Presents

How to Write a Killer Joint Venture Proposal That Gets Prospects To Practically Beg To Do Business With You!

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Authored By:
Marc & Terry Goldman
Goldbar Enterprises, LLC

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SPECIAL REPORT:

How to Write a Killer Joint Venture Proposal That Gets Prospects To Practically Beg To Do Business With You!

Congratulations, you now hold in your hands the key to your financial freedom.
Does that sound like a cliché?

It shouldn’t because what you are about to learn can mean the difference between standing on the bread line or the bank line.

Let’s face facts – in order for you to ever participate in Joint Ventures you need to know how to write killer Joint Venture proposals.

Joint Ventures are the Most Leveraged Marketing Method Known To Man. They can dramatically increase your income in almost no time at all.

But, not everyone knows how to take advantage of the incredible leverage that Joint Ventures offer.

As a matter of fact, many people say that they have tried to take advantage of Joint Ventures and discovered that they simply do not work.

And, unfortunately, these people give up and never try again.

Joint Ventures do not work for many people simply because they do not know how to structure a good Joint Venture proposal.

Since we have been in the direct marketing business for over 10 years and our expertise is developing online joint ventures, we know for a fact that most joint venture proposals end up in the trash.

Something very similar occurs in the publicity industry.

Many people know that press releases can be utilized to get free publicity for a business, which can result in tons of fame, leads, sales or some combination of all of the above.

But did you know that something like 98% of all press releases end up in the editor’s trash can?
Now, some of our marketing contacts and friends including people like Paul Hartunian, Raleigh Pinskey and Mike Van Norden are absolute experts at getting their press releases into the hands of editors.
How do they do it?

They follow a simple formula that has been proven time and again to give the editors exactly what they want.

They may not get every editor to pick up every single press release they send out but, they will get the majority of their press releases picked up and for the most part, published verbatim.

Joint Venture proposals work much the same way.

If structured properly, your JV proposal will gain you the attention of your prospective JV Partner.

What this special report will do is lay out a simple formula that you can use to insure that your Joint Venture Proposals get:

1. Opened
2. Read
3. Responded To

If you can get your JV proposal into the hands of the right prospective JV partners and it contains the information we outline here – you will dramatically improve your chances of getting them to participate in Joint Ventures with you which will in turn produce great profits for both parties (Remember: Joint Ventures are all about WIN/WIN).

**WARNING:** Once you follow this formula you greatly improve your chances of wildly profiting from Joint Ventures.

But: make absolutely certain that you DO NOT fudge facts, or misrepresent yourself and your products/services using the formula you are about to be exposed to. This may work to get JV partners on board but if your JV does not produce the results you are predicting in your proposal you may burn your chances at ever working with them again. Instead, use the formula to learn exactly what it takes to get everything that you will need to have the most successful JV possible.

Ok, lets proceed.

**I. The Subject Line**

OK, so you have a great product or service and you want to leverage the incredible power of Joint Ventures to get your product in front of a hot and hungry target market without spending a penny of your own money on advertising.

Smart Move.

But, most people never get past their potential JV partners inbox.
Why?

Because their proposal just doesn’t do enough to interest their prospective partners.

We receive over 100 JV proposals a week! And you know what? We open less than 2% of them.

Our marketing colleagues and mastermind partners report much the same results as well.

What is the overwhelming, most reported reason that 98% of these JV proposals get blatantly ignored?

**The subject line of the email proposal.**

By far the most important factor in getting your emails opened is a powerful subject that drag your prospect in.

It’s just like a sales letter.

The headline is the single most important element of a successful sales letter. A good headline will capture the interested prospects attention and lead them successfully into reading the rest of the letter.

Likewise, the subject line of an email proposal must also interest your prospect enough to get them to open your mail and not ignore it.

So what’s a good subject line?

That depends on you and your potential partners. Based on what you are offering you will have to determine what is best.

Since this topic goes far beyond the scope of this report we can’t spend much time on how to craft a good headline or email subject. If you are looking for a fabulous resource that will help you to craft killer headlines that can also be used for email subjects, we recommend our friend Scott Britner’s **Headline Creator Pro**.

But, if you want to increase the odds of your email proposal being opened, consider the following points when crafting your subject line:

1. **Personalize the subject.** This is extremely important. Most people will open mail that is addressed to them. Now, one of the most effective tools to use in email marketing is an autoresponder that will automatically merge and insert your prospects names for you (assuming you have their first name and can input this information.
into the software). This can make your life very easy and also, astronomically improve the response of your marketing efforts. But take our advice here: **NEVER** use an autoresponder to send out your Joint Venture proposals!

