

JOINT VENTURE

Product Marketing



How JV Partners
Can Create a
Product for You

Joint Venture Product Marketing

***How JV Partners Can
Create a Product for You***

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Introduction

If you are serious about making money online, you have two options.

1. You can come up with a product on your own and handle the marketing.
2. You can partner with another entrepreneur, develop a product and share resources.

Which approach do you think has a better chance for success?

When you find the right joint venture partner, doors open that you would never have seen by yourself. There is access to client lists, email listings of opportunity seekers, access to high-traffic blogs, and a whole world of other resources. Unless you already have an extensive network of your own, chances are that you can benefit from all these and more.

Why spend time cultivating these sources when the work has already been done for you?

In this ebook, we will discuss all the basics you need to know. You will learn **how to find the right JV partner**. You will find tips on developing a product that will catch the eye and produce excellent sale. Ideas on how to make the best use of online resources to promote the product will be included. In short, you will find everything you need to know to be a true success with an online marketing venture.

Of course, all this good information rests on two very important assumptions.

1. The first assumption is that you are willing to work toward being a success. If you want to hang a product out there and assume people will automatically find it, then don't waste your time reading this ebook.
2. The second assumption is that you are open to learning new things. If you aren't, the information in this ebook will do little to nothing for you.

In short, you will ultimately determine whether or not this ebook will make you successful.

If you are serious about entering into a lucrative JV product marketing arrangement, then read on. We've got a lot of ground to cover.

Step #1: Choose a Hungry Niche

Before you can begin to look for the right niche market, it is a good idea to define what we mean when we say “niche” and “hungry.” Here are some characteristics of a hungry niche market.

- **The market is focused on a particular sector of the consumer base,** and one that is not necessarily well-served on the Internet.
- **The market is well defined,** but may not be one with a broad appeal.
- While not broad, **there is a constant demand for new products within the market.**
- There may be one or two main suppliers, but **there is also room for new kids on the block.**
- The consumers in this niche market can easily be reached through the use of the Internet.
- The **ability to deliver desirable products quickly and easily** through email and downloads is present.

Finding the Right Niche Market is Your First Step in Developing Your Product!

Yes, just like in traditional marketing, you will want to find a market, identify a need, and then develop a product that speaks to that need.

And with the right type of product, you do not have to be concerned about such matters as shipping costs, a lot of packaging, or other issues that brick and mortar companies have to be worried about.

All you will need are the right programs, some good computers, and the right connections to deliver the final product.

How do I know if a particular niche market is right for me?

Basically, you are going to match up the needs of the market with the resources you already have in hand. For example:

- The right niche market will revolve around something you already know about or want to learn about.
- The right niche market will be researchable – that is, you can lay your hands on a lot of information about the market and the products needed in that market.

- The right niche market will be accessible – in other words, it will be a market you can break into and stir up some interest pretty quickly.
- The right niche market is one that needs products that can be delivered easily via the Internet.

The idea is to make the perfect marriage between your talents, abilities, and interests and what your niche market is craving in the way of products.

Using Market Research to Find that Hungry Market

The bottom line is that **the right niche market is not going to jump out at you**. This means you have to search for it and then learn all you can when what appears to be a favorable market is uncovered. Let's talk about how to find potential markets first.

With the Internet, the name of the game is using keywords and key phrases to find information. You do this all the time, and so do others.

When somebody wants to buy a pair of bicycle pedals, do they start off by searching the store names of sporting goods stores? No! They are more likely to use a keyword search that involves a phrase like "bike pedals 1/2 inch."

This kind of search brings up plenty of retail outlets that offer the right size bike pedals.

As someone trying to find a niche market, your goal is to reverse this process: To find out exactly what a specific group of people is looking for.

Here are some guidelines on how to get into the mind of your potential buyers and to determine what keywords and key phrases they might be using to describe the products they want to purchase:

- Start off thinking of subjects that interest you. For the first round, be very broad. If you like to plant vegetables, then add "gardening" to your list. Come up with at least twelve broad subjects.
- Create sub-lists for each broad subject. Under gardening, you may want to add sub-topics like "rose gardening," "vegetable gardening," or "flower gardens."
- Now, use your favorite keyword research to investigate whether or not there is a solid interest in these topics.

How Can I Select the Keywords and Phrases that Will Help Me to Select a Niche and Sell Products within It?

Just because there are plenty of pages returned on Google for a given search does not mean the field is ripe for the picking. **You still have to determine if there is room in that niche market for one more product – namely, your product.** Here is what you need to do to qualify a niche market.

- Look more closely at those search results by using Overture's Inventory Tool or your favorite keyword tool. Are there are a lot of monthly searches for your keyword or for related keywords? If not, you may encounter serious difficulties trying to sell whatever product you eventually create.
- Look at the products and services that are being sold to people who input your selected keywords into Google. If there are only a few of these types of products, find out about how well they are selling. One way you can gauge this is to look at the sponsored ads returned by Google searches. If they are densely populated for your keyword and for related keywords, then there's a good chance that your product is selling.
- If there are none, then start asking around to see if there is any consumer interest in those types of products. This is where visiting blogs dedicated to the subject will come in handy.
- Once you have determined there is a demand that is not being met, you are ready to think about finding a partner and developing that product.

Step #2: Take the First Steps Toward Your Basic Product Prototype & Determine the Role of Your JV Partner

After finding that all-important niche market and qualifying it, the time has come to put your skills to work and develop that basic product model. **But where should you start?**

Well, the first thing to do is to **define the type of product you want to sell**. For the sake of simplicity, let's say you want to sell a product that can be purchased and delivered over the Internet. With that in mind, here are some ideas:

- **An ebook.** Ebooks are easy to create and can usually be delivered to even the millions of people who are still using dial-up connections without a lot of trouble.

If you need help on creating your own ebook, consider "[Yes, You Can Write Your Own Ebook: A Complete Guide To Digital Publishing.](#)"

- **Other electronic text-based products.** This can include brochures, cards for different occasions, and other customizable electronic products.
- **Audio products, especially seminars.** Thanks to audio streaming and the easy availability of media players, even

people on dial-up can enjoy an audio seminar, assuming you make the file available for transmission at both low-speed and high-speed settings.

- **Video products.** This can take the seminar one step further by adding images and graphics to the mix. Workshops work great in this format, as well as interviews with experts that can be purchased and archived for repeated viewing.

Video marketing is becoming an increasingly effective way of promoting your products. Therefore, it is vital that you learn and utilize this kind of promotion in your marketing campaign. "[The Online Video Marketing Manual](#)" can certainly help you learn how to utilize video marketing in your marketing campaigns.

