



How To Earn A Fortune As A JV Broker!

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INTRODUCTION

AS SIMPLE AS MATH

JV Brokering Is Not The Intimidating Field That You Thought It Would Be

[The Internet Marketing Cookery](#), an excellent resource for novice online businessmen, said that enrolling in affiliate programs is the fastest way to earn a living online.

This is true. Affiliate programs are amazing systems that are already in existence and all you need to do is join them and help them pre-sell their products for some fantastic commissions.

But if affiliate programs are the fastest way to online success, what is considered to be the most convenient route towards the same destination?

Ah... the answer to this question can be as varied and as subjective as the diversity that exists in our society. Each person will have his own opinion on the matter, based on what he has been able to gather, and based on his own experiences.

Based on what I have learned from many, many years in the online business landscape, however, and based from the success I have derived from that online business landscape, I would have to say that the most convenient way towards online success is JV brokering.

What's JV brokering, you might ask?

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I've heard that question a lot of times in the past, from the subscribers of the [TurboZine](#) newsletter, from the members of the [TurboMembership](#) program, and from my online friends. This is probably a testament to how novel JV brokering is as a business option. And this is why it should prove rewarding and profitable.

JV brokering, as you will discover in the pages of this eBook, has something to do with joint ventures. Hence, a discussion on JV brokering won't be complete without a thorough discussion on joint ventures and essential matters related to them.

Throughout the several chapters of this eBook, you will get to learn about the basics of joint ventures, why they're desirable business models, and why online businessmen are always on the lookout for a lucrative one, though most of them may not admit it.

This early though, I can tell you that joint ventures are almost always a surefire way of boosting a business' profits, and more importantly, a definite way of garnering a whole lot of leads for future transactions.

This alone makes joint ventures a fabulous option for many enterprises plying their trades on the World Wide Web.

And this is where you can enter the picture and make some generous earnings for yourself and for your loved ones.

Since joint ventures are highly desirable undertakings for many businesses in the virtual world, you can cause the formation of one and get a share of the profits that are earned.

Yes indeed, you will act as a middleman... as a broker, if you will, hence the name JV brokering.

You will have to carry an idea and make it become a reality. You will have to formulate the initial plans for the partnership and invite qualified partners to participate in them.

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You will also serve as the glue that will bind the partners to the joint venture.

This would serve as fun work for anyone who possesses amazing social skills, for those who love meeting and communicating with people. Persuasiveness and persistence are also required in this line of work, since you will have to convince your prospects to join the joint venture you're putting up.

In the coming pages, you'll discover all that you need to know about joint ventures and JV brokering, and hopefully, these pages will help you become a master JV broker who will conceptualize and create the grandest joint ventures for a new age in Internet marketing.

A lot of people are intimidated with the thought of engaging in JV brokering, what with their unfamiliarity with the concepts involved.

This hesitance is rather misplaced, however. Everything can be learned. Everything can be mastered. And everything can be used to anyone's advantage. All that is needed is a little positive thinking and a lot of heart, and success, in any stage, can never be far behind.

JV brokering can be as simple as a little arithmetic. You only have to sum up your ingredients to come up with the solution.

Remember this as we begin your lessons in this field.

JV brokering doesn't have to be hard. It is actually very easy to learn. You just have to get a good grasp of the components necessary for succeeding in this business.

Just remember... it's as easy as a little arithmetic.

Know that and you'll be good to go. But of course, you'll have to learn about the components of the equation. And this is what this eBook is all about: a comprehensive tome of all things regarding JV brokering.

It's time to start your lessons now.

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Have fun!

Chapter One

MAN IN THE MIDDLE

The Basics Of JV Brokering

There is a way to make money by simply standing in the middle of the pack. Financial investments, if at all necessary, would be minimal. All you need, really, are good public relations (PR) skills, a substantially large network of contacts, and a great idea.

The idea doesn't even have to come from you.

This alternative is called Joint Venture (JV) brokering.

JV brokering is not a very difficult concept to understand. Just imagine an orchestra. Surely, such an ensemble wouldn't be able to play marvelous music without the choreographer. The choreographer simply brings all the band members together and commands them on how to proceed with a piece. The choreographer doesn't have to play any musical instruments; he just needs a good working knowledge

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The appeal of JV brokering lies in the fact that you can actually earn money by being one without having to create your own product, without having to employ any marketing strategies, and more often than not, without having to invest anything financially, as we have discussed above.

Amazing, isn't it?

But let me warn you early. Being a JV broker is no joke. There will be a lot of responsibilities riding on your shoulders.

I've always told people who asked me about JV brokering that, to be a successful JV broker, a person **MUST** possess the following requisites:

1. A good knowledge of the industry;
2. A comprehensive and diverse network of contacts;
3. Good PR skills;
4. A creative mind; and
5. A will to succeed.

These requisites, of course, will be taught in the pages to come. Such, after all, is the mission of this eBook.

What this eBook cannot teach you, however, is the will to succeed. This should come from within you. Anyone else can try their very best to bring out the competitive fire within you, but you alone must be able to conjure that fire and use it to your advantage.

You will have to desire success and you will have to fully commit yourself to the method you choose to employ.

In the pages of this eBook, you will be presented with a number of success stories. Also, you will get to witness some potent business models which

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have reaped a lot of profits for many people. It is highly advised that you study them well. They are meant to inspire you in your pursuit of this craft.

What Is Joint Venture Brokering?

Before we can define what JV brokering is all about, we must first define the term “joint venture.”

Simply put, joint venture, or JV, is a partnership between two or more people with complementing businesses. The partnership is meant to reap some highly advantageous rewards for the partners.

There are many kinds of joint ventures. There are joint ventures that are meant to expand each partner’s inventory. There are joint ventures that are meant to boost the marketing mileage of each partner’s products. There are joint ventures that allow the partners to save on otherwise costly expenses. And there are joint ventures that are meant to catapult a business’ credibility to be on par with the illustrious brands of the enterprises they have joined.

These different types of joint ventures, and more, shall be discussed in succeeding chapters.

Naturally, a joint venture is a conglomeration of numerous parties.

Now, who will bring those parties together?

A JV broker, of course!

Joint venture brokering is the process of organizing projects that will prove to be profitable for the partners who participate in such an enterprise.

As a JV broker, you can think of yourself as a middleman. Your responsibilities can be divided into the following:

- Conceptualizing an idea that will be advantageous for some people.

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- Forming an initial plan that will form an outline for the idea you have in mind.
- Finding partners who are willing to partake in your plan.
- Suggesting a profit-sharing scheme that will be amenable for the people who participate in your joint venture.
- In certain instances, supervising the conduct of the joint venture.

For some of you, these tasks may sound easy. For others, they may sound hard. The fact is, their level of difficulty varies on a case-by-case basis.

The mark of a true JV broker is the ability to pull together some joint ventures that people had initially thought to be impossible due to their novelty, scope, and improbability.

But nothing is impossible if you have what was mentioned earlier: the will to succeed.

JV brokering begins with an idea. If you have that desire to rise above the rest and reach your goals, you will most certainly find a way to make this idea a reality.

Incidentally, this idea may not even come from you. There are some instances when a prospective partner will approach you with an idea of his own. Usually, his purpose for contracting your services is to find qualified people who are willing to join him for the consummation of his idea. If you're up to the task, you can partake in the profits that are derived from the project, once it gets off and running.

JV brokering is a very lucrative field and I cannot emphasize this enough. I know a lot of people who have made it big by choosing to take this avenue.

What Are The Benefits Of Joint Ventures?

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Since this is a study on how to become a JV broker, you need to be informed that as a middleman, you won't be asked to sell products or services, nor will you be obligated to market them.

However, you will have to sell the idea.

You will have to sell the viability of the joint venture you have in mind.

This is why it is important that you learn about the many benefits of a joint venture. Only by knowing them will you realize their worth. And as Donald Trump says in his book, *The Art Of The Deal*, you cannot sell what you do not believe in.

By learning about the several advantages of joint ventures, you will know how important they are for any business. This will empower you with the ability to sell them with efficiency as your words will sound more credible if you actually believe in what you're promoting.

Let's take a look at the benefits that can be brought about by joint ventures.

- Joint ventures can help businessmen cut down on operational expenses. Since the project will be borne by several partners, the investments will proportionally be divided among them as well. This can amount into substantial savings that can be used to invest in other purposes.
- Joint ventures will add advertising muscles to a businessman's enterprise. Not only will he have the backing of his own promotional machinery, he will also be supported by the promotional machineries of his partners.
- Joint ventures will allow you to compensate for the areas you are weak in. Your partners will provide the knowledge and the skills that are needed in those areas. For example, you're great with product creation, but you're rather at a loss when it comes to marketing. Your partners in a joint venture will give you the marketing push that you need.

