefit equally.

To plan out your offer, you should consider the following questions:

Do you have a back end system in place? If so, are you planning on offering a high commission to your JV partner on the front end and make your money from sales on the back end or via one time offers?

Do you plan to split the profit from front-end sales and back end offers?

What is the lifetime value of a customer to you?

Meaning, would it be worth considering accepting less on the actual sale in exchange for having a new customer on your list?

What type of incentives can you offer to increase the value of the offer you are intending on creating with this potential partner? What can you do different than others are doing? What more can you offer them without taking away from

your potential to earn as well?

Are you able to offer future products within a reasonable time frame to each customer that purchases as a result of your JV partnership? If so, does this justify offering your partner a higher commission with the intention of making up for it with a follow up product?

You need to break down your offer so that you will be able to present it in a comprehensive and interesting way. You want to capture their attention, make them sit up and think about what you are offering them.

You NEED to come across as someone who is professional, well organized with a profitable, achievable offer on the table. That is the way to attract seasoned marketers and "super partners" who are probably not receiving too many offers like yours.

In fact, most of the JV partnership offers they are receiving from new marketers are likely to be thrown together because, quite frankly, many inexperienced marketers simply believe that all it takes to establish a business relationship with another marketer is by contacting (or

spamming) them.

You won't do these things, and because of how well structured your plan and offer will be, you will be able to reach out to them on their level, which gives you a far better chance of being taken seriously.

Create a draft sheet that features all of the benefits that your JV partner will have access to. Remember, all they are interested in, is what you can do for them so you need to speak their language and do your best to showcase the many positive aspects and incentives that appeal to even the most skeptical.

Once you have created your email draft, read it and read it again. Trim it down so that you are focusing only on the most important elements of your offer. You can provide more information when they respond favorably, but by keeping it on point and on focus, you are showing them that you value their time. In addition, offers that are broken down into readable paragraphs and well formatted are far more likely to be read, so keep this in mind when you are creating your email draft.

Another point of importance is that regardless of what your offer entails, you need to ensure that you have the proper tracking and processing in place.

You need to be able to determine, at any time, exactly how much money your JV partner has generated, or more importantly, earned. This applies to partnerships where you are splitting sales or you are offering to pay them a certain percentage (or flat rate fee) for each product that is sold.

Contacting Potential Partners

By now, you have clearly identified who your market is, and have compiled a listing of potential joint venture partners in your market. If you have completed all of the previous steps, you are now ready to execute your plan of action and begin to contact the people on your list.

Before you do that, however, there are some very important points to keep in mind, regardless of what silly methods you may have heard about before, these are time tested, accurate techniques to getting far more "yes's" than "no's", so they are worth considering:

Do not mass email potential JV partners.

You will need to take the time to contact each potential JV partner individually; there is absolutely no exception to this. If you CC multiple JV partners, or you mass email a list of people, not only are you at risk of being labeled a spammer, but quite frankly, you will come across as completely unprofessional.

Think about how you would feel if you were one of hundreds

to receive the exact same, cut & paste email. (And don't think for a second that these people can't tell when that's exactly what it is).

You need to personalize every email you send. Address them by name; reference one of their websites, products, or services. Provide a detailed overview of the offer you are presenting to them and showcase, above all else, exactly how they will benefit by agreeing to work with you.

Ego Stroking

This is where it gets tricky, but if done correctly is exceptionally effective. The last thing you want to come across as is fake, however by explaining why exactly you chose them and why you want to work with them, while detailing how you like their marketing style, their writing, their presentation or any other strong point that will compliment their abilities or recognize their successes will earn you a few points.

In fact, I have managed to secure many widely profitable JV partnerships (and future business relationships and contacts) by showing them that I have personally studied their techniques and know who they are and what they do.

It will truly set you apart from the many others who aren't taking the time to review who these people really are and what their objectives may be.

Be Realistic

The last thing you want to do is make an offer that not only you can't live up to, but that is impossible to achieve. When quoting possible income or earnings, be as honest and accurate as possible.

While it's never easy to be accurate when you have yet to fully promote your product or service (or are new to JV's in general), being upfront and realistic with your income approximations or goals will show them that you are a reasonable, motivated and logical business professional, rather than an amateur with wild objectives and ridiculously high expectations.

Be Sincere

You want them to view you as someone that they can see themselves not only doing business with now, but possibly in the future. By being honest and upfront, you will come across as someone who is trustworthy and worth their time.

Of course, there are bound to be instances where regardless how much time and effort you put into laying out the offer and personalizing your approach, you will be turned down or disregarded altogether.

This happens to every one of us, even those who put their heart and soul into every proposal.

The idea is to keep marching ahead, and if you remain persistent, you will be leaps and bounds ahead of competing marketers seeking out JV partners who quit or give up when they don't see instant results.

Building JV partnerships requires patience and the understanding that regardless of how much effort you put into your end of the deal, there are always going to be people who just don't want to give you a fair chance.

Either they are too busy with projects of their own, possibly already committed to JV partnerships with other people, or are just not in a place where they are able to accept your offer. Shrug those rejections off and move along!

Remember, you are offering them an incredible opportunity and if they can't or won't see how lucrative your offer is,

someone else will.

Keep that in mind and you'll be successful in no time at all.

Setting Up The Deal

Once you have begun to receive responses from potential partners either accepting your offer or requesting more information about it, you will want to have a few things available to send them right away.

This includes:

Business Plan

Create a complete business plan in PDF format. This is where you can get as detailed as you like, and should thoroughly explain exactly what your offer is about and how you plan to execute it.