- **Combination products.** Pair the ebook with some audio or video elements for a complete product package. This type of combination often catches the eye, especially if no one else is doing the combo in your niche market.

Pairing the ebook with audio or video elements will allow you to create a "high-ticket product," which you can earn more profit from, due to the fact you can charge more for this type of product. Consult "[Maximizing Profits: How To Create High-Ticket Products](#)" for more information on creating your own high-ticket products.

Keep in mind that while you may develop the basic product, **that future partner may be able to come in and offer some ways to enhance what you have built.**

So don't consider the final draft of your product to be the final product proper. Be open to enhancing the product before the actual launch.

Step #3: Finding a Suitable JV Partner

After reading step #2, you might ask yourself...

Why Do I Need a JV Partner to Do All of This? Can't I Just Do It Myself?

Sure, you could. That is if you know all there is to know about product development, marketing strategy, customer care and support, and all the other things that go into any successful business.

What? You don't know how to do all those things? Well, guess what! **That means you could use a joint venture partner.**

So why do you need a partner? It's simple. Even when you find the right market that is a match for what you can offer, there will still be some areas where you will need help. Chances are you will need a partner to help with at least some of the following:

- **Writing copy.** No matter what type of product you are offering, you are going to need excellent marketing copy to promote the product.

While you can get a partner to help improve your copy, it's always a good idea to improve your own ability to write convincing copy, as this will enable you to take on future partners who may not have the

greatest copywriting skill, but excel in other areas that are not your strengths and cannot be easily improved. "[Copywriting DNA: 3 Key Components of Every Successful Copy - Revealed](#)" can help you improve your copywriting skills quickly.

- **Resources.** The right JV partner will bring along business contacts, access to high-traffic blogs, client listings, and email prospect lists that you do not have.

Even if your partner or partners have many business contacts and resources to bring in a good amount of traffic to your website, it never hurts to have the ability to pull in more quality traffic to your website. "[Fast Easy Traffic: 71 Powerful Tactics That Can Generate A Rush of Visitors To Your Website](#)" will give you many great ways to increase the amount of traffic to your website, and thereby, increase the profits from your joint venture.

- **Extra brains.** No matter how good you are, another set of eyes along with a slightly different perspective can help refine all the aspects of product development and promotion.
- **Extra hands.** There will come a day when something needs doing and you will not be in a position to do it. Having partners means there is someone around who will be free at the time and can take care of the issue immediately.

In short, you can't do it all. You need help. And why not make sure that help is in the form of a partner?

Partners are especially suited for these types of ventures for a few simple reasons.

- **A partner is invested in the success of the product.** He or she wants the product to fly just as much as you do. After all, you both want to make money.
- **A partner will be willing to bring a lot of resources to the table.** Employees bring what they are paid to bring and no more.
- **A partner will speak up when something doesn't seem to be quite right.** An employee wants to keep the job and may be afraid of ticking off the employer, so he or she keeps silent.
- **A partner will be just as concerned with the reputation of the product and your reputation as you are.** In other words, it isn't just money and resources that a partner brings to the table. It is also pride and competence that leads to excellence.

When you look at it from all angles, **having one or more joint venture partners only makes sense.** They bring a lot to the table and can make a huge difference.

Joint Venture Product Marketing: *How JV Partners Can Crate a Product for You*

Do you need more than one partner?

You may wonder if just two of you can handle everything. That is a possibility. **It is hard to find all the attributes you will need for product marketing and building your own place in the sun in a niche market with one other person.** It's possible, but not necessarily probable.

What that means is you should think in terms of more than one JV partner. Two more may be plenty, or you may need three, or possibly even more. It simply depends on how many partners are needed to cover all the bases and get the job done.

There is an old saying that goes like this: "Many hands make light work."

As this applies to joint venture product marketing, what it means is that there is always someone involved who knows how to deal with any given set of circumstances, who can step in when something is not working right, and in general, has the expertise that is needed at the moment.

Can you be all that?

No, of course not.

There is a side benefit to building bridges with more than one joint venture partner, and that has to do with future plans and future product launches. While it may not seem important today, it may be a big deal down the road.

Chances are that as time goes on, you will want to launch other products in other markets. If you team up with joint venture partners that already have several projects going, that means time spent on each venture has to be budgeted.

When this is the case, three or so partners just makes sense, as it allows everyone to devote an equitable amount of time to each iron that is in the fire.

At the very least, several joint partners on your maiden voyage into the world of product marketing can mean **more contacts to call upon in days to come.** Maybe they will not be free or be right for the later product plan, but they can provide you with good word of mouth and possibly hook you up with the right people.

Working with a JV partner requires specific skills.

Working with someone as an equal in a business deal is different from taking care of everything yourself. The upside is that you don't have to run yourself ragged taking care of everything. The downside is you have to give up some degree of control.

If you are going to work with a partner successfully, you need to:

- **Curb any alpha dog tendencies.** A partnership is exactly that: The two of you work side-by-side, not one person dictating to the other.

- **Listen to what your partner tells you.** It may not always be easy, and it may not always be right, but if you don't listen, you will never understand what is behind those comments, or even if they are constructive.
- **Communicate.** Seems simple, but communication is more than exchanging words. Ask each other questions, pay attention to the answers, and then make sure you understand what each person intended to convey.
- **Hide nothing.** If it is connected with the marketing venture, that means exercising full disclosure on every jot and tittle of the deal. Hiding things leads to trust issues, then confidence in the competence of the other party. Unless you want the partnership to turn into a war, be honest.
- **Ask for advice.** There is no better way to expand your education, and at the same time, strengthen the rapport between you and your partners.

For some people, working with others comes naturally. **Other people need to work at it.** If you like to run the show, then you have some work to do. Otherwise, any good you would get from entering into a joint venture on developing and marketing a product will blow up in your face.

What Attributes Should I Look for in a Joint Venture Partner?

Once you have your own ducks lined up, it is time to start looking for a compatible partner or two. The first steps of this process involve defining what you need from a partner to flesh out your own talents and abilities. Some examples of assets you want your partner to bring to the table are:

- **Marketing Savvy** – preferably with the niche market you plan on entering.
- **Creativity** – the ability to see the old in a new way can lead to some innovations that will set the product apart from similar products.
- **Solid Reputation** – this means the potential partner is established, is well thought of, and does not have anything in his or her business past that is likely to come back and bite the two of you on the backside.
- **Organizational skills** – this is a particularly important talent if you lack the ability to do so much as balance a checkbook. Somebody has got to be able to keep things on track.
- **Resources** – your prospective partner should already have mechanisms in place to promote the product. These include access to related forums, a client list to use for

mailing, a prospect list of consumers who are interested in what you have to sell, and some experience with blogging.