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- Joint ventures will allow you to take advantage of the aid of businesses with complementing skills and resources. This exchange of stocks will result in a synergy that can propel all the parties involved to the next level of success.
- Joint ventures can boost your profits. Two minds are always better than one. What more if you've got three, or five, or even ten working on the same project and wanting to achieve the same goals?
- Joint ventures are less risky. Because the hazards are divided into the number of parties involved, each partner stands to lose only the proportional share of the risks he has undertaken.
- Much can be learned from joint ventures. Being exposed to people who have had some great experiences in the industry your business is focusing on is a great opportunity to gain.
- Joint ventures can build lasting relationships with established names in the industry. Your relationship with your partners does not have to end with the joint venture. You can explore other opportunities with the same people again if things go well the first time around.
- Joint ventures offer great branding potential. Joining a group of highly respected and established names in the industry will allow your business to acquire some of their luster. If you have a joint venture with Microsoft for example, you can immediately see how such a partnership would do wonders in how people perceive your enterprise.

These are the points you will need to convey to the partners you are eyeing. Remember, success in the initial stages of JV brokering are determined by two things:

1. How well you have established yourself prior to your offer and
2. How well you present yourself together with your proposal for the joint venture.

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We will discuss these in full detail coming up in the subsequent chapters, but as of now, it would suffice to say that the second factor can only be achieved if you yourself know the wondrous benefits that can be derived from engaging in a joint venture project. This will allow you to present your proposal in a remarkable way.

Now that you know the real value of joint ventures, you should have an idea about the real value of becoming a JV broker.

What Are The Benefits Of Being A JV Broker?

We started this eBook by giving you a teaser of why JV brokering is such a lucrative field.

But there is more to JV brokering than simply that. Knowing all the advantages you can derive in a career as a JV broker will develop within you a love for this job. Loving your work is essential to your success, of course. You must always be happy with what you're doing; otherwise, your interests will disappear quite fast.

JV brokering, you see, is a highly creative business. It may not seem apparent right now, but trust me, there is more creativity involved in JV brokering than in any other field of Internet marketing, with the possible exception of product creation.

JV brokering, being the highly creative avenue that it is, will require a passion for the business. This is why you should love what you're doing. When you're arduous about something, you'll discover that your creative juices flow naturally. And you will need these to maximize the opportunities you'll get from JV brokering.

Of course, before you can love something, you must know about the many wonderful things it can bring to your life, right? No such thing as blind love here, dear friend. These are all meant to inspire you so that you will strive to be the best you can be in your future JV brokering campaigns.

Here are the benefits that you can derive from JV brokering.

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- You don't have to create your own product. You don't have to do any heavy marketing. You don't have to invest a huge amount of finances. You can actually earn money by virtue of an idea, your network, and good planning skills alone.
- The opportunities are limitless. You can pursue hundreds, if not thousands, of ideas, and some of them you can even try to accomplish at the same time. With each opportunity comes earning potential. You can only imagine how much you stand to earn as the plethora of opportunities are only limited by your imagination.
- Being a JV broker will allow you to meet a lot of interesting people which you can befriend. Also, these people can become very important contacts for some big-time deals in the future. It never hurts to continuously build your network.
- JV brokering will hone your managerial and organizational skills. You're going to chart the destinies of some businesses and you will need to coordinate with a good number of people and instruct them, whenever necessary, so that the project will attain success.
- JV brokering will install you as a credible and reliable player in the industry. This is an amazing opportunity to brand you as an expert. With your more prominent name will come more opportunities that will fall in your lap.
- There will always be a need for a JV broker. For as long as businessmen seek out fresh ideas to expand their enterprises and increase their profits and for as long as they seek out other businesses that will complement theirs to form a synergy of amazing potentials, a JV broker will always be needed. Your market is not seasonal in nature. Demand runs the whole duration of each and every passing year.
- You can take advantage of some free products and services which are included in the joint venture you're planning to put up.

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- You can also get new leads for your own business from the many, many leads that are pooled together for the joint venture you have in mind.

As you can see, being a JV broker truly has its share of fantastic perks. Not only is JV brokering a great way of earning a living online, it is also a marvelous way of positioning yourself as an established personality in the online field.

Imagine... if you're able to broker a gigantic deal that revolutionizes the industry because of its sheer expense and the imagination that inspired it, you will forever be known as the mind that authored the project that people talk about for many years.

[It All Starts With An Idea And A Business Plan](#)

JV brokering can never be born in a vacuum.

There must be a single, unifying idea that sets everything into motion.

This idea may come from you and it may strike you at the most inopportune times. It is your job as a JV broker to flesh out this idea and organize all incidental matters into one moving and powerful business plan. This business plan may not necessarily be definitive at first, but it must possess a level of certainty that it will be good for the industry and that it will provide some dividends for the partners you eventually have to procure.

This business plan should include all the benefits that are to be derived from the joint venture you have in mind. Also, the same business plan should include a draft on how your idea can be actualized. It would be better if you have fleshed out some specific steps that will give your prospective partners a clear idea as to how they can bring the idea into reality.

As we have stated earlier, this idea doesn't necessarily have to come from you. There will be times when people will approach you with ideas of their own. In which case, it will be your job as a JV broker to sit down and

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deliberate on the idea and make it as marketable as possible so that you'll have an easier time winning some partners for it.

Once a business plan has been formulated, it will be your job as a JV broker to summarize the salient points of it into a compelling proposal that your targeted partners won't be able to say no to.

Knowledge Is An Important Requisite For JV Brokering Success As Well

A cook should know his way around the kitchen.

An interior designer should know his way around the house.

A city engineer should know his way around the district's housing and building plans.

As a JV broker, you are expected to know your way around the landscape of Internet marketing. After all, this is the playing field where you will strut your wares. Internet marketing is the stage where you will get to ply your trade.

Naturally, a thorough knowledge of the many processes involved with Internet marketing is needed to allow you to make the most out of JV brokering.

Your ideas for joint ventures, for example, will come from your experiences as an Internet marketer, or at the very least, the things you have learned while dabbling in this field. You are expected to know the many marketing strategies in this area, the many components of a successful online enterprise, the factors that contribute to sustainable profits, the components needed for successful conversion rates, the ways to drive traffic to any website, and the like.

If you want to be a successful JV broker, it is essential that you invest on materials that will give you this knowledge.

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Let's repeat that for emphasis...

You HAVE TO invest in knowledge. No ifs, ands, or buts about it.

Here are some amazing resources to help you get a good start in your study. These are essential readings for anyone who takes Internet marketing as a serious discipline, and that includes a hopeful JV broker.

[The Internet Marketing Cookery](#) is a layman's guide, an introduction if you will, to the wonderful world of online commerce. It is a jam-packed volume of all the things you need to learn about Internet marketing, from the most basic concepts to the most advanced. This is an excellent resource for those who wish to master the ways of an expert Internet marketer.

[David Vallieres' Internet Marketing Course](#) is also a fantastic compendium of introductory materials for a hopeful Internet marketer. David Vallieres, of course, is one of the most acknowledged Internet marketing gurus, and perhaps, is the first person who earned such a tag.

You also want to know how to set up tier systems to boost any business' profits. These could be fertile sources of joint venture ideas for you. [How To Start YOUR OWN Highly Profitable Internet Membership Web Site](#) is a good eBook that will teach you how to commence your very own pay-per-use website and the many variations thereof.

Of course, you have to know some marketing strategies, which would serve as inspirations for even more ideas of possible joint ventures. [Jimmy D. Brown's Viral Ebook Brainstorm](#) is a fabulous course on viral marketing, which is undoubtedly the most powerful marketing strategy anyone could ever employ on the World Wide Web. Also from the same enigmatic author are [Jimmy D. Brown's Products In The Rough - Volumes I & II](#) and [Internet Business Basics](#). The former is a treatise on some innovative products that you can use to be at the heart of any joint venture proposal. The latter is another amazing resource on the foundations of a solid Internet marketing plan.

You will also need some work-for-hire knowledge, eventually, to make the different aspects of your joint ventures a little easier for you and your

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partners. [The Outsourcing Survival Kit](#) is one of the very few resources of its kind that explores the inside world of third-party service contractors and how to get the best deal out of them. Ultimately, you and your joint venture partners will have to deal with freelancers, and The Outsourcing Survival Kit can be your ticket to the monumental profits that can be derived from them.

A fresh product that contains effective and novel strategies for generating traffic for any business website is [Web Traffic Explained](#). This eBook is a well-researched product that will teach you some basic and advanced tactics on how to win a lot of visitors. In Internet marketing, traffic is the lifeblood of any enterprise. Hence, it is critical that you nail down the things that will generate traffic for the applicable aspects of your joint venture to better ensure its success.

These are just some of the essential readings that should be in your digital library. Knowledge, as we've said, is very important for your success.

The thing is, the Internet marketing landscape is an ever-evolving field. It changes everyday. Hence, you should strive to keep abreast with the changing trends so that you're updated on the latest tactics that work in online commerce. Investing in knowledge is not a one-time thing. It should be a continuing passion.

Knowledge, I am certain, is an investment you will never regret making.

So make this one of your primary concerns. You cannot broker a joint venture in a vacuum. Your mind should first be filled with wonderful ideas. And these ideas will come from the things you know.

Building A Network Of Potential Partners

It's all about networking.

Let's get that straight off the bat.

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Internet marketing is basically about establishing as many divergent networks as you can. These networks can be tapped whenever an opportunity calls for the resources they offer.

