

# THE “O” REPORT

How To Get Rich Doing Joint Ventures!

**“An Insider’s Guide To  
Maximizing Your Profits  
With The Power Of  
*Leverage*... Even If You  
Have No List, No Product,  
And No Website!”**

**BY MARC GOLDMAN & JP MARONEY**

# **READ THIS FIRST!**

**Print this report and read it completely.  
When you're finished... read it again.**

**Carry it with you for the next few days.  
Make notes in it. Devour it.**

**It will change your life... and your  
business... FOREVER!**

**From: Marc Goldman & JP Maroney**  
**Monday, September 1, 2006**

Dear Business Owner,

Let's get right to the point...

The secret to rapid and lasting business success is in creating partnerships and strategic alliances... also known as Joint Ventures.

Since you are reading this, you are presumably, someone who has a business that can benefit from either...

- More customers
- More traffic
- More revenue
- More profits
- Or all of the above...

We're willing to bet you've heard the phrase:

***"It's Not WHAT You Know, It's WHO You Know"***

If you don't have influential business contacts, you are, without question, literally short circuiting your opportunity for sustained business growth and success.

However... if you know who to call, when to call, and why (or why not) to call, you've got yourself:

**An Outstanding Opportunity To Leverage Your Ideas,  
Talents, and Resources for Extraordinary Success.**

Look, let's cut to the chase here...

Chances are you're as busy as we are. And if you are a businessperson with a drive for success but little time on your hands, then you're probably wondering...

**"Are joint ventures, strategic alliances and endorsement marketing relationship the right way to grow my business?"**

- ▶ Maybe you're a business owner. You've got a thriving business, but you're looking for new ways to make it grow. You want to take your business to the next level.
- ▶ Maybe you're an idea guy. You've got scores of great business ideas, but lack the resources to fund them.
- ▶ Or maybe you've got a special talent... like copywriting or programming or graphic design... and all you need is a project where you can put your expertise to use.
- ▶ Or maybe you've got money, but you're short on time. And you need other people's talents and time to put your money to work.
- ▶ Or maybe--just maybe--you've got a big list of hungry buyers and you need a steady stream of appealing products and services to offer them.
- ▶ Or maybe you have no list, no product and no money... but you have the drive and ambition to put list owners and product creators together – you want to become one of the elite JV Dealmakers.

No matter what it is you need... joint ventures can solve your challenge. And very quickly.

But for just a moment, we want you to...

***Forget Everything You Know, Don't Know, Or Think You Know About Joint Ventures and Strategic Alliances***

What we're really talking about here is...

**THE ULTIMATE LEVERAGE**

The power to leverage the resources and assets of other people and businesses. You see, once you understand these principles, you'll never ever look at your contacts and relationships the same way again. Truth is...

Not matter what you call them... Joint Ventures, Strategic Alliances, Endorsements, Parasite Marketing, Host-Beneficiary Relationships, and Partners are really about "LEVERAGE."

They're all about leveraging...

**OPL = Other People's Lists**  
**OPM = Other People's Money**  
**OPR = Other People's Relationships**  
**OPP = Other People's Products**  
**OPT = Other People's Time**  
**OPE = Other People's Expertise**

And, the reality is...

## **All It Takes Is One**

What if right now you knew you were only one contact away from a Joint Venture or Strategic Partnership that would drastically improve your businesses' bottom line?

How would that change your outlook?

Just one strategic alliance, business partnership, or Joint Venture can double, triple, or quadruple your profit margin.

And after you've tasted your first JV success... once you see how easy and lucrative JVs can be... you'll be rabid for more. There's simply no faster way we know of to achieve the wealth and success you desire.

### **Strategic Alliances and Astute Dealmakers Make the World Go 'Round**

Consider these famous and wildly successful business partnerships:

- ▶ Bill Gates and Paul Allen
- ▶ Mark Victor Hansen and Jack Canfield
- ▶ Bill Bonner and Michael Masterson

- ▶ Rich DeVoss and Jay Van Andel
- ▶ Andrew Carnegie and Napoleon Hill
- ▶ Al Ries and Jack Trout

There's no end to the long list of Joint Ventures that have literally changed the world.

**Almost every single individual who has achieved extraordinary success has achieved it because of a Joint Venture of some kind.**

### **3 Roadblocks To Your Success With Joint Ventures and Strategic Alliances**

As we see it... there are three major challenges preventing people like you from successfully leveraging joint ventures to grow your business.