- **Confidence without attitude** - you want a partner who has faith in his or her abilities, but is not arrogant about it. This will make working together a lot easier.
- **A sense of humor** - sure, it is not necessarily a business trait, but it sure does help make working together a lot easier.

Along with these qualities, there may be others that are relevant to your particular plans for the product. It never hurts to add a few more specific attributes to your list as well.

Perhaps you want the partner to live nearby so that communication can be both online and offline.

Maybe you want somebody who is not interested in product development, but is great at writing advertising copy. Any trait or ability that you think would be helpful in the marketing process should be included. You can always revise later.

The bottom line is to **match up your abilities with the talents of a partner** so that the two of you can cover all the necessary aspects of the marketing process.

Where to Find the Right JV Partners

The fact is that even once you decide what you need in a partner, **there is still the task of finding one that fills the bill.** Fortunately, there are some great ways to find the right person for the partnership, and there is no reason why you can't pursue all these avenues at the same time. Here are some examples:

- **Search on Google.** This may seem trivial, but if you're having a hard time finding JV partners, try "Googling" keywords related to your particular niche. As you browse the resulting sites, look for names and contact information so that you can see if site owners are interested in a partnership.
- **While searching, make note of PPC or pay-per-click sites,** as they indicate that site owners are selling something—and, thus, may be interested in working with you on a for-profit venture in your particular market.
- **Hit the blogs.** Remember those blogs you found that had to do with your niche market? Start mining them for information about potential partners (both blog owners and those who make notable comments).
- **Don't forget the forums.** Along with forums dedicated to some aspect of your niche market, check out forums for entrepreneurs and for Internet marketers. You may

come across some great leads through word-of-mouth on a message board or forum.

One of the best Internet marketing forums to find potential joint venture partners is at the Turbo Community, part of John Delavera's [Turbo Membership](#), as there are many dedicated individuals who are either working towards or already have solid, reputable online businesses. Many joint ventures and partnerships are formed there on a recurring basis.

- **Consult online newsletters.** There are sometimes profiles on people who would make great partners.
- **Go where the experts hang out.** Look at offerings on sites like Clickbank and read through the product promotion material. You might uncover some real talent that is right for you and your niche product.
- **Visit Amazon.** You would be surprised what you can learn and who you can find by looking for products related to your niche market. Don't forget to check out the comments left as well; they can sometimes provide a lead or two.
- **Use your online network.** As you settle in on forums and other interactive online communication mechanisms, take the time to ask for recommendations on potential partners. These recommendations often come along with

some input on why the suggestion is being made in the first place.

- **Make use of offline events and contacts.** Visit local chamber of commerce events, as well as local job fairs. Attend a seminar or two. There is a good chance these local events will provide several potential partners to consider.

While it is not likely that the right partner will fall into your lap, the fact is that, by looking in the right places, you can and will find several partners that are worth consideration.

Either way, you have to make it known that you are in the market for a partner or partners for a product marketing campaign that is going to be beneficial to all parties concerned.

Step #4: Start Approaching Your Prospective JV Partners

Just as you went through a process of qualifying the niche markets to find one that was both hungry and a good fit, you will need to qualify prospective partners. This involves a few simple steps.

- **Check off the items on your wish list.** Ideally, any potential partner will have several, if not all or most, of the talents and resources you have in mind. But keep in mind that approaching a partner is a lot like asking for a date. If you wait for perfection, you'll never get anywhere. Be reasonable in your expectations.
- **Find some examples of his or her work.** This may be an ebook project from times past, a website design, or some type of advertising copy. Check out the style and tone of the work and determine if it indicates the presence of skills and approaches that will work well with you.
- **Ask around for opinions about the prospective partner.** Keep in mind that you want to hear a lot of good stuff, but be wary if that is all you can find. Nobody is perfect, and nobody who is really successful gets by without stepping on a few toes now and then.

- **Look for constructive feedback that is specific.** “I don’t like him” does not qualify as constructive or specific. Get details along with facts.
- **Note how a particular prospect’s abilities would overlap with your own.** While you want real and demonstrated abilities to be present, you want to make sure they compliment what you are bringing to the table. In short, make sure the two of you are a good fit.
- **Find out if the potential partner has ever entered into a working partnership with someone else before.** If so, see what you can learn about how that worked out. You will get some valuable clues regarding how well the individual functions as part of a team.

Keep in mind all this research should be conducted before you ever get around to contacting a prospective partner.

Doing so will minimize the chances that some rather important detail does not come to light later on that kills the talks and causes hard feelings.

Learn all you can and then make that first contact.

When making those first contacts with potential JV partners, should I jump in or take it slow?

Depending on the circumstances, you may choose one of two different methods of making that first contact. In this section, we will deal with what is sometimes called a “slow and simmer” approach.

Taking It Slow...

Essentially, this approach involves establishing something other than a partner style relationship with your prospective client. This could involve something social, such as in these two examples:

- **For online socializing, make it a point to interact with the prospect in the same threads on message boards and forums.** This can help to build up a sense of rapport between the two of you.
- **If the potential partner is local, show up at community events where it is natural for both of you to be present.** This could include chamber breakfasts, after-hour mixers, or workshops offered locally. Keep the contacts professional but friendly. You don’t want to give the impression that you are stalking anyone.

When time and circumstances allow this type of preliminary interaction, it can help to set the stage for something more involved.

One other approach worth noting is to begin a business relationship by becoming an agent or an affiliate of the partner. If you are able to generate some revenue for the individual, there is a good chance that when you are ready to pitch the partnership deal, he or she will be more willing to listen.

Dive Right In, the Water Is Fine...

It is possible that you can meet someone and establish rapport so quickly that within a few minutes, you are ready to pitch the idea of a partnership.

Be on your guard when this urge strikes.

While some great partnerships have been put together in five minutes or less, that is the exception rather than the rule. Being partners means a lot of trust and a lot of sharing resources. Some of those resources may be proprietary in nature. **Do you really want to spill it all to someone you just met?**

The best approach is that if you have a good feeling about a potential partner, take that "good feeling" you have and interpret it as an indicator this individual is worth talking with further. Ask if he or she sometimes does joint ventures, that you have something in mind, and would like to talk in more detail. Use that rush of rapport to set up that first real meeting.

In the interim, you can do some homework and check out the prospect.