In a way, it's very similar to saving up for a rainy day. You go to the grocery store, buy some items you need for the week, and additional items you stock up for whenever the need arises.

The people you meet during your online experience are critical to your eventual success. Believe it or not, each of them is a gold mine waiting to be excavated.

Why is this so?

Because every person you get to meet is a contact. And a contact is essential for two very important reasons:

- 1) They can be potential customers for whatever product or service you offer; and
- 2) They might know some people who can be potential customers for whatever product or service you offer.

Please remember this.

No person is dispensable. Every individual you meet will be of use to you come the right time.

The trick is in expanding your network of contacts. There is always strength in numbers, you see. The more people you know, the more people you can utilize when the need arises.

For example, you meet a good salesman who is offering you a package that he really presents well. Sadly, for him at least, you're not interested in what he is selling you. Does this mean that you should dismiss the salesman like you dismissed his offer?

No, dear friend.

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The resourceful businessman in you should learn how to capture that salesman's contact details. He is good at what he does. He is convincing with his words and persistent with his deeds. In the event that you have to sell something in the future, you will most certainly be able to use that salesman's skills to work for you.

Another example: suppose you meet a person at a party. He is the head of this upstart printing company. But your business isn't concerned with printed works. Your field is something quite different, say, agricultural science.

Does this mean that the other person's acquaintance is useless?

Absolutely not!

There might come a time when you will need some materials printed out. And having befriended a person with a printing press will serve you well. You won't have to look for good deals all over town. You could just give him a call and haggle for a good price.

Every person has his or her inherent worth which will prove to be valuable for you in the future.

Again, remember this, because it is a principle that rings so true in the online field.

If you're a member of a forum or an online community, for example, and you exchange ideas and words with someone who is providing his writing services for a fee, keeping the contact details of such a person will greatly benefit your cause whenever you need some writing done really fast.

You will meet a lot of people on the Internet, not only through the online forums mentioned above, but through other avenues as well.

These people will serve as your contacts and your contacts will serve as your number one investment in JV brokering.

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Seeking Out New Partners

There will be times, however, when the people you need for a certain project cannot be found in the network you have previously established. In which case, you will have to seek out new business partners from other sources.

This shouldn't pose that much of a problem if you know your way around the industry and if you have done your assignments beforehand.

If you have invested in knowledge, like how we have previously discussed, then seeking out new partners will be easy. You'll know where to look and what to look for. You'll have an idea of the requisites that will determine the qualifications of the partners you are trying to find. And best of all, you will be able to foretell what will work and what won't, which will allow you to make corresponding changes and adjustments.

CHAPTER TWO

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BUILDING YOUR NETWORK

The People You Know Are Your Assets

We have mentioned earlier that JV brokering is a matter of networking, right?

JV brokering, you see, entails enjoining people to work on one project and toward some common goals. The key component in such a setup are people, more specifically, the people you know.

Indeed, you must know the people you eventually deal with. Being able to determine what they're good at and where they excel is a skill that a successful JV broker should possess. You will, after all, be the mastermind for the joint venture. You will be introducing people together to work as a team for the fulfillment of your idea.

The first step in becoming a JV broker is building your network.

The more people you get to know, the deeper your pool will be when it comes time to choose the members of the joint venture you have in mind. Having made the acquaintance of the people you need surely beats having to look for certain people who possess the criteria that you require for a certain project.

JV brokers are also judged by the depth of their network. Prospective partners trust you more if you are able to present them with a sizable list of people who are potentially up to the task.

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ESTABLISHING RELATIONSHIPS

It is important to note that every person you get to meet is a potential joint venture partner.

It doesn't matter if he is a previous customer or client of yours, or a person you met in an online forum, or a member of your mailing, or someone whom you have done business with before... you must keep their contact details.

There will come a time when you will need them. Trust me on this. No one is dispensable. Every person has his own worth, and for certain situations, that worth can be quite invaluable.

Let me tell you this little story.

I have been running the [TurboZine](#) newsletter for some years now. TurboZine is one of the longest running electronic magazines on the World Wide Web and it has helped a lot of people reach rewarding levels of success in the Internet marketing landscape.

One of my eZine subscribers is a pharmacist. She wanted to try her hands in online business to provide a passive income stream for her family. I helped her out and she was able to establish a nice-earning automated website that manages to collect some handsome profits on a regular basis.

But when I first learned about her occupation, I wondered how disparate it was from Internet marketing. Pharmaceutical knowledge and online promotional ventures isn't exactly as compatible as peanut butter and jelly, right?

A few months later, I was helping another subscriber of mine who wanted to try out mini-sites of highly specialized niches and earn from [Google AdSense](#) revenues. I taught him how to find a lucrative niche and how to market his websites so that they could attract as many visitors as possible.

Over at MSN chat one day, I received a query from him. He thanked me for all the strategies I had taught him, but he was wondering how he could come

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up with original, never-before-seen content for medicinal supplements he wanted to build websites for.

I'm no doctor, so I was stumped myself.

Then it struck me. The pharmacist subscriber of mine actually professed a comprehensive knowledge about medicines and such. And the last time I chatted with her, she was looking for more online opportunities to explore.

So I hooked them up together, and boom! Beautiful music was played.

As I am typing these words, they have yet to reply on my invitation to include their names in these pages, so I can't share them with you. But try running a search for the term "mineral supplements," "HGH," and "coral calcium supplement," and chances are, one, if not more, of the top ten search results are websites born from their joint collaboration.

Last I heard, they were making a killing with Google AdSense. If you want to learn how to make the most out of this PPC program, do refer to the [AdSense Almanac](#), by far the most thorough resource for anyone who wants to make money with Google AdSense.

So what is the lesson of this story?

That pharmacists rule, of course!

Aside from that, no matter how seemingly unconventional the skills possessed by the people you meet, no matter how unorthodox their fields of expertise are, there will come a time when you will need their help for something.

Hence, it is very important that you value their acquaintance.

In this light, it is critical that you try to establish good relationships with them. Every person counts. I can't stress that enough. Every person that you get to meet will serve a particular purpose for you later on, so it is very, very important that you remain on his good side.

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There is no secret in establishing a good relationship with the people you meet. You just have to present yourself well, and professionally at times, to project yourself as a credible and trustworthy person.

Nonetheless, here are some guidelines you might want to follow to help you establish excellent rapport with the would-be members of your network.

- Be cordial without sounding insincere. Learn how to address people with respect without losing the intimacy of your approach. People need to feel special. By being polite and treating them with good will, they'll be attracted to the warm personality you project.
- Try to master the art of remembering names. People respond more when they are referred to by their given names. And people will tend to smile when someone else remembers their names.
- Always ask for their permission whenever you want to keep their contact details. A simple "I hope you won't mind me keeping your email address so that I may contact you when I receive some good news" will go a long, long way in making people feel that their presence is treasured.
- Praise their achievements with candor. People naturally gravitate to individuals who know how to appreciate their efforts. Do not be afraid to give out compliments. Give credit where credit is due. But do not do this wantonly, lest you risk being seen as insincere.
- Use humor. There is no better way to warm people up to your company than laughter. Displaying a wit sprinkled with kind honesty will make people feel more comfortable with you. But avoid doing this too often, as you might sound flippant instead.
- Show some generosity. You don't have to shower your contacts with expensive gifts. Sometimes, a little greeting out of nowhere will show people that you genuinely care for them. They'll most certainly return your generosity in kind.

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- Remember special events like their birthdays, their children's birthdays, their anniversaries, and the like. This will let them know that you are truly interested with their acquaintance.
- Since you'll be dealing with a lot of online businessmen, offer to write them a testimonial or two for the products or services they launch. Nothing builds camaraderie in the online field better than a great testimonial between virtual friends. You'll be helping him boost his sales with your words and you'll also be able to promote a link to your website via the testimonial you write for him.

Building and maintaining relationships is the starting point in establishing a network for your JV brokering campaign. And a network, as we have previously discussed, is a JV broker's bag of tricks from which he will draw the magic he weaves.

DEVELOPING YOUR PR SKILLS

Your public relations (PR) skills will be put to the test in JV brokering.

The reason behind this is simple. You will have to deal with a lot of people. Establishing a network, for instance, involves interacting with a variety of individuals. Looking for JV partners among the members of your network will also involve social skills. Talking to people who will help you jumpstart a joint venture, like webmasters, eZine publishers, and the like, will also require a good grasp on how to properly deal with others.

Collectively, these interactive skills are called public relations, or PR.

PR is essential for a JV broker, given the number of persons he will encounter while in the process of going about his work. Good PR will also help establish and maintain relationships with the people you've met, which in turn is important in building your network, as we have previously discussed.

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It is true that being a JV broker does not require costly investments. But you will have to invest something nevertheless, and developing your PR skills is one of them. Your PR skills will be one of your tools in forming joint ventures. You will have to talk to a lot of people to bring a joint venture idea into reality.

Having good PR skills will make people fonder of you. They'll instantly be comfortable with your presence and you'll be able to immediately sway them to your side when the need arises.