JV proposals should be addressed, written and sent to each individual partner personally. You should know something about each one of your prospective partners. You may be a fan of their writing (e.g. a subscriber to their newsletter), a customer of theirs or simply know their website.

Whatever the case may be, within the first paragraph or two of your email, point it out to them and let them know how it is you know them. So your subject line should start off with:

Firstname,

2. **Specify your purpose for writing to them.** Without a doubt the worst thing you can do is try to “pitch” them in your subject. Most email clients allow very little space for your subject line so you have to keep your subject short.

So in **five words or less** you want to get your point across in order to get your email opened. Since we don’t know your target market or what your product/service does – it’s difficult to tell you what will work. Be direct, let people know why you are contacting them. This is business and most successful business people respect someone who is sincere and direct.

If you are looking to joint venture, say so. Avoid humor entirely. And DO NOT pitch or use hype at all.

Oftentimes, a simple generic approach is best.

Here are some examples you can try:

- **Firstname, Are You Receptive to Joint Ventures?**
- **Firstname, Do You Participate in Joint Ventures?**

Take those and work with them. Test them. Make changes to them, make them your own.
If you ignore the above statement and simply use these examples verbatim, they will become useless to you and everyone else out there. The point is, you should be testing to find out what subject line works best for you.

One last note: **NEVER EVER** use the subject line “Joint Venture Proposal”. It is an extremely overused subject line and many people may have a rule or filter set in their email to automatically delete or file away those types of emails. One final note, never become satisfied with one subject line, even if it appears to be working for you. A good marketer will always test his “control” (this is the subject line that is working) and try to outdo it in order to get the best possible response.

We suggest you come up with a few headlines and test to see which one is performing the best (meaning – which one elicits the most favorable response to your Joint Venture proposals).

### II. The Body:

Ok, once you get a killer subject line that gets your JV proposals opened (and are testing different variations), you now need to hook your prospective partners with all the juicy details that are going to make them want to work with you.

As mentioned in the subject line section, you want to personalize your proposals - not only in the subject but also in the body.

You will want to start by introducing yourself.

STOP for one second here.

Do not think for one second that your prospective partner really cares that much about you. Most human beings only care about “What's In It For Me”.

So before you get carried away and begin to type up a twenty page essay on yourself detailing everything from your bedwetting episode at age 2 to that embarrassing event at your junior prom you need to consider that most people simply want to know a few simple details:

- Who you are
- How you found THEM
- Why they should care

That may sound harsh but it’s the cold hard truth. Most people are busy and self-centered. Again - they want to know “what’s in it for them”. So your job is to tell them – in as clear and concise a manner as possible.
So here is a good way to start (again – these are just examples to help get you started so you will need to tweak them to fit your particular situation):

Dear Bill,

My name is John Casey.

I have been a subscriber to your newsletter, “The Real Estate Chronicles” for 3 years now. The content is phenomenal and keeps me glued to my inbox waiting IMPATIENTLY for the next issue. I especially enjoyed the issue where you took on greedy mortgage bankers, I was forwarding it to every single person I know.

I know how busy you are so I don’t want to waste your time at all.

I am contacting you today because I have a product that I believe the other subscribers to your newsletter would love to know more about and I would like to see if you are open to a joint venture that could be extremely lucrative for you and would require very little work on your part.

The product we sell is called: ‘How to Sell Your House Without a Real Estate Agent’ and I would like to tell you more about it.

After introducing yourself a little bit and stating why you are contacting them, it’s time to move right into the important facts and figures about your JV proposal that will help your prospective partner to make an educated decision on whether or not to join up with you.

An important point to cover in this introductory section is how or why your product will benefit your prospective partners customers. This should not be glossed over. Your prospects have one goal and that is to:

Make more money while sharing something that can really benefit their audience.

A real joint venture will match up great products and services that solve a problem their audience or niche market is experiencing.

Your offer should be complimentary, and not compete with the products and services that your prospective partner already sells.
III. Share The Numbers:

1. **YOUR CONVERSION RATE:**

Most people fail to realize that direct marketing is a science. If you are trying to approach a Joint Venture partner who has any idea how to market anything, they will want to know how successful your product or service has already been before they will even consider endorsing it to their list.