- 1) You're unable to find enough qualified joint venture partners**
- 2) You don't know how to pitch your deal**
- 3) You're afraid of getting screwed, swindled or ripped off – so you don't do anything at all**

And, we're willing to bet that if you're reading this report, you've been on a lengthy search for what it takes to really make this stuff work.

No doubt...

**You Are Buried Up To Your Chin In "Guru" Marketing Techniques That Talk A Good Game But Keep You Busier Than A One Armed Paper Hanger Without Getting You One Step Closer To Your Goals?**

Can you imagine how much money you would have if you had a dollar for every time you envied the next person and wondered just how they were able to make all that money online?

Have you been able to quit your job yet? Do you have your dream house — the one with the two-car garage, the well-manicured lawn and the circular driveway? Are your children in that fancy (not to mention SAFE) private school yet? What about that trip to that beautiful tropical island resort? Have you bought your Bermuda shorts yet or are you getting ready to shovel some more of that miserable snow out of your driveway?

Or perhaps you are making it online. You have managed to create your own products, carve out a niche for yourself and you are doing it! But are you really happy with the money you are making? Is it enough to live that so-called "internet lifestyle"? Are you happy where you are? Do you want more?



Can **YOU** Afford To  
Keep Doing What  
You've Been Doing?

Have you found the truth out yet? Have you discovered that the "so-called" experts are really working 22 hour days, doing the "internet thing" as a side job, struggling to make ends meet and telling you bold-faced lies just to sell you another 27 dollar ebook?

Can You Afford To Keep Doing What You've Been Doing? Are You Struggling Just To Keep Your Head Above Water?

Where is all that free time you were promised? Where's the "internet lifestyle" the last twenty ebooks told you that you were going to be living? Is your bank account any bigger? Maybe something's wrong with you!

Maybe instead of a 17-hour day you should be working 18 hours. Maybe instead of 3 meals a day, you should chuck everything into a blender, swallow it whole and put that time savings into working even harder.

Maybe!

**Or you could and should you...**

**Work 50% less and get 150% more results by doing what the JV experts do — leveraging off other peoples efforts, sitting back and reaping all the rewards.**

Many of the world's most successful people got started leveraging off of someone else. They used that person's capital, expertise, time or customer list to propel their own business forward.

They took advantage of an existing situation and they capitalized on it to make themselves a success.

Look at H. Ross Perot, Michael Dell, Bill Gates, and Tony Robbins. Each one of these mega-success stories literally climbed on the backs of someone else to get them where they are today.

*"I took advantage of an existing situation. It was the most lucrative, leveraging, lazy way I could make a lot of money."  
- Known worldwide marketing genius who charges \$5,000 for one hour of his time, Jay Abraham.*

What's the shameless advantage of riding on someone else's coattails, not spending a cent of your own money, or simply coming up with an idea and letting someone else do all the work?

Everyone involved will make a hell of a lot of money! You Win, They Win and Everybody gets what they want.

Many people have leveraged off of others to turn the tables to their advantage. They have used "parasite marketing" to quote the legendary Ted Thomas to produce "buckets full of money, literally out of thin air".

Do you see how two of the worlds most successful direct marketers (Jay Abraham and Ted Thomas) take advantage of any opportunity that comes their way to leverage off the resources of others to get exactly what they want?

**Screw the economy... make  
money year in and year out!**

And they do it over and over again. It doesn't matter if the economy is in a downward spiral, it doesn't matter what the political climate is

like. Even in wartime, these marketing superheroes go to work, riding on their hosts all the way to the bank!

***Finally The Average, Regular Guy Strikes Back!***

For many years these very same people have jealously guarded the techniques they have used, only sharing them at \$15,000 closed door seminars or with protégés who pay them thousands of dollars a week to pass on the knowledge they have gained over the years.

At one time, it was damn near impossible for someone like you to get your hands on the life changing secrets that have been the catalyst for multi-million dollar deals.

But those days are over with now!

**We are fed up with this industry keeping it's secrets locked away like some inbred family hiding dirty old Uncle Charlie from the rest of the world.**

We're ready to reveal the truth about joint ventures, strategic alliances, endorsement marketing, parasite marketing and any other term you want to come up with.

We're swinging the door open on our vault of knowledge on the topic... the real-world stuff we've both used successfully and repeatedly to grow our own businesses.

And more than that... we're opening up our own rolodexes of world-class entrepreneurs and dealmakers so that even the average businessperson has access to the elite opportunities.

And it starts here and now. In this FREE report...

So let's get started.

## **Section 1 – Introduction**

Setting up joint ventures for yourself and brokering joint venture deals for other people is highly lucrative. In this report, we're going to explain to you how to get started doing deals.