So try to develop your PR skills because this will surely go a long, long way in JV brokering.

MAINTAINING CONTACT

It is not enough to build a list of possible joint venture partners.

In these fast times, there's always that danger that they'll forget about you after some months. The people you meet will get to meet other people as well. And before they know it, they'll have met a lot of people, and you'll be at the bottom of their recognition.

So it is also important that you remind them of your presence from time to time.

And how are you supposed to do this?

There are some really effective ways that can help you maintain your prominence in their minds. Let's take a look at them.

- Send some free gifts every now and then. These may be some products you're offering to your mailing list. Or a few samples from the latest joint venture you're brokering. Or perhaps some giveaways you have come up with for special occasions, like Thanksgiving and Christmas. Regardless of what you give them, you'll be reminding

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them of your generous disposition, which will be quite difficult to forget.

- Inform them of the latest news concerning the industry. If you read something interesting on a website somewhere, send them the link. Most certainly they'll appreciate the gesture and you will leave a mark in their memories.
- Offer to provide some reviews or testimonials for their product launches. Online businessmen value testimonials like gold and for good reason! Testimonials can help boost their sales. Their website visitors will tend to put more premium on the words of a satisfied party than the sales pitches of the seller, after all. By making some reviews, recommendations, or testimonials for your contacts, they'll feel indebted to you and they will be eager for the next opportunity when they can repay their debt of gratitude.

Though not limited to emails, electronic correspondence is the number one way by which you communicate with the members of your network.

It would be wise, if not practical, therefore, that you create a separate mailing list for them. This mailing list should not be used as a marketing vehicle for any products you are selling. It should exclusively include only your prospects for joint ventures.

For this, you will need a really powerful autoresponder service that will allow you an unlimited number of mailing lists and personalization options. I highly recommend the [TurboResponders](#) service. Without a doubt, it is one of the most, if not *the* most, loaded autoresponder service on the market today. It would be an investment worth making.

Once you have subscribed to an excellent autoresponder service, you can easily preset your messages and their deliveries. This will make maintaining contact with the members of your network a very easy task.

YOUR NETWORK IS YOUR GOLDMINE

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There is no doubt about it. Your network is the most important component for your JV brokering campaigns.

So invest a lot of time and effort in establishing contacts with as many people as possible. Know their areas of expertise. Make files if possible for easier reference.

Whenever a joint venture idea is on the table, all you have to do is look for qualified partners in your network. If you have built a sizable pool of contacts, finding the right person for the job will be easy.

The most successful JV brokers realize this fact. They have accumulated a deep network of contacts for themselves. Sometimes, the ideas for joint ventures even come from the members themselves as they look for some partners. They will approach the JV broker for help and this is all that he needs to jumpstart a project into a profitable reality.

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CHAPTER THREE

JOINT VENTURE POSSIBILITIES

You Can Only Mine Gold When You Know Where To Strike

In the previous chapters, we have discussed the importance of broadening your network to include as many contacts as possible. The more diverse your pool of contacts is, the better it will be for your JV brokering campaign.

Also, we have discussed the importance of having good PR skills to win the trust and friendship of your contacts. If you present yourself professionally and affectionately, the people you mingle with will remember you more. They will value your word and believe in your judgment.

These are important ingredients needed to become a successful JV broker. With your pool of contacts in tow and your PR skills always ready to back you up, you have everything you need to start creating joint ventures between people you will bind under one common goal.

Everything... except the idea.

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Now, ideas are not things that you can force yourself to come up with. Often, they just pop up at inopportune times. You may be reading a newspaper one moment, for example, and a concept so grand and so novel will spring into mind. Or you may be driving your kids to school and you pass by a billboard that initiates a train of thought that leads to the formulation of an idea you know would be a hit.

Ideas can hit you at any time. This is why it is advisable that you carry a small notebook with you everywhere you go. Or perhaps a Personal Digital Assistant (PDA), if you're more comfortable typing your thoughts. This will assure you that anytime a great idea comes to mind, you can write it down so that you won't forget about it. You can then review this idea, weigh its possibility, and assess its feasibility.

But bear in mind, please, that ideas don't operate in a vacuum. They should have a stage where they can be set into motion.

When the idea for the wheel was conceptualized, for example, it was under the context of transporting loads at an easier and faster pace.

When the idea for the airplane was conceptualized, it was under the backdrop of the need to conquer the skies and make transportation more efficient and encompassing.

When the idea for the computer was conceptualized, it was under the need to make calculations and encoding more precise and expedient.

Your idea should have a stage. This is where it can be planted and this is where it can grow.

In the context of our subject, your idea for a joint venture project should be set on the stage of Internet marketing. This necessitates that you should know about the many possible joint ventures that can be made.

There are many kinds of joint ventures; hence, there are as many kinds of opportunities for an enterprising JV broker. Knowing the types of joint

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ventures that will spell more profit for online businessmen is a skill that a JV broker should possess. This is his edge. This is his bread and butter.

If you want to be a successful JV broker, you must be able to master the several classifications of joint ventures. Take some time to acquaint yourself with each of them so that you learn your way around.

You should first have a good working knowledge of the joint venture opportunities available in Internet marketing. In this chapter, we're going to discuss each of them in full detail. It is highly advisable that you take some time to review them and to know them by heart.

Joint Ventures For Product Creation

Creating a product is not always an easy task.

Product creation is always dependent on the talents possessed by the creator. Some products call for a varied application of several talents and not everyone is blessed with such a diversity of skills.

Now, here's the deal...

Each person has specific skills.

One may be good at writing and another may be well-versed with graphic design.

In the same light, one may be good with preparing content while another may count web presentation as his expertise.

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Matching different people with different specializations is the key to causing the emergence of this type of joint venture. The key is in pinpointing the members of your network, your contacts, and the skills they have. You will need to formulate a plan that will enjoin one contact with a specific skill to complement the skills of another contact so that your idea becomes a reality.

Here's an example.

Suppose you have an idea that you're sure will revolutionize the industry. A marketing method, perhaps, that hasn't been fully exploited yet.

Naturally, you'd immediately think of presenting such an idea in the form of an information product like an eBook or a special report. Information products can easily be disseminated, as they are capable of being delivered digitally.

The problem is, you are not too confident about your writing prowess.

Well, you could always try JV brokering to turn your idea into a profitable reality. You just have to consult your list of contacts and link certain people together to come up with a lucrative system that will be beneficial for the people you partner up with.

For this project, you will most likely need the following:

- A member of your network who is good at writing.
- A member of your network who is good at conducting research.
- A member of your network who has extensive experience with the subject you want to make the basis of the information product.
- A member of your network who is good at graphic design.
- A member of your network who is good with ancillary programs for information product creation, i.e. video products to support the main project, podcasting to promote it, etc.

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It would not be uncommon to find all these qualities in two or three people. You don't need to have many partners for this particular joint venture. All you need are the right people who are up to the task and who share the same passion to come up with a superior product that will do justice for your idea.

The researcher will have to prepare the preliminary materials for the project. This may include keyword research that will serve as the backbone for the eventual marketing campaign, surveys that will reinforce the credibility of the product, and supporting information that will solidify the product as a comprehensive resource for the subject it seeks to address.

The writer, naturally, will be in charge of putting everything into writing. He will have to bear the bulk of the work, and in his hands will lie the strength of the product as a whole.

The graphic artist will have to come up with complementary images that will reinforce the information that is to be shared by the product. Additionally, the eBook cover and the header for the sales page will be his responsibilities.

The experienced member will be in charge of reviewing the product and adding more data that relates the theories to actual situations for a more engaging reading.

And the person skilled with ancillary programs will have to provide for the supportive campaigns that will help make the product more marketable.

As we've said, these tasks can be divided among two or three people. There is no need to get more persons than necessary. What is of the essence is that you get the right people for the job so that your idea is carried out properly. A writer can be the researcher and the graphic artist, for example, if he is talented enough to possess all those skills.

The team you pull together should be able to work as one cohesive unit. As a JV broker, this is your responsibility as well. More often than not, you will be asked to act as a liaison officer for the group. After all, your idea is what gave birth to the partnership. And you are the glue that binds all the members together.

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The above is just an example, however. There are more products that exist which require the conglomeration of different people with different skills. Let's take a look at the more popular types of products that can potentially become hot joint venture prospects.

- Scripts, programs and software. These products are excellent choices as well, as they are also capable of being digitally delivered. Digital delivery is an important component for an automated system, which is highly desirable in a business operating in the Internet marketing landscape. Unlike writing, scripts, programs, and software require a more specialized skill. There are actually more writers than capable programmers; hence, there will be more demand for a person who possesses good programming skills. Some joint venture prospects will really need a member who has the vision and the talent to come up with a program that will satisfy some particular needs in the digital world.
- Websites. Believe it or not, a lot of people don't know jack about website design. HTML, XHTML, and CSS aren't really the most accessible programming languages in the world. And website creation often requires a good eye for aesthetic presentation and functional design. If you have a contact who is an established website designer, then he would be a hot commodity indeed, what with the ever increasing profitability associated with mini-sites for Google AdSense revenues.
- Solution systems. Possible products need not be confined to what already exists. You might have an idea for some novel and revolutionary idea, a solution, or a long established need, but you don't know how, exactly, you can pull it off. You could throw around the idea with some of the members of your list of contacts and they may come back to you with a plan to make it work. This would be an amazingly innovative joint venture in the making!