Moving Things Along – Starting the Dance

With all your homework done, the time has come to make the first preliminary overtures to one or more prospective partners. There are several ways to accomplish this first formal contact. Keep in mind that first casual contact does not count. Let circumstances be your guide as to which method is the most appropriate.

- **Send a letter through the post.** When you have a mailing address, prepare a business letter and propose that the two of you talk about joining forces for a particular product launch. Yes, email is quicker, but it is still considered more formal and tends to make a better impression. Use business quality paper, observe the basics of a business letter format, and make sure to include your contact information.
- **Put together an email.** When obtaining a physical mailing address is out of the question, email is the next best thing. It is still possible to put together a credible business letter in an email format. Observe the same rules of construction as you would with snail mail and include all the same elements.
- **Private messaging.** This approach should only be used if you and your prospect participate on the same forum and have traded comments on a given subject. While the most informal of the three initial contact options, this one

should still be simple, focused, and makes your reason for sending the message crystal clear.

- **Telephone call.** This is a good approach if you met and spoke with someone at a seminar, chamber event, or other business gathering. As part of your follow-up to the first conversation, you can remind the prospect that you had mentioned the possibility of a joint venture and would like to set up a time to meet. If he or she is interested, the two of you can decide what to do next.

There are a few things you should avoid, regardless of what form of initial contact you make.

- **Don't be cute.** Yes, your personality may lean that way, but business is business. Until the two of you know each other better, reign it in and stay focused on the idea of the venture. There will be plenty of time for your new partner to learn about your razor sharp wit later on.
- **Don't obfuscate.** Dressing up your reason for the contact with a lot of empty words serves no purpose. Be direct instead, and you convey the idea that you respect the individual and do not want to waste their time with a bunch of window dressing or false flattery.
- **Don't embroider what you bring to the table.** It serves no purpose. Either the partner will wonder why you need someone else if you are so great or they will

lose all confidence when you can't live up to your claims.
Keep it honest.

One important note here – don't leave the date and the time open-ended. **Pitch a specific date and time for the meeting yourself.** This allows the prospect to either accept or offer an alternate date and time.

If the response is "I'll check my calendar and get back to you," then there is a good chance you are getting a polite brush off. Don't completely write off the prospect, but don't spend any time sitting around waiting for a return phone call or email either. Move on to other prospects on your list.

Getting Yourself Ready for the First Formal Contact

The bottom line is you get one chance to make that first impression. It better be a good one. To accomplish this, it is important that you include a few basic elements in that first contact regarding a joint venture.

- **Be clear on who you are and what the connection is between the two of you.** If the connection is a five-minute conversation at a trade show, then use that as a lead-in. If you are both members of the same forum, say so. Identifying yourself and providing that common link makes it more likely that you will get the attention and time of your potential partner.

- **Get right to the reason for your contact.** Use simple language regarding the fact you want a partner in an online business venture. If he or she is not interested, that can be indicated immediately and you get to move on to the next person on your list.
- **Provide at least a couple of specific reasons why you think a partnership would be mutually advantageous.** For example, note the marketing campaign that helped XYZ launch a very popular ebook or how ABC benefited from the seminar that your prospective partner put together.
- **Give a couple of reasons why you think the two of you would be a good fit.** Perhaps you are great at product design and your contact is excellent at promotion. Or maybe you think the partner can take the development to the next level and the two of you can combine resources for a powerful marketing blitz.
- **Close with your contact information and restate your desire to speak in more detail about the project.** If appropriate, set a date to hear something back by suggesting a conversation on a specific date and time.

Keep in mind that you don't have to tell all about your product ideas at this point. There are a couple of reasons for this.

First, **nobody likes a long business letter.** If you can get your points across with one page, then the odds that the letter will be read from start to finish are much better.

Second, **spilling everything about the project upfront essentially hands someone a blueprint.** You don't want to see your great idea showing up online two weeks down the road.

For your own sake, keep the project details general enough to maintain confidentiality until the partnership is formalized, but specific enough to pique interest.

Another Way to Locate Partners: Spread the Word and See Who Approaches You

If you want to try having prospects approach you rather than going after them yourself, there are a few tricks you can try.

- **Become a customer.** This means investing in the purchase of one or more of the products already offered by the partner. Customers who have a lot of good to say about a product line usually catch the attention of the vendor.
- **Do a few minor product launches on your own.** If you do them right, this might help to generate some buzz among your peers and help to establish your reputation as up and coming. Others may see some potential and approach you about a partnership.

- **Hang around the blogs and message boards.** As mentioned earlier in this ebook, interacting with potential partners by swapping comments in various threads is a good way to build rapport. Responding to blogs written by the partner with constructive and well-crafted comments can accomplish the same goal.
- **Subscribe to online or snail mail newsletters where the potential partner is a regular contributor.** Email comments that specifically address points made in the contributions and perhaps ask a question or two. This can start up a dialogue that can lead to other things, like a partnership.

While there is something to be said for being passive in your approach to finding the right partner, the fact is that this method tends to take longer than going for what you want.

However, if there is a potential partner that you really want, and think that aggressively pursuing him or her is not the best approach, this more laid-back method may be just what you need.

When it gets down to it, you will have to decide if a proactive or reactive approach to finding a partner or partners is the best way to go.

Step #5: Write a JV Proposal

If the partners you have in mind are well established, they may very well want a formal proposal from you.

When that is the case, then you need to make sure you respond with the highest degree of efficiency and professionalism—whether the proposal is in response to a “request for proposal” (RFP) or whether you simply send it unsolicited.

When your prospective partner provides only the broadest of guidelines for the proposal (or, when there is no RFP at all), there are a few elements you need to make sure are present in your proposal, no matter what.

- **Use your prospective partner’s name correctly.** Keep in mind this is a business document, not a personal letter. Make sure you use the proper business name with the proper spelling throughout the proposal. If you are unsure about the spelling, verify it. This little thing can make a big difference.
- **Make the opening subject line eye-catching.** Since you are winging it with no detailed guidelines, see this as a chance to show how creative you can be. Keep it relevant, but also make the subject or opening line intriguing enough to prompt the reader to keep reading.

- **State your purpose.** This is where you provide details about what you want to accomplish as a result of the partnership.
- **Sing your praises.** Detail what you bring to the table in the way of resources and talents and how those will aid in accomplishing the purpose.
- **Sing the praises of your prospective partner.** Tell your prospect why you want his or her involvement. Note specifics in regard to areas of responsibility, talents, and resources that can lead to success.
- **Point out the advantages of a partnership.** There must be benefits for both of you in order for your prospect to seriously consider a partnership. Lay them out on the table in plain English and provide facts to back up the advantages.
- **Create a sense of urgency.** The sooner the partnership is solidified, the sooner you both start to make money. It is that simple.