One of the most important “numbers” you need to know and be prepared to share is your conversion rate.

Your conversion rate is a mathematical calculation (don’t get worried, it’s not complicated at all) detailing how many visits to your site it takes to convert to a sale. In other words, how many visitors do you receive before someone buys your product?

Let’s say that you are selling an ebook and you determine that it takes you 108 visitors before one person buys your ebook.

Then your conversion rate is 1:108

These are not bad conversion numbers for the hyper competitive and cynical Internet marketing crowd, but if you were selling a product to a different niche with less competition, then you would have some serious problems on your hands.

Good conversion rates, the kinds that get your offer noticed, are between 1:20 and 1:80.

Of course, these are not written in stone, if your conversion rate is anywhere in the 1:100 range you are doing ok.

But, if you want to improve your conversion rate and therefore improve the odds of acceptance of your JV proposal you can follow this action plan:

**Action Plan To Improve Your Conversion Rate:**

A. **Change your copy.** Sales copy should always be tested and tweaked in order to try to get the best results. We recommend that you use a split-testing tool such as RotateOne, which will help you to discover what sales copy is working on your website.

   Create a few sales letters each with different headlines, bonuses, benefits, bullets etc. and send traffic to each page to see which one increases your conversion rate. You’ll be surprised how easy it is to **double** your online sales by testing and tweaking your copy.
B. Make a limited quantity or time sensitive offer. Human beings are creatures of habit. If we think something will be around forever, we have no reason to act immediately. In order to improve your conversion rate, tell your prospects that there is only a limited quantity of your product left or that they will only receive a special price or a certain bonus if they act within a specified amount of time. This will definitely increase your conversion rate.

( NOTE: these offers work BEST when they are a true limited quantity or time sensitive offer. Many marketers use a JavaScript to change the date on their sales copy in order to get prospects to act now. This may work for a while but it may also cause prospects to doubt your credibility, especially if they return to your sales letter a day or two after your offer expires and see the exact same offer. )

The most important point is that you want to be consistently meeting this conversion rate before you approach prospective partners and present these numbers.

Try to present your conversion rate high up in your email proposal. If you are approaching real business people who respect these types of numbers, you will immediately be seen as more of a “player”.

So your proposal would continue like this:

Our sales letter, which you can view at our website: http://www.realestateguru.cc has been tested and proven over a 2 month period and is currently receiving a fantastic conversion rate of 1:16

You may even want to go on and explain what that means in detail:

This means that for every 16 visitors to our site, one is buying our course, ‘How to Sell Your House Without a Real Estate Agent’.
This will certainly help to insure that in case you contact prospects who DON’T KNOW what the term conversion rate refers to, you have now educated them and helped to make them feel more comfortable with what you are talking about.

2. PRODUCT DETAILS:

Your prospective partner will definitely need to know that they are being asked to endorse a product or service that has been around for a while. So you will need to demonstrate to them how well the product is already doing – in terms of both sales and also customer satisfaction.

This is an extremely important point.

Your potential partner will be putting their most valuable asset on the line when he/she recommends your product or service to their audience:

i.e. their Credibility

Once a businessperson develops a reputation with their customers (or subscribers if we are talking about a publisher) they have to work doubly hard to protect that reputation.

This is especially true online.

With so many scam artists in operation, not to mention the fact that you are operating in a nameless, faceless world – once you create trust with your audience, you never want to do anything to tarnish it.

So, when you approach someone and ask him or her to endorse your products or services consider this: you are asking them to LEND THEIR CREDIBILITY TO YOU.

Forget the consequence of the promotion not making money for them, consider what could happen if your product or service disappoints their list.

• They will hear about it.

• Some will never buy another product from them again.

• Their “stock” will go down in their audience’s eyes.

• Their ability to elicit a great response from their audience simply by recommending someone else’s product or service diminishes drastically.
• They lose money.
• They lose customers
• They lose credibility.

So you absolutely must be positive that you are bringing a top-notch product to their attention.

And it’s fantastic that you think your product is the best but unfortunately your opinion will not hold much water since you are obviously biased.

So, you have to come with some hardcore facts and figures to prove to your partner that people love your product or service.

How can you do that in a JV Proposal?

**Use some or all of the following in your proposal to support your product claims:**

A. Obtain testimonials from your current customers and list them in your email proposal. Don’t load up the email with testimonials, choose 1 or 2 of the most compelling and include them.