There are a lot of products that can fall under this category. Remember when we said that a JV broker should have a fertile imagination? This is a manifestation of that trait, since the possibilities are indeed limited only by the breadth of your creative mind.

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[Jimmy D. Brown's Products In The Rough - Volumes I & II](#) will give you an excellent look on some novel products you could capitalize on.

Additionally, you might want to learn about niches.

Niches are highly specialized markets. They are considered to be lucrative areas because in niches, demand is always high and competition is always low. Following the basic law of economics, it is easy to see why niches are very desirable commodities in Internet marketing.

If you manage to find a niche, such would be an excellent rallying point for a joint venture idea. You could build a proposal around it and you'd be in business!

But how, exactly, can you find a niche?

You could conduct your own research, of course. It's a trial and error process. All you have to do is use the tools that can be found at:

<http://www.inventory.overture.com>

<http://www.nichebot.com>

<http://adwords.google.com/select/KeywordSandbox>

Just enter any subject you have in mind. Then look at the keyword suggestions that come up. The more unconventional the suggestion, the better the niche can be.

Try to look at the number of searches made for that particular keyword suggestion. Then look at the number of web pages catering to that subject. If the number of searches are greater than the number of existing web pages, then congratulations! You have just found a profitable niche!

To help you master the fine art of niche-hunting, you can consult [Jimmy D. Brown & Ryan Deiss' Niche JV](#), [Niche Pay Raise](#), and [Niche Factors](#). These

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are comprehensive lessons on how to find niches and make the most out of them.

Or you can make use of [Simon Hodgkinson's Niche Products PowerPack2](#) for some ready-made lists of niches that your prospective partners will surely find profitable.

Joint Ventures For Promotion

Promotion is all about exposure. The wider the exposure your product receives, the better your sales will be. This is an established rule in Internet marketing and it is a rule that will serve you well as a JV broker.

You see, there will always be a demand for advertising mileage. This demand will be continual. As such, the need to promote will be a fertile area for your JV brokering campaign.

Let's take a closer look at this point.

Your market for joint ventures in this field will include the following online businessmen:

1. Those who don't know much about marketing and
2. Those who want to have maximum exposure for their goods.

This pretty much includes every person operating in the Internet marketing landscape! Yes, the market is indeed that encompassing!

Let's illustrate this.

Suppose one of your contacts, Mr. A, has a new product which he wants to launch. The problem is, Mr. A can only reach a certain segment of the

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Internet population. Now, he may try his best to expose his product to as many people as possible, but his efforts can only go so far.

What Mr. A needs is partners that will help him spread the word about his product.

Now, if Mr. B has a mailing list of 100,000 subscribers who have professed a certain level of interest for the subject that Mr. A's product caters to, a partnership between Mr. A and Mr. B would assure a wide exposure for Mr. A's product, right? And since Mr. B's mailing list consists of highly targeted potential customers, there is a greater chance that Mr. A's product will achieve a fantastically profitable sales rate!

But what if Mr. C also has a mailing list with an equally large amount of highly targeted subscribers? And what if Mr. D boasts an equally large list as well?

Immediately, you'd realize that if Mr. A forms a joint venture with Mr. B, Mr. C, and Mr. D, he would quadruple his product's chance of succeeding in this industry.

If you managed to determine the potential of such a setup even before you read the lines above, then congratulations, dear friend! You've got the eye to become a great JV broker!

Now, if you've got a Mr. A, Mr. B, Mr. C, Mr. D and even more people similarly situated in your list of contacts, you're all good to go! All you need to do is pool them together so that they can concentrate their efforts on one common goal: advertising Mr. A's product to make it as profitable as possible.

Mailing lists aren't the only things that can be used for promotional joint ventures, however.

There are joint venture arrangements where one partner comes up with the product and the other partner undertakes the promotion of it. In this kind of a setup, the partner assigned to market the product has to deal with all the aspects of advertising.

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There are also some joint venture arrangements where a partner can use the affiliate system of another person to promote his products. For example, Mr. A has a product and Mr. B has established affiliates under an existing system. Mr. A could offer Mr. B a share of the profits provided that Mr. B introduces Mr. A's product to his affiliates. The profit that is due to Mr. B should include the commissions that can be allotted to his affiliates.

For a JV broker, the promotional needs of countless online businessmen should serve as a rich source of opportunities that can pave the way to his personal success.

Joint Ventures For Cross-Promotion

And because of the incessant need for advertising mileage which we have discussed in the previous section, other marketing partnerships have been invented to allow online businessmen to satisfy this necessity.

Among them is what many have labeled as cross-promotion.

By its very name alone, it is easy to see that cross-promotion involves more than one party. One cannot cross-promote by himself, after all. He needs someone else to cross-promote with. And this makes the particular aspect a very lucrative field for a JV broker.

But what is cross-promotion?

Simply put, cross-promotion involves the usage of two or more products from two or more merchants to make full use of each other's established audience.

For example, Mr. A has his own mailing list, and so does Mr. B. Mr. A and Mr. B can enter a joint venture whereby Mr. A can promote his products in

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Mr. B's mailing list and Mr. B can promote his products to Mr. A's subscribers.

The result is an instant increase in the exposure of each product by two fold! This effect can be maximized if more than two Internet marketers cross-promote their respective products to each other's mailing lists.

Of course, as with the other joint venture arrangements, cross-promotion is not limited to the use of mailing lists alone. Affiliate programs that have been set up by the partners, as well as membership sites if applicable, can also be used as vehicles for cross-promotion. With a basic set-up, cross-promotion can also be effectuated by merely displaying their products on each other's websites to garner the attention of the regular visitors that frequent their pages.

How can cross-promotion be carried out? Here are some fabulous ways by which it is popularly employed:

- As with our example above, by promoting a partner's products to your mailing list. In exchange, your products will also be promoted to his mailing list. The same goes for affiliate programs and membership websites whenever applicable.
- By allowing your partner to use your products as bonuses for his packages to increase the latter's value. In exchange, you will also be able to use your partner's products for your own packages to increase their value as well. Packages with a higher perceived value will be easier to sell, as the prospective customers will feel that they will get more than what they paid for.
- By allowing your partner to use your products as free gifts for people who want to subscribe to his mailing list or join his membership site. In exchange, you will also be allowed to use your partner's products as free gifts for the people who want to join your mailing list or your membership site.

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- By pooling together all the partners' products and coming up with a mega deal to boost each other's mailing list, membership site, or affiliate program.

Cross-promotion should not be taken as a means that is exclusively meant to provide an immediate boost in sales. Though cross-promotion is perfectly capable of that, it should also be utilized as a way to capture leads. Leads, after all, are potential revenues for as long as they are handled well.

Joint Ventures For Exchange Of Rights

There are certain rights attached to every product.

Some have basic rights which only include ownership and usage of the products. Others have resale rights, basic, master, or full master, which allow you to sell the product to others, and perhaps, even its resale rights as well. A few come with private label rights, either limited or full, which allow you to alter the product and even label it as your own.

Nonetheless, products which come with rights other than basic do come at a more expensive price.

Also, some highly sellable products don't come with any form of resale or private label rights. This will prevent you from selling those products for 100% profit (resale rights) or as your own products (private label rights.)

A joint venture for exchange of rights would be the solution to these concerns.

By forming a joint venture where the partners can chip in a product or two from their staple of goods, each member of the joint venture would have resale rights for all the products in the said pool for the duration of the project.

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This is a great way of gaining access to the resale rights of a hot commodity which has been exclusively sold by one business in the past. This is a great opportunity to get your piece of the pie that has always been enjoyed by that product.

Also, by engaging in such a joint venture, the partners will be able to save more, considering that they won't have to pay for the rights to resell the products of the other members.

To learn more about rights, there is only one resource which I can recommend. [All Rights Explained](#) is an eBook that contains everything you need to know about the different kinds of rights attached to a variety of products. It includes exclusive and thorough diagrams that make the often confusing subject of rights easier for anyone to understand.

Running With The Ball

These joint venture types should have given you an idea on what projects to pursue. Every online businessman has specific needs and it's just a matter of determining which of the joint venture types above perfectly answers those needs.

By knowing the different joint venture types by heart, you'll be able to position yourself as a JV broker that is beaming with a lot of ideas that will greatly benefit your prospective partners.

With such knowledge, you are given the ball. Will you falter and fail to score a touchdown? Or will you hold it tight and run with it to the best of your abilities until you achieve success?

It all depends on what you do with this knowledge, dear friend.

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CHAPTER FOUR
ON THE ROAD TO
JV BROKERING SUCCESS
Establishing Yourself As A Credible
And Trustworthy JV Broker

With what we have discussed in the previous chapters, we have the basics covered. By now, you should know how to build your network, how to preserve such a network, how to formulate an idea, and how to apply such an idea to a joint venture framework.