First, let us introduce ourselves...



**MEET MARC GOLDMAN:** My name is Marc Goldman and I've built my ecommerce software business almost exclusively by doing joint ventures. In fact, many of the big players in marketing heavily focus on joint ventures as a method of building and expanding their businesses.

Doing joint ventures has enabled me to live a lifestyle most people can only dream of. Every winter, I spend a couple months at a home I have in a tropical paradise. I'm my own boss, answer to no one, and can work whenever I want.

The freedom I experience, that I've achieved by doing joint ventures, is unmatched. Originally, I began my business so that I can work with my wife Terry on something of our own. I followed my mentor's advice (who taught me to focus on joint ventures), applied everything I knew, worked hard, and the money soon began to pour in.



**MEET JP MARONEY:** My name is JP Maroney and I've been growing companies since I was 19 years old. Through the process, I've tasted sweet success as well as bitter defeat.

Over the years, I've studied, applied and taught some of the most successful marketing and business building strategies and tactics. And, I can tell you...

Joint Ventures are by far the most flexible, fun and lucrative way to grow any enterprise. They're unmatched by any other marketing strategy or tactic.

I've used Joint Ventures, Strategic Alliances and Cross Promotions to grow my own companies and those of my clients... selling literally tens of millions of dollars in every imaginable product or service using this powerful technique.

### ***Together...* We're Absolutely Lethal As Two Of The Most Successful And Astute Joint Venture Dealmakers**

When the two of us got together for the first time on the phone we were both amazed at how much we had in common... especially in relation to growing our companies through Joint-Ventures.

**From the beginning we both agreed that:**

- Joint-Ventures are the fastest, most reliable way to quickly and profitably grow a business.
- There are people out there who still need to know and understand this skill.
- There are massive numbers of small to mid-sized businesses that could benefit from the limitless POWER of Joint Ventures.

We're totally convinced that anyone can duplicate our success. And in this concise report, you're getting a blueprint that will enable you to quickly get started doing joint ventures.

Remember, this report is just like a "crash course". It'll be enough to get you started and stuff some cash in your bank account.

Please realize... This is a content-filled presentation that gives you the real "insider" advice that lets you get started immediately.

It's not pitch, pitch, pitch.

We plan to you content and true value that will benefit your life. We think this report does that but you're the ultimate judge of that.

If you want more, we'll tell you how later. But, today – in this report – you're getting 100% PURE education and not a single sales pitch.

We're convinced that once you've learned from us... and profited from our advice... you'll want to form a long term relationship with us. And, you'll want to allow us to introduce you to some of our "heavy hitting" friends, associates and colleagues.

**Now:**

***If you already know, love and respect us... you can skip the next two pages. But, if you're still wondering "why in the heck you should listen to JP Maroney and Marc Goldman," then the next two pages are for you...***

## Marc Goldman & JP Maroney present "The 'O' Report"

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"Marc Goldman is the Godfather of Joint Ventures!"

Shawn Casey,  
Best-selling Author of  
"Mining Gold On The Internet"  
[www.MiningGold.com](http://www.MiningGold.com)

"JP Maroney's innovative solutions for business growth go way beyond everyday book learning. He applies street-smart strategies and tactics to help companies find an edge over their competition. Any company that wants access to real-world, outside-the-box strategic thinking needs to listen to JP Maroney."

-- Don Proudfoot, Director,  
Small Business Development Center

"Marc Goldman is is the best there is when it comes to Joint Ventures!"

Frank Garon  
Speaker and Business Relationship Expert  
[www.internetcashplanet.com](http://www.internetcashplanet.com)

Dude... I can't even sleep after talking with you last night.

I consider myself a pretty sharp guy, but talking to you for that hour set off a chain reaction in my brain that just won't stop.

Idea after idea, multiplying like the bunnies in that Mastercard commercial, kept popping into my head, so I sat at the computer most of the evening mapping out business plans.

I didn't go to bed until 2am. JP, if that conversation with you doesn't make me another \$150,000 this year, I'll eat my hat. And I wear lots of hats.

Ray Edwards  
[www.RayEdwards.com](http://www.RayEdwards.com)

"I Just Brokered A JV Deal That Brought in  
Over \$13,000 In Less Than Two Months!"

"To say the least, my life has dramatically changed for the better "I've set up several joint ventures and have been asked to participate in projects on the JV skills I learned from you alone..."

Sam Rosen  
CEO and Founder  
<http://succeedyoung.com>

"Entrepreneur Magazine" calls JP Maroney's marketing concept a "Wildly Generous Promotion" that generated \$1.5 Million in new business for one client.