This is how it might look in your proposal:

Not only is our product receiving a great conversion rate but also our customers are extremely satisfied with the quality of this product. Here is an unsolicited testimonial that one of them just sent to us:

"I love your product, ‘How to Sell Your House Without a Real Estate Agent’. It taught us everything we needed to know to help us sell our house within 4½ weeks without paying out the 6% commission to a broker. I can’t thank you enough"

John Fredericks  
Hamilton, MO

B. Get testimonials from others who may have an established relationship with your prospective partner or other well-known business owners with a good reputation. This will help to solidify the strength of your product/service in your prospects mind.
Our product is also receiving industry kudos from famous real estate gurus:

“I have read ‘How to Sell Your House Without a Real Estate Agent’ from cover to cover and I can say hands down that this is the best do it yourself course on the market. If you want to sell your house, keep all the commissions for yourself and avoid all the other hassles of dealing with a real estate agent you absolutely must get this product”

Chuck Jones the Real Estate Infomercial Guru

C. List the results of your former JV partners. Make sure you get permission first if you plan to use their name, many people will want to keep this information confidential. You can still use the data without revealing your past partners name if need be.

Our previous JV partners have enjoyed tremendous success with our product. One of them brought in $11,984.92 in sales in under 10 days and a JV that we did with Chuck Jones the Real Estate Infomercial Guru brought in over $43,000 in sales after just one endorsed mailing to his list.

D. List the results of your own promotions. Reveal what is working for you and how much you have made (if you are comfortable giving up this information) and also reveal your conversion rate as mentioned above.

Our own promotions (which have consisted of mailings sent to our list of opt-in addresses collected from our website) have resulted in a consistent 1:16 conversion rate and have also produced well over 300 sales of a $197.00 product in just shy of two months of testing.

E. Let them know a free copy of your product or service is available for their review but NEVER offer them the product in the first email. This is by far one of the biggest mistakes made in JV proposals. Many times we will read a JV proposal for a digital product that provides the download link for the product before we have even agreed to participate.
We know that seeing is believing so we will be happy to get you a copy of our course: ‘How to Sell Your House Without a Real Estate Agent’ in order for you to review. If you are interested, just reply to this message and we will rush a package out to you by federal express first thing in the morning.

Be careful here – don’t give away the farm until you get a positive response.

Revealing some or all of the above information will help to lend credibility to you and your products and will assist your prospective partner in deciding on whether or not to JV with you.

3. COMPETITION:

The next number you will want to share with your prospective partners is: how much competition they have. In other words, tell them how many others have promoted your product/service already and how many are currently promoting.

If there are too many promotions currently underway, this may cause your partners to turn you down.

This may seem strange to you since you want a TON of JV partner’s, right?

But, consider the position of your potential prospect. If everyone and their brother is promoting your product or service at the same time – it makes their potential slice of the pie that much smaller.

Practically speaking, this is almost entirely an online marketing phenomenon. People with offline lists often have a much closer relationship with their lists as opposed to online list owners.

Because of this close relationship – offline joint venture endorsements do much better than online joint ventures and the list owner will not be as concerned with how many other people are currently promoting your product.

But, depending on the competitiveness of your niche – having tons of online JV Partners promoting at the same time may drastically reduce the effectiveness of their endorsement.
In some niches such as the personal development or marketing niches, you will find that the same exact people are on many customer and subscriber lists. If they see your offer over and over again, they may become desensitized to it. So, you should address this in your Joint Venture proposal.

Let your prospective partners know that you will be contacting others but if they are receptive to your proposal and can schedule something promptly, you will wait on sending the proposal to others or simply stagger the schedule of the other endorsements.

Please be aware that while you are one of the first people we have contacted, we are actively pursuing other prospective joint venture partners in regards to our product.

We will need to hear whether or not this interests you in a fairly short amount of time so we can keep this as exclusive as possible in order to provide you with the greatest return on your endorsement.

This will put you in a bit of a position of power. If your prospect recognizes the urgency and the fact that you are offering them an early crack at a tested and proven product, you can certainly expect a better response to your proposal.

IV. Nitty Gritty Details:

Next you will need to share the numbers that many of your partners will be most interested in. The real hardcore information that you want to reveal here is:

1. THE SPLIT:

The traditional “win-win” JV usually consists of a 50/50 split of the profits.