Now, it's time to package these basics into something that will get the ball rolling.

Think of it by using the analogy of cooking. You have the cookbook. You have the ingredients. Now it's time to go to the kitchen and start preparing your delectable cuisine.

Here is a step-by-step guide on how to earn REAL money through JV brokering.

STEP ONE:
Prepare A Business Plan

You have to transform your idea, or the idea presented to you by a client, into a sound business plan.

This business plan will serve as the backbone of the joint venture project you are planning to form. The business plan should contain all the needed information to make the project a reality.

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Your would-be partners will determine the feasibility as well as the profitability of the proposed project based on the soundness of your business plan. This is why it is very important to prepare a business plan that ensures a successful joint venture through an enumeration of the integral points of the project and how, exactly, they can be actualized.

A good business plan should include the following points:

- A thorough description of what the project is all about.
- How the project will be implemented, which should be broken down into a series of phases. Example, Phase 1 can be about recruiting partners. Phase 2 can be about reviewing the business plan and making necessary adjustments. Phase 3 can be about collecting the needed materials for the project.
- A timetable for each of the phases mentioned. Also include the duration of the project, how long it is expected to last.
- An enumeration of the benefits that can be derived from the project.
- An enumeration of the risks that will be undertaken for the project.
- A list of designated tasks for each partner of the project. Include the concessions that each partner is expected to make.
- A profit-sharing scheme that will delineate the shares for each partner of the project. Make this as clear and as equitable as possible. A lot of your prospective partners will make this their primary consideration on the decision to join or refuse your invitation. We will discuss profit-sharing schemes in detail later on.
- An exit plan that will give the partners an assurance that their responsibilities will end as soon as the goals and the life of the project have been met. Make sure that no further obligations will be imposed upon the partners after this exit plan has been utilized.

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You should have a solid plan if you wish to capture the interest of the people you want to invite into the joint venture. Your business plan, literally speaking, can spell the triumph or doom for your joint venture ideas.

STEP TWO:

Prepare A JV Proposal

The knowledge you have learned in the previous chapters should help you create a general blueprint of projects, which will be presented in a summarized document that you should use to invite prospective partners.

This is usually called a Joint Venture Proposal. It is what you will present to would-be partners you are eyeing so that they will get an idea about the concept you want to actualize.

Your JV Proposal should be faithful to the following guidelines:

- It must be clear and concise. Don't expect your would-be partners to read through voluminous papers. Deliver the idea as straightforward as you can. If your proposal is about a JV for promotion, tell them how your idea will boost their sales by as much as 200% or 300% or whatever percentage you have projected. Don't beat around the bush.
- It must immediately tell them the benefits that the arrangement will bring to their business. JV brokering is still a game of "what's in it for me?" Tell them what's in it for them and you will capture their attention instantaneously.
- Personalize your proposal. Don't send out a generic document. Try to come up with customized cover letters specifically addressed to the recipient, informing him or her why you have decided to approach his or her good office. This will jack up your response rate tremendously!
- Be as honest as you can. Remember that you're trying to sell them your idea and not a product. They won't pay you directly. They're

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not customers. You need committed, talented, and driven individuals for your joint venture project. You don't need sales copy.

- Be enthusiastic. You'll be able to sell an idea you believe in, but if you present it with hesitation, you will turn away some potential partners.

Below you can find a sample of a cover letter for a JV proposal. Try to study it well and follow the pattern as much as you can.

Dear _____,

Greetings!

I have some great news for you!

I am in the process of pooling together a group of established and well-respected online businessmen for this project I have been planning for months now. This is a fantastic endeavor that involves the participation of some amazing people whose passion for the industry is unmatched. I have full confidence that this project will catapult Internet marketing to the next level and will be very beneficial for the participants involved.

The concept, really, is quite simple, but the benefits it can promise to its members are marvelously vast and incomparable.

This is an idea so grand and so exciting that the buzz it will generate will rival the heat of the summer sun. Hence, its designated title is quite appropriate for its magnitude. This, dear friend, is the...

MEGA SUMMER PACKAGE
The Hottest Products In Internet Marketing
Offered For A Bargain Of A Price In These,
The Hottest Months Of The Year

The Mega Summer Package aims to be a collection of the finest products offered by the established names in Internet marketing. Its aim is to increase the exposure and recognition for each product by conjoining the audience of all ten members of this joint venture.

By promoting various products from ten credible and respected names under one package and by using the combined marketing muscles of all the participants in this monumental project, your goods and your business name are sure to reach new territories. This is an excellent opportunity to boost your sales by as much as 900%, and more importantly, this is a chance for you to acquire some very essential leads for your future offers.

The project will last for three months, and all that is required are three of your best-selling products to be submitted for this event. Profits will be collated and divided into as many participants as there are, and will thereafter be equally distributed.

I have sent you this invitation because I believe that the name and the reputation you have established in this industry are of the highest order. Your brand and your name are worthy of all the high esteem they have been garnering, and your participation in this innovative endeavor would not only benefit your enterprise, but the project as well.

Rest assured that the other participants of this undertaking are people of the exceptional repute, who have labored long and hard to achieve honored prominence in the online field.

Attached herewith is the proposal of the project for your perusal.

For your consideration.

Thank you so much for your time, and if you would have some questions, please do send them over at (your email address) and I will answer them as soon as possible.

Very Truly Yours,
(Your Name)

The cover letter is just an introductory document to generate enough interest for your prospect to take a look at your JV proposal.

Below is an example of a JV proposal. Again, please study it well and follow its format as much as you can.

A Proposal For The THE MEGA SUMMER PACKAGE

THE IDEA: To pool together some like-minded online entrepreneurs possessed with enterprising spirit for one project that will boost each members' sales by as much as 900%.

THE PROPOSAL: Each member shall contribute three of their products together with their resale rights to the project. The collected products will form a mega summer package that will be promoted by all the members as well as their affiliates.

THE BENEFITS: This mega summer package will be greatly advantageous to the business of the members who participate therein.

1. The products that would be contributed to the project would receive more exposure courtesy of the marketing campaigns of the other members.
2. Each member's other products which are not contributed to the project would likewise receive some attention courtesy of the links to the same that would be provided via the many arms of an exhaustive marketing campaign, as well as the option to avail of pop-up pages at the points of sale.
3. Each member would have the chance to buildup his or her mailing list via a special link that would be provided through the Thank You page for each successful purchase.
4. Each member's business would be introduced to the audience that has been captured by the other members.
5. The sales potential for the participating products would enjoy and increase proportionate to the number of members who will join the project.

DURATION: The project would last for 90 days from the day of launch.

PROFIT SHARING: Equal distribution of the profits among the partners involved.

EXIT PLAN: Any member can opt out of the joint venture if any of the stipulations that have been agreed upon would be wittingly or unwittingly violated. After the expiration of the period of the project, the members won't have any further obligation for the same.

Again, this JV proposal and the business plan it represents is just the initial foundation of the joint project.

Eventually, when partners have joined the joint venture, everyone will sit down to study the project and formulate a final, definitive course of action.

Does this mean that your JV proposal is useless?

Most definitely not! As we have mentioned earlier, prospects will join your bandwagon based on your JV proposal. And your JV proposal will eventually be the basis for the final arrangements between the parties.

So do your best in preparing that JV proposal as the success of the joint venture heavily depends on it.

STEP THREE: **Finding Your Partners**

The purpose of a joint venture, of course, is to join together two or more businesses to pursue some common goals.

With your JV proposal, you have those goals established and you have an initial plan in mind.

It's time to find the businessmen who will serve as partners in the joint venture.

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Your choice of partners for a particular project will ultimately determine the success of it. If you choose highly competent people for the joint venture, there is no reason why it would fail. If you choose the first person that you encounter, on the other hand, you'll most likely be lining yourself up for some disastrous results.

The type of project will determine the kinds of people you will need. Each project has certain needs and it is important that your prospects satisfy them faithfully and competently.

If the project involves a joint venture for promotional mileage, for example, the partners you should seek are those with sizable mailing lists and expansive online presence. You simply cannot get a partner with a mailing list of 10 subscribers.

Additionally, the partners you should consider should be in the same plateau as the others. By the term "plateau," I mean a level of prominence that such a partner has earned.

Some of your prospects might find it insulting if you've paired them up with a novice marketer and they've already spent many years establishing their name in the online field. These are natural quirks of people that you should know so that you'll be able to deal with them properly.

Additionally, all of your prospects will want to get something grand from the joint venture you're proposing. They simply cannot acquire what they're expecting if you pair them up with people who have less established businesses. This will ruin your recruitment efforts, and ultimately, crumble your credibility as a JV broker as well.

In a nutshell, here are some questions you should ask when you choose partners for a joint venture project.

- Is he perfectly qualified for the joint venture you have in mind?
- What can he bring to the joint venture that will ensure its success?

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- How trustworthy is he and how sure can you be that he will give his full commitment to the success of the project?
- How does he compare to the other partners you are considering? Is he in the same level of prominence?
- Would your proposed joint venture reap some benefits for the prospects you are considering? Are their businesses compatible with the aspects of the project?
- Are their businesses complementary to each other? Would his inclusion be like a perfect jigsaw piece that forms a complete picture of the puzzle?