"Marc Goldman is the preeminent expert in using Joint Ventures to jump-start, kick-start, and spearhead your business. "When I go for joint venture advice, I ONLY go to Marc Goldman."

Mike Litman  
"Conversations with Millionaires"  
www.MikeLitman.com

JP, I just wanted to thank you for the phone consultation you did with us last week. It was very powerful and you really did a great job breaking down the components of Joint Ventures. The idea you gave me about positioning is easily worth another 100,000\$ to our business alone. Also, with all the clear cut advice on how to leverage our business correctly it should easily quadruple our current income within 12 months. Thanks again.

Ricky Breslin  
www.BraidsbyBreslin.com

## **Comments from participants in Marc Goldman & JP Maroney's JV HotSeats...**

As for conservative value, based on the thirty-three actionable ideas that I have in my notes I expect we will place at least 100,000 additional DVD's in the hands of prospects, with that leading to at least a 2% conversion, or about \$600,000 in sales and \$200,000 in affiliate commissions.

Tom Matzen, President, CEO and Co-founder  
Parmasters Golf Training Centers, Inc.

The value I received on that call was tremendous --- you are both absolutely brilliant business minds!

You showed me how easily and quickly we can make just a few minor changes in our business that will end up adding no less than an additional \$250,000 to our bottom line this year. And the best part about it was that you took the immediately-implementable strategies and broke them down into a simple, easy-to-understand formula so that I now know who to contact first and how to get started.

Jina Henry  
Co-Founder  
Natural & Relaxing Landscapes, LLC

With what I learned, one branch of what we do could easily increase its income by \$300K. Depending upon how many locations someone has, it could easily generate tens of millions. I was so blown away. Again, many thanks for all of the assistance you have given me. I realize that it is now up to me to put to use the tools that I have been given.

Andy Jacobs  
President, RID Services Inc.

***OK... now back to the "meat" of this report...***

## Section 2 -- Starting From Square One: An Introduction To Joint Ventures and Joint Venture Brokering

In this section, we're going to define exactly what joint ventures are and what joint venture brokering is.

Joint Ventures are strategic partnerships where two or more businesspeople come together to exploit their existing assets to create a profitable, win/win situation.

Most commonly, marketer A will have a list of customers who have purchased a product and another marketer B will have a new product. The marketer A with the customer list then promotes the other marketer's B product to his customer list in exchange for a commission.

Marketer A brings the asset of his customer list to the strategic partnership. Marketer B brings his new product to the strategic partnership. They combine forces to produce profits that neither of them would have enjoyed had they not done a joint venture together.

**Joint Ventures are strategic partnerships where two or more businesspeople come together to exploit their existing assets to create a profitable, win/win situation.**

If you've got a customer list, you can find products to promote to your list in exchange for commission. In this case, it's almost like free money to you. All you need to do is make sure you promote high-quality products that are relevant to your customer list. This report shows you how.

If you've got a product yet lack a customer list, you can find marketers with lists of customers who are eagerly looking for high quality products to promote to their lists in exchange for a commission. This report shows you how to find those marketers with customer lists.

Now, if you've got neither a customer list nor product, and are basically starting from scratch, that's fine too. You can set up deals

between a marketer with a customer list and a marketer who has a product and get a commission for setting up the deal.

This is Joint Venture Brokering.

Just like a real estate broker puts together a buyer and seller and receives the commission for putting them together, you'll receive a commission for putting together the list owner with the product owner. You can truly start from scratch and make yourself a pile of cash brokering joint venture deals. I've done this over and over again.

Once you have mastered the art of joint ventures and joint venture brokering, you have this skill for life... And with it the ability to create money at-will, almost like you're able to pull it out of thin air.

### Section 3 – How To Identify Potential Joint Venture Partners

Here's the first step of our tested and proven formula for setting up joint ventures. If you're brokering a joint venture, everything is the same except you're going to set up BOTH sides of the joint venture and look for both a list owner and a product to put together to earn your commission.

Please note that as you look for joint venture partners, it is always better to first look toward people who you have some business relationship with. Someone who has bought from you or someone who you have bought from will always be better prospects for joint ventures than people who are "cold" strangers.

If you're a list owner, you're going to look for someone who has a good quality product. If you promote rubbish to your list, you damage the goodwill that your customers have toward you. And they will stop buying if they realize that you're just promoting to your list for the money. You've always got to have your customers' highest and best interests in mind when you promote.