This works well to this day but it will not satisfy all your partners and it may not be the best solution for you. Many partners you approach will be happy to accept a 50/50 split. Some will demand more. This is a judgment call you will have to make.
Why do people ask for more than 50%?

Many marketers know how valuable their endorsement is. They know that their list is responsive and they also are smart enough to know that once you get their customers to buy from you, their customers then become your customers and you can (and should) sell other products to these customers in the future without necessarily having to share a penny with your JV partners.

So, based on this some businesspeople will demand more than 50%.

Should you give it?

Perhaps but first you must consider a valuable marketing point. Selling products and services is more about acquiring a customer for life than anything else. If you have a long term plan for your business you absolutely must plan to offer more and more products to your customers and/or your list members.

Since all businesses have to work very hard and spend a certain amount of money in order to acquire each new customer, it is extremely important that you begin to figure out how much a new customer is worth to you.

If you determine that a new customer will spend $5,000 – $10,000 dollars with you over the length of your time doing business with them then perhaps it is smart to take a smaller cut of a JV deal in order to get that person into your marketing system.

This is sometimes known as a **loss leader**. Many marketers are willing to break even or even lose money in order to acquire a new customer because they have determined that they will make X amount of dollars from that customer over the course of time they remain a customer.

Of course, in order to see the big picture here you must have products and services in place to sell to the customers you acquire. This is known as the backend and it is where real profits come in from marketing. If you have backends in place then you can afford to give up a larger share of the JV deal in order to get the customer.

The choice is yours.

But we strongly urge you to not give away all your profits on a JV deal. As stated earlier, many businesspeople will be thrilled with 50% of the profits.
As stated earlier our product retails for $197.00 we are more than happy to offer you 50% of the profits for any sale generated from your efforts. This means that you will make $98.50 for each course sold.

If you are willing to offer more, that’s great. This flexibility will aid you in closing more deals. However, we highly recommend that you not offer a larger split until your partners ask and even then do not give away all your profits.

2. **THE Backend:**

Since the backend is so lucrative, many JV partners may assume that you already have a backend product or service in place to offer to the customers they will help you to acquire.

If you do have a backend offer ready, and you want to have a surefire way to get more JV prospects to jump on the bandwagon you can offer them a share of the backend profits.

Again, the choice to offer this is yours. It is simply offered here as a suggestion. Just remember, the backend is where real money is made and many marketers, justifiably so, guard their backend profits with the savagery of a pit bull.

If you do choose to offer a cut of the backend profits this is how you could address it:

We are also willing to offer you a share of our backend profits. We also sell an advanced manual that retails for $674.00 and we will be willing to pay you 15% for each backend sale that comes in from any customers you bring to us.

3. **THE LEADS:**

Many people will not buy from you the first time they are exposed to your offer.
Years ago direct marketers discovered that it often takes up to 7 follow-up attempts before a hot prospect will lower their guard and make a purchase from you. 7 is the average although the number can be less than or greater than 7.

If you are a good marketer, you will have a system in place to capture the names and email addresses of your visitors who DO NOT BUY so that you can have another crack at selling to them in the near future.

In the old days of direct marketing this often cost a substantial amount of money in follow-up mailings. Technology has softened the blow to our wallets by bringing us the follow-up autoresponder.

We highly recommend that you utilize a follow-up autoresponder to make an offer to your visitors to sign up for something before they disappear from your site.

Your offer can be a “mini-course” that gives away some tips and strategies related to the product or service you are selling, or it can be a contest with a chance to win a free version of your product or it can be a solicitation to sign up for your free newsletter (if you have one).

The point is you want to capture the names and email addresses of your visitors so that you can have a chance to sell to them again.

If you are looking for an autoresponder that can handle the task of following up on your prospects for you, we highly recommend Goldbar’s RespondOne.

Now, why did we spend so much time talking about capturing leads in a report on JV proposals?

Because many of your prospective partners will want to know if he/she will be compensated when and if the prospects they send your way purchase from you after receiving your follow-up messages.

In the offline world a JV partner maintains control of this by handling the mailing themselves. There is little risk involved because if the prospects don’t buy the first time they are contacted the JV Partner controls the subsequent mailings.

But online, their fate and potential split is in your hands. They are sending people to your site knowing that some JV Partners are not always 100% honest and may not share the follow up sales with them.

But you should!
Therefore, assuring them that you will is another surefire way to increase the response you get from them.