This is the reason why having a deep pool of contacts is important for a JV broker. With an established network, you'll save yourself a lot of time from having to find credible and appropriate individuals as prospects for the joint venture. You just have to look into your pool of contacts and select the people you need for the project.

Selecting the people you need requires a lot of care and study. You may have a great idea, but you have to remember, it takes dedicated and highly qualified people to transform that idea into a profitable reality.

Step Four:
**Help The Partners Conduct
Their Due Diligence**

As a JV broker, you're also responsible for the convenience of the partners you have managed to invite into the joint venture.

Hence, you have to do everything in your power to make sure that things run smoothly for them.

This includes helping them conduct their due diligence.

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Due diligence is a careful scrutiny of the proposal to appraise the risks involved and to determine the feasibility and profitability of the proposal. It is also a way to measure the depth of the implications of the business decisions that will eventually be made throughout the course of the undertaking.

This will require some information.

And as the middleman for all the parties concerned, you will be asked to provide information to a member of the joint venture. Such information may be in the form of:

- Personal details and background of the other partners, as well as their businesses.
- Qualifications of the other partners, as well as their businesses.
- Data about the market which the joint venture aims to serve.
- Calculated projections about the project and how it will fare in the field where it will operate.
- Veracity of the statistics and the acts that will be presented in the planning stage of the joint venture.

Remember when we said that knowledge about the industry is one of the essential requisites in becoming a successful JV broker? This is the reason for that. Knowing the ropes in the industry where you want to focus on will make this aspect of JV brokering an easy task. No further research will be needed. All you have to muster is enough dedication to see your partners through.

Due diligence is a stage that every prudent businessman seeks to undertake. It is born from caution rather than fear. As a JV broker, it is your duty to allay your partners' worries and help reassure them that the joint venture aims to work for their benefit.

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Step Five:
Collaborating With The Partners
For A Definitive Plan Of Action

Your JV proposal, as we have previously discussed, is an initial plan that will give your then prospective partners an idea about the project you are promoting.

Once your partners have signed up, they should collaborate with each other, and with you of course, to deliberate on the proposal and to come up with a definitive course of action.

This will serve as the plan that will define the joint venture. It will include, among other things, the following:

- The purpose of the joint venture.
- The steps that need to be undertaken to achieve such a purpose.
- The most appropriate business structure for the joint venture and a commitment to respect it once it is established.
- The terms and conditions that should be followed throughout the duration of the joint venture.
- The designation of tasks between the partners.
- The phases that the joint venture will take.
- A timetable for each of these phases.
- An exit strategy for the partners, in the event that the joint venture eventually proves detrimental to their interests. Exit clauses should be handled with care and should be based only on legitimate and justifiable grounds.

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- A promise that the joint venture will be dissolved together with the rights and obligations accruing to its members once the purposes have been met or once the period for its existence has expired.
- A system for sharing risks and expenditures, like ways on how to deal with losses, how to compensate people who render services, and how to pay for supplies necessary for the joint venture.
- A profit-sharing scheme for the participants. Make sure that your share is represented. We will discuss this in detail in the next chapter.

Though this is a task reserved for the partners, your aid will often be sought since the joint venture is your brainchild. Also, you will want to participate in the discussions so that your own interests are protected.

Step Six:
Help Your Partners Protect Themselves
And Protect Yourself As Well

Hesitance is always healthy. You cannot expect your partners to trust each other just like that. Chances are, they're total strangers which you have just introduced to each other.

They will need a guarantee that their interests will be protected.

This can be done by reducing everything into writing. Such would form a validly binding contract which all the members of the joint venture should observe and respect.

Naturally, you will want to protect your interests as well. You wouldn't want to have all your expertise and skills to end up for naught, right? You need to ensure for yourself that you will derive something from the joint venture you are brokering.

The important points of the joint venture should be written down, and as much as possible, each of the partners should affix their signatures on the agreement. Since you'll be dealing with people from all over the world,

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over a digital channel at that, it is enough that they type their name together with a phrase that will attest to their identity.

Basically, the important points that should be included in the agreement are the salient points of the business plan in Step Five above.

If this sounds too legalese for you, don't worry, dear friend. Not all joint venture partners require this. Many, actually, will rely on the credibility associated with the name of their partners. For many of them, a "gentlemen's agreement" will be enough of a guarantee for the protection of their rights, as well as yours.

In Internet marketing, you see, your name is the most valuable barometer of your credibility. If you have treated the members of the industry with respect, then your name will be remembered with equal respect as well.

Step Seven: **It's Showtime!**

With all the preparations complete, it's time to witness the joint venture take off.

Usually, this is where the partners take over. Your job will be done and will resume only when its time to wind up the partnership.

But if you have signed on as an industrial partner, which will be discussed in the next chapter, you will have to help out in the execution of the joint venture itself, depending on the tasks you have agreed to perform.

It would reflect well on your credibility and reliability as a JV broker, however, if you stick around to help out in any way you can once the joint venture commences. You'll be seen as a person who really cares about the project and about the partners you have recruited for the joint venture.

A little initiative to help out would go a long, long way in your future dealings.

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Step Eight: **Winding Up**

Once the joint venture has served its purpose, and the results are already on the table, it's time to wind up the partnership.

You will once again be needed in this phase, as the partners, basically, are your recruits and you serve as the glue that binds them together. You will have to act as the intermediary in assuring that the terms of the agreement are faithfully observed, especially when it comes to the assignment of losses and/or the division of profits.

Also, it is in this phase when you can claim what you have earned for yourself, if the arrangement you have undertaken calls for a certain percentage of the profits. We will discuss payment options in detail in the next chapter.

You have to make sure that once the joint venture is dissolved, all the rights and obligations of the partners will be terminated as well. In this light, it is very important to settle all pending matters before winding up the joint venture, and such a responsibility is yours to bear.

Usually, partners just agree to honor the original agreement when it comes to ending the joint venture. Others, however, need it in writing. They will demand a quitclaim from the other partners to protect the profit they have made. You will have to facilitate this request. Don't worry, though. A quitclaim is fairly easy to make.

So there you have it. The steps that you should expect to undertake as a JV broker.

They are not really as complicated as they sound. Surely, there will be a lot of time for laughter and fond memories in between the work you have to do. You will be dealing with people, real people, after all. And socializing with them is sure to bring its share of fun. This is one of the perks of being a JV broker: being able to meet and deal with a lot of people.

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So cherish them. Treasure them. And enjoy your time with them.

By doing so, you'll grow to love JV brokering even more.

CHAPTER FIVE
MIDDLEMAN'S
MISCELLANY
Tips, Tools And Tactics
For The JV Broker

Alas, you're almost there, dear friend!

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By now, you already know the basics of JV brokering. The knowledge you have gained by reading the previous chapters are enough to allow you to start earning some generous profits from this trade.

But if you want to maximize such earnings, then read on, as this chapter will teach you more about what you need to know to make it big in this field.

Ensuring Your Profit

This is perhaps the question that you wanted to ask from the very beginning: how will you earn from JV brokering, exactly?

As you know by now, by being a JV broker, you will be investing your time, efforts, expertise, and skills for a project that promises to reap a lot of benefits for the partners you court. Surely, the things you contribute to the joint venture should not go to waste, right? JV brokering is a business, not a charity, after all.

The first thing you need to do is to determine what kind of arrangement you want to employ when it comes to your earnings from the joint venture. Here are your choices:

1. A percentage from each sale. This is a highly lucrative option. The ultimate goal of a joint venture is to boost the number of sales that are enjoyed by the partners. Imagine if you had a share of every successful sale. There would be no limit as to how much you can earn! However, you have to bear in mind that this setup is greatly dependent on how much success the joint venture achieves. If the joint venture flops, which is not an impossibility as failure is a part of life, you might end up with nothing. Additionally, because of the rather large chunk of the pie this type of setup would demand, you might have a difficult time in finding partners who are willing to part with a substantial cut from the profit that was made from the joint venture.

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2. A percentage from the total profit after the period of the joint venture. This will seem more amenable for the partners you are courting. However, your profit margin from this setup may be a little more uncertain, given the fact there's always a possibility that the joint venture will not meet the expected earnings.
3. A fixed rate. You could impose a fixed rate for your services. But you have to make sure that your rate will be proportionate to the profit that can be expected from the joint venture you brokered. You simply cannot charge a fee that will greatly eat up the expected earnings from the project, right? This setup is advantageous because the amount you will receive will not be contingent on the success of the project. However, you might end up regretting such a decision if the joint venture, which is your brainchild, proves to be a blockbuster.
4. A share as a partner. JV brokers can always bargain to become industrial partners. Basically, an industrial partner is one who invests work on the project instead of finances and/or resources. By being an industrial partner and taking a more active participation in the actual operation of the joint venture, you can justify getting a share equivalent to what the other partners are getting.