In the event that your prospective partner does present you with a formal RFP, then you will still want to work all of the above into the mix. But you will also need to make sure you observe the following:

- **Follow the format to the letter.** Even if it makes sense to you to answer one question in another place, resist the

urge to do so. Find creative ways to restate the information later, but always respond to the questions in the order they are presented.

- **Make no assumptions.** If there is a question that seems to be vague, contact the prospect and get clarification. It is not unusual for RFPs to include one intentionally vague question as a test. Don't fail it.
- **Study all information you can that is related to the prospect.** This means checking out websites, blogs and newsletters. This will be easy, since you did all this earlier in your search process. Refer back to those documents now as you answer his or her queries in the RFP.
- **Return the proposal on time.** This is not negotiable. Asking for an extension is another way of saying you have better things to do.
- **Return the proposal in the required format and by an allowed method.** If the prospect specified that the proposal be in PDF format, don't send it in Word. Also, don't try to send a hard copy by a courier if emailing is preferred. Doing so is another way to make it known that you don't care about what the prospect wants.

One word about name-dropping – **do it with care.** Sprinkling names in the proposal without permission can lead to a lot of problems.

Joint Venture Product Marketing: *How JV Partners Can Crate a Product for You*

If your prospect follows up on them and finds that you once had a two-minute conversation two years ago with the party, you just lost a lot of credibility. Only drop names when you have permission.

This is both appropriate and has the potential to significantly increase your chances of soliciting responses.

Ideally, once the proposal process is completed, you will find yourself with a partner who is ready, willing, and able to help you fine-tune your entry into that hungry niche market, and make it possible for the two of you to make a lot of money.

Step #6: Sending Out Letters

Once you have finished your letter, it is time to put it to work for you by sending it out and dealing with responses.

In some cases, you will receive promising responses—and, in other cases, you will receive rejections ranging from polite to rude.

Be prepared to receive both and to respond to them in a way that will maximize your chances of capturing additional high-quality JV partners.

One thing you will want to keep in mind when sending out your letters is that **you should always use different strategies for different types of JV partners.**

For instance, when your JV structure permits multiple partners, you will want to deal with the partner solicitation and selection process

differently than you would if it only permitted a single partner. Additionally, you will want to use different strategies when you are approaching small or unknown marketers than you would if you were approaching “gurus.”

One excellent rule of thumb is to solicit smaller marketers first.

Human nature being what it is, you will probably be tempted to immediately solicit the biggest and most profitable JV partners. Resist

this urge. Instead, start by sending proposals out to smaller marketers.

There are two important advantages to using this method over the other:

1. You can test how well your proposal letter works. If it's a complete flop, you can tweak it and test it multiple times before you have to send it out to your bigger prospects; and
2. As you pick up smaller marketers along the way, you increase your ability to capture larger marketers too. Why is this? Because you will be able to "name drop" in your next round of proposals, giving your launch increased credibility. Even if most of the marketers you mention are only mid-range in terms of the scope of their businesses, this will still improve your chances of capturing larger prospects.

Test & Tweak Frequently

Before you send your letter out to big-name prospects, you should take ample time to test and tweak it. For instance, if the response you get from the first batch of proposals is lackluster, you may want to consider tweaking the following items:

- **Your statement of purpose.** The reason that the proposal is being sent out in the first place may seem self-evident. But it is always appropriate to spell out

exactly what you wish to accomplish as part of this contact.

- **The way in which you present the details about your business venture.** This serves as a foundation for the body of the proposal. Essentially, you are establishing the framework or context that will help influence how the questions are answered.
- **Your formatting details.** Make sure that you clearly set up your proposal so that you solicit specific answers from your prospective partners. Actually, if you are inviting several potential partners to respond, this is the best way to go, as it makes comparing answers much easier.
- **Your deadline.** Always set one and stick to it—but make it reasonable. Allow at least two weeks for response, but make it clear that the project is on a time schedule—and that the partner’s role in the project will require them to start at some specific point in time. If people aren’t responding, your deadline might be too fuzzy or it might be too short. Think about changing it.

In addition to making these changes, **you should also follow up with your prospects frequently.**

Don’t always assume that they will contact you quickly. Instead, make it a point to follow up within five days to politely ask the prospective JV partner whether or not he is interested in working with you.

Even if you are rejected multiple times over the phone, via email, or via snail mail, you should never react by lashing out against the prospect.

Rather, treat the prospect delicately and with understanding.

Explain that you know that he or she is a busy person and that you wish that he/she could work with you on the project, but understand why he/she cannot.

Even if this is terribly disappointing in the short run, this could potentially materialize into a partnership with the individual in the long run.

Step #7: Managing Your Joint Venture Partnership

Getting the Legal Stuff Out of the Way

Now that you have a partner, **the time has come to formalize the conditions of the partnership.**

While you may feel that a handshake, literal or figurative, is enough, you will want to think hard about whether or not your particular partnership may require a legal contract.

At a minimum, however, you should work together to draft a working agreement. Even if it is informal, you should both clearly state your expectations and goals—both for the project and of each other.

Keep in mind that it is up to the two of you how you want to structure the partnership. There are a few ways to get some pointers on how to set things up.

- **Talk to a lawyer.** Explain what the two of you have in mind and get some insight into the best way to structure some type of terms of working agreement between the two of you.
- **Don't use the same lawyer as your prospective partner.** Things will be less messy down the road if everybody has their own legal counsel.

- **Ask other entrepreneurs.** They can probably give you some pointers on how to structure the legal documents so that both of you are protected.
- **Check out incorporation and partnership agreements online.** There are plenty of templates out there that you can use to come up with some ideas regarding what needs to be included.

The whole idea of a legal paper trail seems like a lot of effort for the launch of one simple product, but remember this: **If that one product starts generating huge amounts of income, ownership had better be spelled out clearly** and how the profits will be split up should be very clear.

Otherwise, there will be a lot of trouble.

Again, if you think it is necessary for this particular project, then you should have papers drawn, agreed upon, signed, witnessed, and notarized so that you can get on to the next phase of your new partnership – creating the final product.

Product Creation: Making that Good Idea Great

Way back when you were checking out various niche markets, you identified some potential products that would be worth developing. Chances are that while you were looking for a partner, you were also putting together some prototypes.

Now, the time has come to add the creativity and skills of your partner to the mix and turn those prototypes into real live products.

Here's how.