So to assure them that they will get paid when sales are made from follow up messages sent to prospects you must do one of the following (and tell them in your proposal that you are doing so).

A. Use affiliate-tracking software that will assign a cookie to the prospects machine. This will insure that after the initial endorsement is made, and a prospect returns to buy, your partner is awarded the sale.

Be careful here, not all affiliate software uses cookie tracking and some that do are flawed. Be sure to investigate all your possibilities before investing in affiliate-tracking software.

To insure that you can track all your sales we will provide you with an affiliate url using our custom affiliate software. Using this software, we can set what is known as a cookie on your customer’s machines when they visit our website through your endorsement.

This cookie is a small piece of code that tells our software that you are the source for this customer and insures that you get paid for each person you send to us even if they do not buy right away.

B. Let your partners take your sales letter and your follow-up messages and use them on their own site. You can still have the orders go through you (unless you decide otherwise) but giving them all the material will certainly help to ease their mind about their future sales.

Or, if you prefer, we can prepare a copy of our sales letter and our follow-up messages for you to put up on your site. We will take all the orders on our site (unless you would prefer to) but you can rest easy knowing your customers are visiting your site.

C. Create a sub-domain for your partners that contain a copy of your sales letter (you can even include specific references to the partner on that page to make it more unique) and perhaps an autoresponder sequence that always directs their prospects back to their sub domain so that your partners know that they will get paid for their promotional efforts.
We did something similar to this for our Online Auction Course. We would create a sub-domain for each one of our Joint Venture partners and include their own version of our autoresponder series complete with links back to their specific sub-domain.

So for example – the domain for our Online Auction Course is: http://www.jvuniversity.com

Our partners would be setup with a sub-domain that looked like this: http://partner.jvuniversity.com

It worked out really well and all parties involved made a lot of money. It helped us to get more partners on board since they were assured that we were going the extra mile to make sure that they got paid for their efforts.

Does this seem like a lot of work? Yes, it can be at first but Joint Ventures can bring in a lot of money in a very short space of time.

Remember, you are riding off your partner’s credibility. So, you need to do as much as you can to insure them that they will be paid for not only their upfront efforts but also for sales that come in from the follow up messages to their customers.

We have also made arrangements with previous JV partners to have our webmaster setup what is known as a sub-domain for them on our site. We could do the same for you. Your sub-domain will look something like this: http://chronicles.realestateguru.cc

We will even prepare a custom follow-up sequence for you to insure that all your prospects who do not buy from us the first time but sign up for our free mini-course are always sent back to your custom sub-domain.

4. DO SOMETHING SPECIAL:

In recent times, the power of an endorsement has diminished dramatically.

In the offline world, a personal endorsement from a company to their customers has brought back return rates that would make most online businesspeople rich enough to retire. They still do to this day.
Online, however, it’s a much different story. It seems as though once a business makes a significant name for itself and builds up a sizeable list they begin recommending every single product or service under the sun.

Initially, this may serve to bring in quite a few orders. However, eventually list members become desensitized to the countless offers and as a result the business suffers as their response rate begins to drop.

Can you imagine their customers and subscribers saying: Oh my GOD! Another offer?

We know of one marketer who gives a testimonial to every single product on the market. He can’t possibly be using all of those so how is his audience expected to believe that everything is so great!

So, bearing that in mind you should offer your JV partners something that will make your joint venture stand out from the crowd.

In other words – in your proposal, offer them an exclusive deal for their audience. For instance, offer a discount to their audience; or offer an extra, unadvertised bonus for their audience alone.

We really want to work with you Bill and we know how crucial it is to keep up your reputation with your list members so we have prepared a special offer for your list exclusively.

We will provide a 20% discount coupon to any of your prospects that buy from us in a 72-hour period after you send out your endorsement.

Your list is sure to love you for that :)

This is sure to please your prospective partners and their audience and will result in dramatic profits for both of you.

**5. THE STATISTICS:**

Let’s face it; it’s a tough world out there. There aren’t many people you can trust in this life. And in business, gaining someone’s trust is even more difficult.
When you do an online Joint Venture, it is extremely important that you do as much as you can to get your partner to trust you.

One of the simplest ways to inspire trust is to use affiliate software that reports the statistics on how their campaign is doing.

Your affiliate software should report the number of visitors, the number of sales and if possible – the conversion rate.

If you really want to give your prospective partners a warm fuzzy feeling about you, be sure to mention to them in your proposal that they will be able to verify their stats through your affiliate software.