Look for a high-quality product that is relevant to your list. What that means is that if you have a self-help list, you should find a product in

the self-help field. Ideally, the product will be similar to yours yet not exactly competing.

**What kinds of products & services would my customers benefit from before, during, or after the time that they buy from me?**

To find a product like this, you answer the following question: What kinds of products & services would my customers benefit from before, during, or after the time that they buy from me?

If you have sold people a book on weight loss, you now have a customer list and you know they're interested in slimming

down. So what else is similar to what you just sold them that would benefit your customers?

You could promote exercise equipment, exercise videos, vitamins, special diet food, etc. Because a person who is interested in slimming down needs all those other tools to maximize their chances for success.

Think of it as going the extra mile for your customers and adding more value to their lives...and you'll be handsomely compensated for it by bringing these products and services to the attention of your customers through joint ventures.

If you have a product that you're considering promoting to your list, see if you can get tested and proven ad copy from the product owner. You want sales copy that converts prospects to customers at a high rate. Do your best to get specific numbers of the conversion rate. Interview the product owner to find out who he/she has done successful joint ventures with in the past. You want to work with a product with a proven-track record of making sales, especially in joint venture situations.

If you're online, you can start looking for products by searching on Google and keying in words that are relevant to your target market. Or, if you have access to product creators and developers, you can contact the ones whose products match your needs.

This is one of the reasons we teach and promote the concept of networking with and getting to know other like-minded entrepreneurs

who might have products, services and/or lists that fit your target profile. We'll tell you the best ways to meet and network with these people later on.

Next, get samples of the product. Verify for yourself that they're high quality.

Then, get samples of the ad copy from the product owner and read it over. Is it compelling? Get conversion statistics from the product owner.

**Verify for yourself that they're high quality!**

Keep a list of the top products and (most likely joint venture partners).

We just covered what to do if you have a customer list and want to find a product. Now, let's cover what happens when you have a product and want to find marketers with sizable customer lists to promote your product to their lists.

Identify people who you have done business with in the past. Who have you bought from or sold to that has a customer list?

Approaching people who you have existing relationships will always be easier, and more profitable than total strangers. It's much easier to do these deals with people who are acquainted with you than with someone who has never heard of you.

If someone has never heard of you or your product, there is some instant, built-in skepticism that you have to work hard to overcome. This is lessened when you joint venture with someone you know.

To find people with customer lists, you can go back to Google. Search for keywords that your target market would search for.

Look for who is advertising to that target market. Investigate the person's website. If they collect email addresses (and thus are building a list), that is a good sign.

Make sure that what they're selling is similar to what you have yet non-competing.

If you visit someone's website and they're selling a "make money with stock trading" formula, and that's exactly what you sell, then it's unlikely that they're going to be willing to promote your product to their list.

It's best to pass on that marketer as a prospect.

So make a list of your prospects that look pretty good to you. You're going to be contacting each one of them later.

That covers identifying prospects for joint ventures no matter if you are the one with the customer list or the one with the product to promote.

If you want to broker a joint venture, what you do is to first determine what niche you want to go after.

After you've determined the niche market where you want to set up deals, you need to follow BOTH steps listed above to identify both list owner prospects and product owner prospects.

Later on, we'll show you how to put them together for hefty commissions.

## **Section 4 – Pitch The Idea To Your Prospective Joint Venture Partner**

By this time, you have identified who you want to approach with the idea of doing a joint venture. And here's something else you should know – Identify and approach lots of people at the same time.

**Identify and approach  
lots of people at the  
same time...**

Doing things one by one takes too long to get you results. And you want to make money quickly, don't you? When we began doing joint ventures, we contacted everyone we could possibly think of who fit our criteria.

Had we contacted one at a time, it would've gone at a snail's

pace and we wouldn't have gotten anywhere.

Setting up joint ventures is based upon contacting the decision-maker, negotiating with them the terms of the deal, and then executing the joint venture. The decision-maker is your prospective joint venture partner who will ultimately say yes or no to the deal.

However, there is often an obstacle in your way.

It's the person commonly known as the gatekeeper. The gatekeeper's sole job is to keep people away from the decision-maker and to act as a filter to determine who actually gets through to speak with the decision-maker.

Here's how to slide by the gatekeeper. Get on the phone and act "as-if" you were meant to call the decision maker. Act as if the decision maker was expecting your very important call.

Have a deep, confident, authoritative voice. If you call up timidly and meekly, the gatekeeper will turn you away. They can sense whether the call is important or not.