- **Evaluate each prototype in regard to production costs.** If you are going with products that will be developed for distribution through email or live feeds on the Internet, include such costs as server space, system management, product delivery administration, etc.
- **Choose a prototype** that both of you believe is worth perfecting and will be a big hit in the niche market cited.
- **Begin work on enhancing the prototype** so you come up with an end product that both of you will be truly proud of.

While you may have started the process way back when, that does not mean you hand the prototype to your new partner and back off.

Instead, you will now work with your partner to come up with the final product offering.

As your partner comes up with new and creative angles for the product, that will no doubt also stir your own creative juices and bring to mind some ideas that did not occur to you earlier.

This combined effort is a lot of what a joint venture in product marketing is all about. Both of you become invested in the end product and contribute to what is finally presented to the buying public.

Walking Before You Run: The Value of Test Marketing the Product

Before you attempt a wholesale product launch, it is usually a good idea to test-market the product and gather some feedback on both the presentation of the item and the actual product. There are several ways to accomplish this.

- **Do a limited release based on the principle of “by invitation only.”** This involves hand-picking a few contacts on the email or client lists from each partner. Invite these hand-picked and trusted souls to try out the product at no charge. Provide access to the marketing materials and the actual product. Also provide a questionnaire that can be used to collect feedback.
- **Get opinions from other marketers.** To avoid a conflict, ask a few entrepreneurs that you met through message boards to do a general evaluation on the product and on the marketing collateral. They do not have to be involved with your niche market to provide helpful responses.

- **Attend a trade show or convention.** Set up a booth and demo your product. This will allow you to see what catches the eye as far as marketing documents, as well as what seems to draw people about the actual product.

Doing a small-scale test to a limited cross section of experts or consumers will accomplish two things for you. First, it helps you to see what is right about both your sales approach and your product. Second, it helps you to see what is wrong with your marketing materials and your product.

In short, **the feedback will save you and your partner from looking bad when you do the main launch.** By ironing out the little issues now, you prevent running into big ones later.

Collecting the Money: Things to Consider About Methods of Payment

It seems like such a small thing, but the fact is that **the forms of payment you will accept will often make the difference between earning a sale and losing one.** Some people like to keep their online purchases limited to one card or like to use a debit card associated with one bank account.

When you choose to not accept any one of the major credit cards, you are setting yourself up for losing sales!

The solution is a simple one. Set up an account with an online service that allows clients to pay via any type of major credit card. There are

several out there, but one of the most popular is PayPal. Check out what it takes to set up a business account by visiting www.paypal.com. The process is simple and will add one more payment option that many online buyers find extremely attractive.

PayPal is not your only option, but it is one of the best. One really good reason is customer confidentiality. By using PayPal, your customer does not have to pass along the credit card or debit card number to the vendor. This extra level of security can be comforting, even though you have made it a point to utilize approved security features on your order site.

At the very least, set up merchant accounts with at least two of the major credit cards so you can get instant payments on any online purchases. Remember, **the easier you make it for your clients to buy, the better the odds they will do so.**

Spreading the Word: Starting Up the Publicity Machine

With your product refined and a marketing approach set to go, the time has come to start getting the word out. Public relations and marketing go hand-in-hand at this point. The object is to grab consumer attention as quickly as possible. To that end, you need to get things moving in several ways:

- **Put those email lists to work.** Send out notices about the new product, what it will do, and where to find out

more. Include links to sites where the product can be purchased.

If you're concerned that your list is too small and/or too unresponsive, consult "[List Building Video Tutorials For Newbies](#)" to help you increase the size and responsiveness of your list.

- **Spread the word via the forums and message boards that you and your partner visit.** Many of these sites will include sections where vendors can advertise new products for free.
- **Check the online classified sites.** These sites function the way that newspaper classifieds did before the Internet and are often free to use. If there is a fee involved, make sure you understand the charges before submitting an ad.
- **Blog away and plug that product.** Find ways to work your new product into blog entries as much as possible. Always include a link back to your website and more details about the product.

Vlogging, or video blogging, is the newest and most interactive way to present content on your blog because you can add online videos to your blogs. And, it's been shown that videos convert as much as 400% more than conventional marketing methods (including text blogging). Learn how to incorporate vlogging into your marketing campaign with "[Vlogs: Master Profitable Video Blogging In 30 Minutes Or Less.](#)"

- **Network with other entrepreneurs.** Often, people working other markets will know of some online spot that would be ideal for your advertising and pass the information along. Make sure to return the favor when you can.
- **Place the product on the popular sites.** This means looking into getting noticed via purchase opportunities at sites such as ClickBank and Amazon. This will help your exposure and also possibly lead to uncovering a peripheral market that neither you nor your partner had previously considered.
- **Don't discount the use of auction sites.** These days, everybody from clothiers to companies that refurbish older systems make use of these sites to move products. While the audience is broad, some of your niche market consumers may very well be hanging out at an auction site.

Remember, **the name of the game is to get the word out.** People cannot buy the product unless they know it is available. Use every online method you can think of to create a presence.

Note – while you will see ClickBank and Amazon mentioned a couple of times in this ebook, don't limit your options to just these two sites. There are others out there that are definitely up and coming and just might offer you great access to your niche market.

Your Base of Operations on the Internet: The Product Website

All that good advertising must include a link back to the place where people can order the product. In many cases, that will mean redirecting an interested party to a website and an order page. While you definitely want to be included at Amazon and similar sites, you also want your own product website for two main reasons:

1. **First, you want to have a spot for people to go when they hear about your product via a message board or an online classified site.** When they arrive, they should be able to quickly see the value of the product and get excited about placing an order.
2. **Second, having your own website—and promoting it vigorously through other sites--helps to increase your chances of showing up high on keyword searches.** This is especially true if you and your partner have done a good job with assigning keywords to the pages of the site.

**When designing the website,
there are a few things to keep in mind:**

- **Know your target audience.** If you are catering to a sector of the consumer market that is likely to not have access to anything other than dial-up, keep the pages simple and easy to load. People get tired of waiting for busy pages to load and take their business elsewhere.

- **Don't get too flashy or wordy.** Attention spans these days are shorter than ever. Get your message across quickly and succinctly. That will increase your chances of earning more sales.
- **Keep it attractive.** Even if your target audience is likely to be using dial-up, there are still simple graphics and fonts you can use that will look great and not take forever to load. A visually appealing site will earn you a few extra seconds to close the deal.

The "[Marketing Graphics Pro](#)" package provides you with attention-grabbing images that you can easily plug into your webpage, even if you don't know HTML! They'll make your site look much more appealing, and thereby, more enticing for people to purchase your offer.

