

# **The Easiest Way for a Beginner to Score a Blockbuster Joint Venture**

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# Blockbuster Joint Venture

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## Intro

You've just finished a product. You set up an affiliate program for it (maybe something as simple as putting it on Clickbank or Paydotcom.com). You wrote the sales letter for it. You're in a niche where joint ventures are commonplace.

Now you just need traffic.

Joint venture traffic is by far the best. Unlike traditional paid traffic, you only pay a percentage of a SALE. So there is no risk on your part.

At the same time, if you set up a good joint venture, you can literally get thousands upon thousands of hits in a 24 hour period. There is no quicker, easier, risk free way to make money as fast as possible.

That's good and bad. The good is obvious... quick cash. The bad is everyone KNOWS how lucrative it is... so everyone is trying to score that blockbuster joint venture.

There is a lot of noise. A lot of competition. So if you want to score that joint venture, you need to do something different.

## Persistence in a Fun, Engaging Way

The secret to joint ventures is in the follow up. Most people quit after one... MAYBE two emails they send to a potential joint venture partner. That's horrible. Their loss is your gain...

They should have planned AT LEAST 7 follow ups. And they must be done in a way that is fun and engaging.

Here's why: most people who get joint venture proposals think of them as nuisances. They have to choose to respond to the email... or ignore it and feel bad for being mean. They have to read the email, consider it, and then reply.

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It's a time waster to them in 9 out of 10 cases. No matter how good your product is... no matter how much money you pay... no matter what... The reason is that these joint venture partners already are successful and it's not the money that woos them, it's other factors.

So right away, you need to change the approach of your joint venture proposal, so you're not a pest or nuisance.

The easiest way is to engage this philosophy: no matter what, you at least need to bring a smile to their face. Here's a basic, "mock" example:

<http://goldmembercoaching.com/profit-equation/kidney.html>

In this case, the offer is "if you mail for me, I'll mail you my kidney!" It's done in a fun and polite manner... it's unique and different than what they're used to getting... and even if they ignore it, you at least put a smile on their face.

By the way this worked for us once - we did a follow up to get a certain key joint venture partner, and they ignored our every request... until we sent them this one.

### **Repeat: It's the Follow Up**

Here's what usually happens when you mail even these "engaging" joint venture proposals. They get lost in the shuffle. Meaning your JV partner might read it, and even feel inclined to engage in dialog... but put it off until later.

Later usually is never.

They will often WANT to respond to you... tell themselves they will at least respond to you... but never get around to it.

That's okay. You didn't plan to get a yes on the very first point of contact anyway. You came prepared with a follow up plan.

Two days later you might send them something like this...

<http://goldmembercoaching.com/profit-equation/handwritten.html>

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Again, this is an "example" where I used my good friend Marlon Sanders (a genius marketer in his own right) just to show you what it'd look like. See how it follows up on the previous attempt?

And how it's unique and engaging? And *different* than anything they're used to seeing. It begs them to at least respond, since you're taking the time to follow up in a new, different and fun way.

At the very least they'll see you're someone who "gets it" and can be potentially fun to work with.

If they respond - great. If they don't great. Because you have a backup plan. A few days later you might send something out like this: <http://48hourreport.com/clinic/>

This is a video of Jason crying because a joint venture partner didn't respond to his proposal. Again, it's done in fun and is engaging, different and interesting. The idea is... at the very least... you bring a smile to their face.

If they respond great. If not... then send them something else fun and engaging. Perhaps two days later you send them a picture of your cute little daughter acting like she's going to punch you.

Then you tell them your daughter has gone on a violent binge because she's so upset you won't send one measly email out for her daddy!

You might also write a poem... then read it to them on a video... asking them to respond by mailing for you... it could be something like this...

*An Ode to [JV Partner's Name]*

*Once upon a time on the world wide Internet  
I tried sending you an email, I asked you to accept  
I offered you my kidney, my liver and my spleen  
if you'd do one small favor, and send an email out for me*

*And I offered you commissions, 75% to be exact  
and I'd even write the email for you, but you didn't respond back*

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*So now my daughter's crazy, she beats me every night  
what oh what can we do now, just to make this thing right?*

*My product is a good match to your great subscriber list  
The only problem is that most of them don't know it exists  
But we can fix that in a minute, and you can make good money to boot  
So please send out this mailing, and when it's done we'll split the loot...*

If you do stuff like this, you WILL get joint venture partners. The follow up alone will be tremendous. The fact that you do things different is great. They will remember you. They won't look at you as a nuisance or a pest.

Actually, you'll bring a smile to their face.

Plus, they can tell you care because you've taken the time to do things in a way above and beyond the norm. That will score you points... and score you joint ventures... and give you more traffic than you know what to do with!

## Resources

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

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**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing "PLR Repurposing" Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

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**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages**

**& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>