You've got to revere yourself and believe that this is a valuable business proposition when you call these people up to do these deals. If what's running through your mind is "I'm new, I'm not worthy, I don't even know if this is gonna work," then that could sabotage your success.

This truly is a valuable business deal that you're offering your joint venture partner. It's a win/win deal that serves the customers, your joint venture partner, and yourself. Treat it as such.

Take note of this...

Avoid using "blind emails" to pitch joint venture deals. Sure, we know that some of you want to be able to use email alone to do these deals.

Here's what's missing from email communication...the ability to cultivate relationships like you can when you're on the phone. So use the phone if at all possible.

Later, we'll show you a way to use technology and a virtual "auto pilot" system to uncover and line up joint venture partners.

As soon as you get your prospective joint venture partner on the phone, give them a short pitch about the joint venture on the phone. Tell them what's in it for them.

Be organized. Speak authoritatively.

We recommend you write the selling points out on a piece of paper that you can refer to as you're on the phone. And take notes of what they're saying too. You can refer back to these later in follow-up calls.

If you're talking to the decision maker and they've never done a joint venture before, you're going to have to educate them on the benefits.

You need to stress that doing this joint venture creates almost FREE money for them, that it is easy for them to do (because you'll do most of the work setting it up), and that it won't take money away from what they're doing.

Show them how they can make money. Paint the scenario vividly of what it would be like for them to make money, fairly easily, by doing a joint venture with you.

Eliminate as much of the risk as possible. The less your prospective joint venture partner has to risk in doing a deal with you, the more likely they are to say yes to your pitch.

## **Section 5 – Protect Yourself With An NDA**

An NDA stands for a non-disclosure agreement. Basically, a non-disclosure agreement binds anybody who signs it from disclosing certain secrets related to the joint venture deal.

The NDA is used to communicate to your joint venture partner that what the joint venture you're putting together is a valuable, exclusive technique that not everyone knows. This communicates to them that this is valuable.

The NDA is to be used with partners who haven't done joint ventures before or who don't really know how joint ventures work. **If you're proposing a joint venture to a seasoned marketer, don't bother with an NDA. They already know how joint ventures work and have likely done a bunch of them before.**

The NDA is a valuable tool when brokering joint ventures.

Before giving away exactly how you plan to make them money without them lifting a finger, have them sign an NDA. If they balk, stress the importance of what you're going to teach them and educate them as to how you're creating value at no risk and no expense to them.

Later, we'll show you how to get your hands on an NDA or you can hire your own attorney to draft one for you.

## Section 6 – How To Get Paid

You never charge an upfront fee. That goes for setting up joint ventures and brokering joint ventures. You only get paid when your joint venture partner gets paid.

Part of the appeal of doing joint ventures for joint venture partners is they only pay out a commission for money they've already collected. They're not coming out of pocket or contending with any up front fees.

And when you're talking to prospective joint venture partners, you need to educate them to this fact.

In other words, if the joint venture for some unlikely reason didn't make it money, they would not be liable to pay out any money. So in doing a joint venture or brokering joint ventures, it is strictly a performance arrangement; meaning that you get paid based upon the performance of the joint venture.

By not asking for any money up front, you're shouldering the risk. And that makes it more appealing to your joint venture partner to do a deal with you.

If you did ask for money upfront, you would kill far more deals than you would ever land. Are we clear on this?



How to not  
**KILL A DEAL!**

## Section 7 – Make The Joint Venture A No-Risk Proposition For Your Partner

Once you have the decision maker on the phone, make him a no-risk offer. Take as much of the risk away from him. Protect him from any downside there might be from doing the deal with you.

And make the joint venture "turnkey". By "turnkey", we mean that you should set everything up so that your joint venture partner needs minimal effort to pull off the joint venture and make money.

Here's why.

Your joint venture partner is likely busy and distracted with other things. Then, you come along and you're asking the joint venture partner to do a deal.

That deal is much more likely to happen if you make it as easy as humanly possible for them to do what you're asking of them.

If you want them to promote your product to their list, have the ad copy ready for them. Sign them up in your affiliate software with all their details. Put their affiliate ID in the ad copy. Contact their newsletter person who is responsible for sending out to their lists. Give the newsletter person the ad copy. Get the joint venture scheduled onto their calendar.

Now by doing all of this, what's this going to do for you in the eyes of your joint venture partner? They're going to look at you and feel great about doing business with you because all they had to do was okay the deal and then collect a check. All the rest of the work was done by you.

We cannot stress this too much. For whatever you want someone to do, make it as easy as humanly possible for them to do it for you. Do 99% of the work if you can.