- **Make it easy to navigate.** On every page, there should be at least two links: One back to the home page and one to the order page. That way, the reason for the visit never gets lost in the shuffle.
- **Select a URL that is memorable, but simple.** This can be harder today than it once was, but that is why you have a partner, right? Draw on the collective expertise of all partners to come up with a URL that says something about the product and can easily be remembered. This helps to ensure repeat business, plus also make it easier

for a satisfied customer to pass the URL on to other consumers.

The design and continued operation of your website, by the way, is one of the prime examples of why you need joint venture partners. For example:

- People who engage in joint ventures often know some great, but relatively unknown, hosting services where you can pay a little and get a lot for your money.
- Between all the partners, there is probably some good experience and resources that can be used to design the web pages to best effect.
- With several partners, it is easier to monitor statistics on the website, come up with the best key words to include in the text, and just in general, maximize the potential for the site.

Remember that the main idea of having joint venture partners is to create a bank of expertise that will address all aspects of the creative and business process involved with successfully selling a product.

That includes the centerpiece of your marketing and publicity efforts – the website.

Dividing Up the Jobs: Who Does What?

In all the efforts to launch the new product, there needs to be specific understandings about which partner is focused on what aspect. At the same time, there is also the need to define who is going to be responsible for the back-end support to customers and who will handle the administrative matters.

One important thing to keep in mind is that even though one partner takes on responsibility for one aspect, that does not mean the other partners can't help out a bit.

The object is to make sure somebody is addressing every necessary aspect of the partnership, including product delivery and follow-up. But that does not mean that that partner has to do it all by himself or herself.

Here are some suggestions on how to divide up responsibilities:

- **Consider particular talents and skills.** If one partner excels with writing advertising copy, then put him or her in charge of that. Should another partner have a solid background in customer care, put that to use. A knowledgeable lead person for each aspect of the operation keeps things on track.
- **Cross-train.** JV partners tend to multi-task – that is, each of you will also be working on other ventures with other people. That means sometimes one partner will be

tied up and someone else will need to jump in and deal with an issue now. Share expertise and everyone will be happier.

- **Touch base regularly.** Discuss what is working, what needs tweaking, and plan accordingly. Communication will help keep things moving along at a solid pace and prevent small problems from becoming big ones.
- **Listen to one another.** The best ideas can come from unlikely places. When questions are asked or suggestions are made, give them full consideration, even if the idea did not come from a partner who is the expert in that aspect.
- **Swap responsibilities now and then.** It helps keep everyone fresh and also enhances the overall competence of the partnership to handle anything that comes down the road.

In the end, it is important to remember that **everyone is in the same boat.**

You want to row in the same direction so the goal is reached without a lot of extra trouble.

Partners listen to one another, work together, and in general, stay focused on being as successful as possible – that is, if they really want to make money.

What You Need to Tell the Customers Before They'll Buy

At this point in the process, you and your partners have no doubt found the best ways to present and deliver your product.

Of course, the type of product has a lot to do with exactly how the presentation is done and what you require from your clients in order to make the purchase. Here are some of the little things to consider with a few of the products that are delivered online.

Ebooks

Ebooks are one of the most simplistic of all product offerings. The ebook is usually offered as a PDF file. There are two reasons for this:

- A PDF file can be “locked” – that is, the text cannot be altered by the consumer. This preserves the integrity of the author of the content.
- It doesn't matter what word processor or operating system the buyer uses. Free software to open a PDF file can be used by anyone.

There is not a lot that has to be done as far as the process of order and delivery of an ebook.

You simply need to set up an order page, complete with fields for the consumer to enter credit card information and other important data,

such as an email address, that can be used for delivery if that is your chosen method.

If you want to allow the client to download from the website, you want the server to automatically take the buyer to a page for that as soon as the payment clears.

You also want to include a way for the buyer to contact your company in the event something goes wrong with the download. After all, computers crash, and power supplies can be interrupted.

Audio Seminars

These usually involve providing the client with access to listen to audio streamed across the Internet. In order to make sure that your clients have a good experience with the process, **there are a few things you need to make sure are clear upfront:**

- System requirements – if the audio presentation requires the presence of a certain type of media player or a certain amount of bandwidth, say so before the customer buys the product. This will save you a world of time on making refunds and also keep your reputation from being trashed.
- Offer the audio file in more than one format. There are several media players out there; make it possible to use at least two different ones to cover your bases.

- Offer the file at more than one speed. Remember how earlier in the ebook we talked about knowing your client base? If your niche market is loaded with users who are still on dial-up, you want the audio stream to work with a 56K dial-up connection as well as faster connections.

As with the ebooks, **it is important to make sure the buyer who wants to attend an audio seminar has the proper information and login credentials.**

Often, it is a good idea to send those to the email address provided by the buyer. Make sure to note the date, time, and time zone for a live event, or note that the audio seminar is canned and available around the clock.

Either way, provide a link to access the seminar and contact information in case troubleshooting is needed.

Video Feeds

Video may be used for all sorts of products, both live and canned. This can include seminars, workshops, and similar presentations. A video feed may also involve a live or canned interview with a person of interest.

As with ebooks and audio streams, provide the buyer with access credentials as soon as possible after the purchase and registration are completed. Also make sure the buyer knows what is required in the way of capacity and system requirements before the purchase is made.

Combination Products

If you are going for a mix of audio and video that comes with an ebook, then you and your partners will want to make sure the following takes place:

- The ebook is delivered or available for download immediately after purchase/registration. This is especially true if the ebook will be referred to during the audio or video meetings.
- An email listing access credentials along with system requirements should be sent out as soon as payment clears, or as close afterward as possible. If there are any instructions about going to a website and downloading some software or caching something on the hard drive in advance, make sure that information is included as well.
- Always provide a means of getting technical assistance during a live meeting. For canned presentations, make sure there is at least an email contact that can be used if there are problems.

As good as your product may be, if the client cannot make use of it or cannot even receive it, then there is a problem. Make sure you and your partners address this important aspect of customer support and care from every angle possible.

Getting Along for the Long Haul: Staying on Good Terms with Your JV Partners

Even under the best of circumstances, any partnership will go through some ups and downs. Expect that. Not every day is going to be rosy.

It is important to remember that every time you are a little put out with one of your partners, there is a good chance that someone is not particularly happy with you. If not today, then maybe tomorrow.