A Review Copy

If you are the one with the product, you will need to offer a review copy at absolutely no cost. Have this available for when they respond to your email.

(If you haven't already included one in your initial email, which I suggest that you consider doing. It will eliminate a lot of back and forth email only to find out that once they

have reviewed your product they are not interested in it).

Social Proof

If you are the product developer in this deal, you should have already tested and marketed your product. In that case, if you have testimonials or endorsements, you should include one within your email IF the person giving the testimonial is a name your potential partner would recognize. If not, you can still provide details regarding the feedback you have received from customers.

Stats & Data

As above, if you are the product developer you will need to provide statistics regarding your product.

This includes the price, refund rate, sales conversion, market demand and any other important aspect of your product that will help them make a sound decision in regards to networking with you.

As the one who is offering the deal, you must realize that you will need to do the majority of the work. In fact, you should do as much as you can because by making the process as easy on your partner as possible, you will

encourage future business and repeat partnerships. Not only that, but if everything goes smoothly, it's likely that they may refer other people within their circle to you.

This means that if you are using an affiliate program or script, do not ask them to sign up to it. Create an account FOR them. Add their affiliate link in promotional material before you give it to them.

If you are the list owner promoting a JV's product, write the promotional email yourself (offer them the opportunity to review it prior to publication), and set up the scheduled date for its release.

The more you do and the less you require of them, the more likely they are to be extremely pleased with your efforts and work with you again. It's as simple as that.

If you are brokering a deal, you will be required to do even more of the work, as you will need to focus on covering both sides of the deal. As the "connection" between the two people involved, it will be your responsibility to do as much as you can minimize the workload of the other partners who are involved. After all, you didn't have to create the product

or build the list, right? So now is the time when you will definitely need to earn your commissions.

Useful Information & Strategies

When setting up a JV deal, here are a few things that typically go along with online partnerships.

The standard commission for a JV partnership is 50% of gross sales. When brokering a JV deal, 10% commission is reasonable. You can either break this up where the list owner is paying you 5% commission and the product owner is paying you 5% or you could place it entirely on one partner, although this is not recommended.

(I've seen JV brokers requiring the product owner to pay the 10% and the list owner to pay nothing and vice versa but if you are new to brokering, I suggest breaking it up to be fair).

Obviously the more work you do, the more value you add to the deal, and more effort you put into relieving them of and manual work, the more you are able to charge for your services.

When presenting a JV partnership, you need to have a

confirmed date in place as to when the partnership will launch. You may need to be flexible with this depending on your partner's workload and scheduling, so be sure to discuss this during initial negotiations and set a definitive date that works for both of you.

Once the deal is over, you should do your best to follow up with your partner. Thank them for working with you, and if you are responsible for issuing payment, be sure to include the date you intend to mail or send the payment.

Most importantly, if you are paying them, be sure to remit payment quickly. **Never, ever make a JV partner wait for their earnings.**

Caution: Be careful to determine, early on, exactly how much you are going to retain to cover refunds and for what period of time you will keep it (typically until the refund / guarantee period is over).

With ClickBank, they require merchants to offer a 60 day money back guarantee, so be sure to check with our chosen processor prior to setting up the deal so you are aware of the terms and can inform your partner of your intentions

before the partnership begins.

Other Partnerships

Apart from establishing joint venture partnerships with fellow marketers, there are other business relationships that can help you transform your business or get your message out to more people.

From affiliates to referrals to your service as well as testimonials or product reviews, there is a never-ending list of possible partnerships that you could form as a way of boosting your productivity.

The most important part of the process is initially defining exactly what your goals are.

Do you want new referrals to your service?

Do you want to collect testimonials for your website?

Do you want prominent websites or blogs to review your product or service?

Are you looking to form a network of advertisers willing to promote your product via their newsletters or websites?

By defining your objectives early on, and documenting them, you will be able to move forward while keeping tabs on the progress that you make.

For example, if you are interested in starting an affiliate program and would like a team of associates promoting your website, you will need to determine what your expectations are, such as how many affiliates you will focus on recruiting, what monthly income you would like to generate, how you would like to encourage them to advertise your site, what methods of traffic generation will you implement into your campaigns and what the average monthly or weekly production should be from your collective team.

It might sound like a lot of work but without having a clear guideline in place and a solid objective, it will be harder to stay focused, motivated and to reach your goal.

Those who document, literally on paper, exactly what their system will look like are far more likely to be successful in orchestrating a team that is organized, productive and most importantly, focused.

So, write down what your plans are, what you are looking to accomplish and the steps that you will take to reach your destination. Break it down into individual steps such as:

Stage 1: Recruit 25 affiliates

Stage 2: Create Private Blog For Updates

Stage 3: Create Affiliate Promotion Guide (traffic generation, pre-written content, etc)

Stage 4: Offer Incentives or Content to motivate affiliates and jumpstart the campaign.

There are many reasons why you may want to start off slowly by recruiting only a handful of affiliates when your site first launches as well.

By testing and tracking how well your advertisements are working, your sales pages are converting, and how well you are able to manage your smaller team of affiliates, you will be able to gradually increase your exposure and the size of your team, without taking on too much at once.

Your credibility is on the line each time you form a group of other marketers willing to promote you and your websites,

as they will expect open communication, prompt payment and available material to help them in their campaigns. Therefore, it's always a good idea to start off small and expand as you become more comfortable with the process and you are able work out any bugs or kinks on your site and throughout your sales process.

I wish you the very best with your JV partnerships!

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