If you're brokering a joint venture, do the work of both the list owner and the product owner. By doing their jobs for them, after you've got them to sign off on the joint venture, they're going to love you for it.

You're the glue in the deal that puts things together and makes things happen. Sure, you're working to earn your money yet realize this:

You didn't have to spend a fortune creating a responsive list of customers (like the list owner) or spend countless hours and a boatload of dollars developing a product (like the product owner). You earn your commission putting the deal together.

By doing the work of the joint venture partner, when you pitch it to them in this fashion, the offer becomes almost irresistible.

## **Section 8 – Show The JV Partner What Kind Of Value You're Giving Them By Setting Up The Joint Venture**

This section is important, especially if you're a joint venture broker. What we're going to teach you in this section is how to educate the joint venture partner to what kind of value you're bringing to the table here.

This is important because when they understand the importance of what you're doing for them, they're going to happily pay your commission instead of feeling that you got too big of a share (if you don't educate them).

The best way to do this is to educate the joint venture partner up front. At the same time you're educating him about all the things he doesn't have to do and how he can make money very easily doing this joint venture with you, begin to stress all the work that you're going to be doing on his behalf.

(Note: The preference is to network within and do deals with members of a community of like-minded entrepreneurs who already understand the value and benefit of joint ventures. We'll tell you how to tap into that network later.)

But, if you're brokering a joint venture, you're going to have to educate both sides. Explain to them what you're doing for them and explain to them the value that they're getting by working with you.

If they're like most business owners, they probably have a lot going on and very little time to spare in setting up joint ventures. Then, along you comes, and you do it for them. Educate them to the fact that doing a joint venture with you only ADDs to what they are doing.

It never takes anything away from what they are doing.

If needed, you can politely explain that, without you, this deal would not come together. Remember this – They need you.

Even if you're doing this for the first time, avoid feeling sheepish about educating your joint venture partner about the value they're getting.

*We've worked with founders and leaders of multi-million dollar companies who didn't really understand how to put together these deals. So, after studying this report – you're going to know more about the topic than most entrepreneurs out there.*

You're doing a joint venture with them and that will make them money. Yet at the same time, you're also giving them a crash course in joint ventures that will enable them to make money over and over again. That's truly a valuable thing.

## Section 9 – Negotiate The Deal

Here's where you go to the negotiating table to really put the deal together. We always prefer to negotiate either in person or over the phone. As we said earlier, avoid using email if possible.

Once you have your joint venture partner on the phone, figure out what it's going to take for the joint venture to work from their end.

For some joint venture partners, it's money. For others, it's delivering a super hot product to their list that will benefit their customers.

Our point here is that it really depends upon the joint venture partner. Here are the questions to ask your joint venture partner to fish for what their hot buttons are:

1. What's important to you in a joint venture?
2. What do you need to make a joint venture work for you?

Then, be silent and listen. Listen for what truly makes a great joint venture for your joint venture partner.

Identify what this is. Ask questions to clarify. Take notes on the phone to write down what your joint venture partner needs to make a joint venture come together.

What you've just done is to find the exact criteria that you must fulfill if you want your joint venture partner to do business with you. Now, fulfill that criteria by making sure all the conditions that your joint venture partner told you are met.

If your joint venture partner really wants a testimonial for his new course in exchange for promoting your product to his list (along with the commission of course), then give him the testimonial.

If your joint venture partner has a big list and wants to find unique, high-quality products that no one else is promoting yet have a high commission, start hunting for exactly that. This is in the case that you're brokering a joint venture.

**It goes back to this:**

**"Joint ventures are all about creating and maintaining relationships."**

Each person is unique and therefore what a person wants and needs out of a joint venture will be unique. Can you see how finding out what a person really wants and then giving it to them during the course of your joint venture is so much more powerful than just pitching them on 50% commission, blah, blah, blah?

Here's another thing you should keep in mind too. As you do this joint venture, think for the long-term.

If you do the joint venture and everybody makes money, all is well. You have a relationship established.

That means that you can continue to go back to the joint venture partner over and over. This is where there is some real power in doing joint ventures.

Avoid being a hit-and-run, one-time joint venture type person. It's much too hard to sustain success just doing once-off joint ventures.

Cultivate relationships. Do multiple joint ventures with multiple people. You're now on the fast track to success.

A common commission arrangement or split for a joint venture is 30% to 50% of the profits. You can negotiate how that is calculated – it's really up to you and your JV partner.

For joint venture brokering, we tell our students to start at a 10% commission. However, it is really up to you what you can charge.