Getting along with your joint venture partners sometimes means biting your tongue, thinking before you speak, and in general, doing what you can to keep the peace and help to keep the project moving forward. Here are some tips to help with that:

- **When your temper rises, make yourself step back.** Examine what is making you upset. Analyzing your reaction before taking any type of responsive action can help prevent the situation from escalating.
- **Remember, everybody has bad days.** People get irritable, sometimes take on too much at one time, or have some personal issue that is distracting them for a short period. Cut your partners a little slack if they don't seem to be on top of things today.

- **Never return sharp words with some barbs of your own.** First, there is no reason for you to sink to that level. Second, all it will do is make the problem worse.
- **Attempt to defuse situations before they get worse.** This means looking at the root of the issue and not the way it is expressed. "Your hosting company cost us money last night" really means "the host server failed; how can we recover and prevent a recurrence?" Respond to the intent behind the words, not the words used to convey the concern.

While you are taking some time to figure out how to handle issues with your joint venture partners, there are some few things you can take into consideration about your own professional behavior as well.

- **Think before you speak.** This is especially important if you are having a bad day and are irritable. Things that normally would not make any difference can suddenly be a big deal. Take a few deep breaths and try to look at the situation objectively before saying anything.
- **Avoid using "blame verbiage."** Accusing someone of falling down on the job does nothing but put people on the defensive. Instead, comment on the outcome. "That customer's question was not answered for two days. What happened?" will get a better response than "You aren't responding to customers soon enough!"

- **Assume that any problem can be solved if all the partners put their heads together.** This helps you avoid the “I have to do everything” mindset.
- **Be willing to apologize.** No matter how wonderful you are, you will screw up from time to time. Own up to it and offer your apologies, then do what you can to make things right again.
- **Keep your eye on the big picture.** Small annoyances come and go, but the product and promotion campaign remain. Pull your attention away from the things that bug you and look at what is getting done. This will help you keep some perspective.
- **Laugh.** And do it a lot. Laughter can be one of the best ways to ease tension and turn a bad day into one that is not so bad.
- **Let your JV partners know you appreciate them.** This means remembering to tell them how much you liked the way they did that new tag line on the website or how they drafted that classified ad or what a great idea that was to enhance the title page of the ebook.
- **Enjoy yourself.** Life is too short to turn everything into an endless array of pointless tasks that seem to serve no purpose. You got this great idea for a joint venture

partnership to make money and enhance life. Do both and have some fun at the same time.

The thing to remember about joint venture partners is that **if the project went well and everyone got along a good bit of the time**, there is a good chance that the same team could launch another successful product.

But if the whole project has been characterized with fighting, poor attitudes, and in general, was a pain in the behind, one or more of the partners is likely to not be on board the next time.

Even if there are no more marketing campaigns slated for the future, you do want to maintain the best reputation possible with all your joint partners.

They can provide you with good references when you start looking for other partners to help out with other projects at some point down the road.

And wouldn't it be good if you could return the favor?

Conclusion

We've covered a lot of ground in this ebook. There are a couple of key reasons why so much has been included in such a short time.

First, we want you to be a success. That means pointing out some of the key elements to finding your market, teaming with the right partners, and working together in order to be a success. Hopefully, you understand that this is not something you can put together in an afternoon.

At the same time, the idea has also been to impress on you that the whole concept of finding a hungry niche market, teaming up with the right joint venture partners, and developing and launching a product is a very doable thing.

**You can find the right partners, the right market,
and make a huge amount of money!**

Just as a quick recap, here are some of the highlights of what we have covered in this ebook:

- **Understanding what constitutes a hungry niche market is important.** Do it early in the game.
- **The Internet is your friend.** Google, other free applications and sites can help you find niche markets and also help you find resources that inspire some basic ideas about how to break into that market.

- **You can't do it all by yourself**, unless you are some sort of super human. You need joint venture partners to maximize the potential of the product and the marketing.
- **Finding the right joint venture partners** takes some time and some effort on your part.
- You can find joint venture partners online and offline.
- **Qualifying both the niche market and any prospective partners** is very important.
- **Selling yourself** to a prospective joint venture partner is key to your success.
- **Proposals matter.** They tell you things you may not learn otherwise.
- **Drafting a solid request for a proposal** reveals a lot about you.
- How you respond to a proposal reveals a lot about you.
- Product development is a joint effort once the partners are in place. Any idea can be made better with partner input.
- Working together is not always easy. It takes effort.

- **But in the end, the rewards are well worth everything you put into it.**

The bottom line is that entering into a joint venture product marketing effort with one or more joint venture partners has the potential to make all of you a lot of money and lead to some great things that will also spill over to future successes as well.

Now that You Understand What to Do and How to Do It – What’s Keeping You From Doing it?

While you may have enjoyed reading this ebook, **the time to move is NOW not later.**

There is a lot of money to make today. There are markets that are full of needs that are not being met by current product offerings. At the same time, there are some markets where there are only one or two options for a given type of product.

The bottom line is, there is plenty of room for you to get busy, develop a product, meet some needs, and make some money.

Make no mistake about it. **You can read all about how to be a success, but until you decide to put what you read into action, you will go nowhere.**

Isn't that incentive enough?

No?

Well, here are a few other things to think about that may take you from that armchair and on your way to gathering partners and making some money.

- With a joint venture partnership, you have the best of all working worlds. All of you are equals and all of you want to sell a quality product that makes all of you money.
- You have no one looking over your shoulder. Nobody is going to fuss if you work into the night and sleep late in the morning. You set your schedule.
- If you want to take a few days off, there are no forms to fill out and no approvals to get. Block out the time, take care of what needs to be done, and go enjoy your time away.
- Ever fretted because you only had thirty minutes for lunch? Never fret again. Have an hour and forget the heartburn.
- Along with making money, you meet new people who have goals similar to your own. That can lead to some solid lifelong relationships.
- You can use the same basic approach to make even more money in different markets and with new products. This

means you no longer have to be tired doing the same thing the same way everyday!

Keeping track of multiple products and serving multiple markets can be very challenging, but [JVManager 2: Fantasos](#) management software can keep track of all of your products, along with all of your affiliates, joint venture partners, opt-in lists, and more, easily so that you can just focus on creating new products that will serve new markets.

- There are no worries about downsizing, cutbacks, or getting let go. You are in control of your own future.

At this point, if you don't see the point of getting busy today and start looking for your first opportunity to partner with the right people and launch a successful product, then we can't help you any further.

But if you are now fired up and ready, **don't wait until tomorrow**. Start right now by getting online and beginning that search for the ideal niche market that is hungry for what you and a team of partners can provide. You will be taking that first solid step to a life that you have always wanted.

Don't wait. Start now.

John Delavera and [{--your-full-name--}](#)