Your choice of profit setup would, and should, depend on a careful study of the joint venture. If you are certain that the joint venture will meet your expectations, then a percentage system would be a safe option to take. If you have doubts as to whether or not the joint venture will achieve blockbuster status, then a fixed rate would be the better route to take. Of course, you can be more than a JV broker to justify a share equal to that of each of the partners, but you would also have to commit much labor toward the joint venture.

Once you have decided on a payment scheme, you have to inform the partners of it at the earliest possible time. This will avoid the possibility of being undercut; that is, being neglected after they have taken over the joint venture.

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To better protect your interests, put your chosen payment scheme in writing and have the partners attest to it to verify that they have read and agreed to the terms you have given.

Such a written document is evidence of a digital contract, which should be binding to the parties therein.

Ensuring The Credibility And Reliability Of Your Prospects

In the previous chapter, we have mentioned how some of your prospects may be wary about their would-be partners. Naturally, those who have achieved a high level of success for themselves may question the benefits you claim can be derived from the joint venture if they don't know who their partners are. And even when they do get to know who their partners are, they may have doubts about what these partners can bring to the table.

After all, it is a given fact that partners make the partnership and not the other way around.

You will need to reassure such a prospect that the other people he is partnered with have the necessary skills and the necessary tools for the joint venture.

You can do this by presenting him some statistics that prove the other parties' competence, more particularly, the strength of their own businesses. There are quite a number of statistics that can serve this purpose:

- The number of visitors that a partner is able to generate for his website.
- The size of a partner's mailing list.
- An estimate of the partner's worth when it comes to the annual gross sales of his products.
- The conversion rate that the partner manages to attain for his business.

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- Other statistics relevant to the nature of the joint venture.

These statistics must be verifiable; that is, they should be capable of being proven true.

To make things easier for you, you can ask your prospects to make use of [Adtrackz](#). This is a powerful program that enables such a prospect to garner the needed statistics and more to reassure their would-be partners about the qualifications of his business.

Presenting your prospects with the relevant statistics of each would-be member would go a long, long way in winning their trust for the project you are proposing.

Promoting Your JV Proposal

There are times when you have to market your JV proposal. You will need to find some venues where you can promote your idea so that some competent people jump aboard your train of dreams.

This channel should be fully exploited to acquire the most favorable opportunities for the success of the joint venture you have in mind.

The [Warrior Forum](#) is an online community that the best minds in the industry participate in. Thousands of dollars, either in direct sales or indirect transactions, occur in this forum everyday. The Warrior Forum has its own category for joint venture proposals where you can advertise your idea and hope to meet like-minded individuals who will sign up as your partners.

Other forums are also highly suggested. Any subject for any market will have some forums dedicated to it; it's just a matter of finding them. The following resources will help you discover the right forum where you can also advertise your JV proposal.

www.theforumzone.com

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<http://www.directories-directory.info>

<http://www.thelocalforum.co.uk/directory>

Also, if you are a member of the [TurboMembership](#), you will have special access to a newsgroup where other members are also looking for joint venture partners. The members of the TurboMembership program are friendly and devoted people who also seek success in the online field. Perhaps in their company, you will discover that there is indeed strength in numbers. I may even take a look at your proposal once you advertise it there. I'll be able to share some thoughts about it to better ensure your success. And if you have a very promising idea, I might even help you find the partners you need, or I might join the joint venture you're planning myself.

Additionally, you could also try advertising in eZines devoted to the Internet marketing elite. There are a lot of eZines out there with a readership composed of established names in the industry. You might want to tap into them by securing a spot in the pages of the said eZines.

Guaranteeing The Efficiency Of Your Joint Venture

As a JV broker, it would serve you well if you can guarantee the efficient management of the joint venture project. This can be done by employing some fantastic tools, the best in the business, for the affairs of your joint venture. If you are able to suggest the usage of these tools to your partners, you may even win some "brownie points" that will fare well for you come future dealings with the same people.

Primary among these tools is the [JVManager](#), an award-winning program that has revolutionized the way people are doing online business since it was introduced into the market. By its name alone, you should know that the JVManager is primarily intended for the "management" of "joint ventures."

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During the execution of the project, there are many areas of it which will prove difficult to supervise. With the help of the [JVManager](#), you'll be able to manage these affairs with ease and efficiency. No longer do you have to worry about the increasing number of accounts and data, the JVManager will have your back covered. Just visit the link above and you will discover the many wonderful things that the JVManager can bring to your joint venture.

The [One Time Offer](#) and the [Special Offer Manager](#) are derivatives of the JVManager. They will make sure that the promotional aspects of your joint venture's eventual execution are well-covered. Whether you want to offer the products of the joint venture as one-time deals, or with accompanying perks like discounts, bonuses, and the like, the two programs mentioned above will make it more convenient to sort things out.

If your joint venture is planning to offer dynamic pricing to create a sense of urgency on the part of the consumers, then the [Dynamic Pricing Generator](#) is the program for you. With this nifty software, you'll be able to change the price of your products on auto-pilot.

Better yet, if you want to take advantage of everything, EVERYTHING, that you will ever need for success in JV brokering, or even in Internet marketing, you and your partners would greatly benefit by joining the [TurboMembership](#) program. The [TurboMembership](#) program is a total solutions package that has integrated every single thing you'll need to be able to successfully earn a living online. All the necessary tools, components, resources, products, and services that online trading demands can be found in the TurboMembership program's deep inventory of offerings. Additionally, you will also have access to an ever-growing library of products that come with resale rights and private label rights.

With the TurboMembership program, you'll also have access to [TurboTruth.com](#), a unique service where you can ask about the truth regarding every Internet marketing product that is sold online. With this service, you won't make a bad investment decision ever again.

The tools we have mentioned in this section are sure to help your business succeed. An idea may be grand, but you need to do some work to make it a

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reality. And with the resources shared here, you could make that reality a magnificent one.

CONCLUSION

MIX AND MATCH

**JV Brokering Is All About Synergy
And Your Success As A JV Broker
Is All About Energy**

In the chapters you have read, you have learned about the things you need to succeed as a JV broker.

Since JV brokering consists of dealing with people, on a professional as well as a personal level, you should be able to project a vigorous aura. Being energetic will allow you to win more potential partners for your joint venture ideas. People will have a hard time turning down a person beaming with so much passion and life for the concept he believes in.

And the fact that you truly believe in your joint venture idea will become very apparent to the people you meet, they will be able to trust you more, and this will pave the way for an easier JV brokering experience for you to enjoy.

JV brokering is also about synergy, the productive relationship between two or more forces. You'll be bringing together some businessmen of different orientations, with varied skills and ideologies, and with disparate idiosyncrasies.

JV brokering is all about bringing out the best of these people despite their differences. It is about making them work as a cohesive unit for the success of the joint venture, and ultimately, for the success of each of the members as well.

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We have mentioned it a lot of times during the course of this eBook and we can't mention it enough because it's true.

You will serve as the glue that will bind all the partners together.

You are responsible for them coming together for some common goals. If the joint venture is the embodiment of their cooperative efforts, you as the JV broker are most certainly the spirit that animates it to life.

You will play a crucial, crucial role in determining the success of the project. From its conception to its execution to its eventual dissolution, you will need to be faithful to your responsibilities as these are critical for the benefit of the group.

It may sound like a whole lot of work, but you will be rewarded handsomely.

This is why JV brokering is such a lucrative online opportunity. It's one of those paths where you can actually practice your expertise on a more or less consultative capacity and stand to earn from it.

An energetic disposition is necessary to give the project, from the proposal stage to the execution, a dynamic attribute that will catapult it to the upper echelons of possible success. A positive attitude begets a positive response from people, after all. And since JV brokering is as much a matter of interaction as it is a matter of conceptualization and management, you surely will benefit a lot from an inspiring character.

Hopefully, your positive outlook will rub off on your partners to achieve the desirable synergy ideal for any joint venture campaign.

If you are able to encourage your partners to look at things with the same positive eyes that you nurture, good things, nay, great things, can be expected from the project you are all pursuing. It's a simple formula that has never failed, with joint ventures as well as with other managerial opportunities.

Energy = synergy = success

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Indeed, your passion for what you're doing is important for your JV brokering campaign. You need this passion to help you come up with engrossing ideas that will benefit a lot of people. You need this passion to persuade your prospects into joining your cause. You need this passion to inspire the partners you're able to garner so that they work better together for the ultimate success of your joint venture concept. You need this passion to stamp a mark on your name as a man of ideals and as a JV broker who is a cut above the rest, which will serve you well in your future dealings with the same people. Most of all, you need this passion to bring out the best from the members of your joint venture.

Passion isn't something that anyone can teach you.

It is something that you have to muster on your own. It comes from within, after all. It is not something you can just derive from an outside source.

This eBook has given you the knowledge that you need to succeed in this field.

This eBook has also suggested the tools that will ensure such success.

Now, all that is needed is your passion to make everything work out. Your ardor and zeal will carry what you have learned from these pages and transform your ideas into reality, a reality that you could benefit from for a long, long time.

Have you found your passion?

Then welcome, dear friend, to the exciting and fully rewarding world of JV brokering!

Yours truly,

John Delavera & {--your-full-name--}

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