A lot of it depends upon what you're doing. The more you do to pull the joint venture together, the more you can charge in commission. The more value you provide, the more you should make.

If you can, we suggest  
getting the joint venture  
**IN WRITING.**

If you can, we suggest getting the joint venture in writing. This agreement just specifies the terms and makes sure everyone is clear.

Later, we'll tell you how to get your hands on a great collection of joint venture forms, samples agreements and deal sheets.

The more flexible you can be and the more you can accommodate your joint venture partners, the more deals you will do. Pure and simple.

During the negotiations, do your best to nail down an exact date that the joint venture will happen. Otherwise, the joint venture could be easily postponed with people's hectic schedules.

So lock the date onto the calendar.

## **Section 10 – What To Do After You've Completed The Joint Venture**

Here's what to do after the joint venture is done. We always like to follow up with joint venture partners and tell them what a pleasure it was when doing business with them.

If we're collecting payment, we tell them when we're mailing the check or making the funds transfer and how much money they made.

Remember to always pay promptly.

Another thing to do is to hold back a percentage in reserves in case of returns. Then, as soon as the guarantee period expires (and therefore will be no more returns), you pay the joint venture partner the last payment.

Be sure to be up front about this during the negotiations of the joint venture.

If you're just getting started, you might ask for a testimonial from them to testify that the joint venture went well that you can use when pitching a joint venture to other candidates. Do this after everyone has been paid, all the products have shipped and everyone is happy.

Another thing to do is see if you can leverage their network of contacts. Now that you've formed a relationship with the joint venture partner, you can ask them if there is anyone else that they know who would like to promote this product to their list too.

If you're the product owner, you could kick them back a 10% commission for successfully introducing you to the other list owner, provided that the joint venture went through.

What you're doing here is leveraging other people's Rolodexes. This is very powerful. We're going to open up our rolodexes to you later on.

## **Section 11 -- How To Get Your Customers To Set Up Joint Venture Deals For You!**

If you're a list owner and have customers, then this is a great method to get people to set up joint ventures for you. What you're going to do is take some of your most die-hard, hardcore customers and teach them how to be joint ventures for you.

How? Simple!

You can give them a copy of *The "O" Report* and have them read it. Basically, all they need to do is leverage their contacts and make an introduction for you.

They introduce who they know to you. From there, you take the ball and run with it. You get that new person on the phone and then follow what you learned in this report to set up the joint venture.

With this technique, you have commission-based fans of yours opening their Rolodexes for you and making introduction so you can make money doing joint ventures.

They don't get paid until and unless a joint venture comes off. They're already your fans so they're happy to open up their contact base to you.

With this technique, you can reach people and do deals that normally wouldn't be available to you.

First, identify who are your most rabid fans.

Then, see if they have any business savvy or ambition to them. If they do, then hold a tele-seminar that promises to teach them how to make a fair amount of cash doing very little work recommending a product/service that they already are familiar with and love.

During the tele-seminar, educate them.

Hear this – A lot of them will do nothing. Yet, the tele-seminar will be worthwhile if you can flush out a handful of your customers who want to work to set up deals for you.

Again, teach them well and your efforts will really be rewarded nicely. Arm them with all the tools they need to maximize their chances for success.

Remember our rule from earlier? When you want someone to do something, make it easy as humanly possible to do it for you. So have pre-made templates, scripts, and emails that your customers can use to introduce your product to their contacts.

This will make it easier on them.

And finally...

## Section 12 – Conclusion

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**FROM MARC:** Recently, I did a joint venture with a legendary marketing man who is directly responsible for increasing his clients' companies revenues by over \$7.5 BILLION dollars. (That's not a typo. That's billion with a "b".) If you're at all familiar with the marketing world, you know who I'm referring to. He's a living marketing legend.

How did I do it? I did it by using the principles you've learned in this report. You now the same power to go out there and do joint venture deals.

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This ends our "crash-course" report on how to get starting doing and brokering joint venture deals. And we're only just getting started.

If you truly want to master the art of joint ventures and the art of brokering joint venture, then make sure you're on our list at <http://www.JVDealmakers.com>

Plus... now that you've read this report, go to the JV Dealmakers blog and share your feedback with us about what you've learned and how you think you'll profit from what you've learned.

The blog is at: <http://www.jvdealmakers.com/blog>

Over the coming weeks, we'll teach you insider secrets that you cannot find anywhere else. You'll get to learn from two veteran JV Dealmakers who have each made a fortune doing ventures.

Being your own boss and having the freedom you want and deserve can be yours. The way is through joint ventures.

Warmly,

Marc Goldman



JP Maroney