Explain to them about cookies. If your software allows it, set the cookie that is placed on their prospects machines to allow 1 year, 5 year or 10 year commissions.

Tell your JV partners how this will insure that they get paid even if their prospects come back in X number of years and buy from you.

Once your partner agrees to JV with you, you should go the extra mile. Show them exactly how to use your software. Walk them through the procedure they will need to follow in order to check their stats.

All of this will only help to gain the trust of your partners. This will allow you to go to them in the future with other products and services to offer to their lists. It will also enable you to ask them to refer you to their friends and that is where the real power of joint ventures takes place.

Bill, we want to insure you know just how serious we are about making sure you profit from this deal for years to come. We mentioned our affiliate software earlier. Well, we have had our programmer’s custom create the cookies to insure that you will get commissions from your endorsement for up to 5 years from the date you first send a prospect to us.

This means that if someone comes from your endorsement, does not buy the first time around and then comes back to us a few years later ready to buy, you will still get your 50% commission and a slice of the backend. So this could really pay you for years to come.

One last note on this, some businesspeople will feel even more secure if you use a third party for your affiliate tracking. For instance, Clickbank is a trusted third party affiliate tracking service that will also take payments for you and pay both you and your partners.
Mentioning in your proposal that you use a trusted third party to verify stats and sales and also make payment will certainly help to get your prospective partners on board.

V. Summing It All Up:

Finally you need to close your letter and leave the ball in your prospective partners court.

Be sure to include your contact information:

- Name
- Phone Number
- Email address
- Fax

Tell them that you are more than willing to call them to discuss this further if they provide you with the best number and time to reach them.

You can also sum up briefly everything you mentioned in the proposal into one paragraph but do not go on and on. Sign it and you are done.

That’s it Bill.

It’s pretty cut and dry. I have set this project up to be completely turnkey and super-profitable for my JV partners.

All I ask if you are interested is that you simply request a review copy of my product. As I said, we will rush it out to you tomorrow and then follow up on the phone in about a week so we can work out all the little details if that’s ok with you.

If you have any questions at all I am available from 8 AM to 8 PM EST here is all my contact info:

John Casey
(999) 888 0000 – phone
(999) 888 0001 - fax
John@realestateguru.cc - email

I look forward to a mutually profitable relationship.

Sincerely,

John Casey
Real Estate Information Products, Inc.
VI. The Finished Product:

Take a look at the finished proposal in its entirety so you can get an idea of how to write your own. Remember, this is an example provided to you so that you will know how to craft your own killer JV Proposals:

**Subject:** Bill, Do You Participate in Joint Ventures?

Dear Bill,

My name is John Casey.

I have been a subscriber to your newsletter, “The Real Estate Chronicles” for 3 years now. The content is phenomenal and keeps me glued to my inbox waiting IMPATIENTLY for the next issue. I especially enjoyed the issue where you took on greedy mortgage bankers; I was forwarding it to every single person I know.

I know how busy you are so I don’t want to waste your time at all.

I am contacting you today because I have a product that I believe the other subscribers to your newsletter would love to know more about and I would like to see if you are open to a joint venture that could be extremely lucrative for you and would require very little work on your part.

The product we sell is called: ‘How to Sell Your House Without a Real Estate Agent’ and I would like to tell you more about it. Our sales letter, which you can view at our website: http://www.realestateguru.cc has been tested and proven over a 2-month period and is currently receiving a fantastic conversion rate of 1:16.

This means that for every 16 visitors to our site, one is buying our course, ‘How to Sell Your House Without a Real Estate Agent’.

Not only is our product receiving a great conversion rate but also our customers are extremely satisfied with the quality of this product. Here is an unsolicited testimonial that one of them just sent to us:

“I love your product, ‘How to Sell Your House Without a Real Estate Agent’. It taught us everything we needed to know to help us sell our house within 4½ weeks without paying out the 6% commission to a broker. I can’t thank you enough”

John Fredericks
Hamilton, MO
Our product is also receiving industry kudos from famous real estate gurus: “I have read ‘How to Sell Your House Without a Real Estate Agent’ from cover to cover and I can say hands down that this is the best do it yourself course on the market. If you want to sell your house, keep all the commissions for yourself and avoid all the other hassles of dealing with a real estate agent you absolutely must get this product”

Chuck Jones the Real Estate Infomercial Guru

Our previous JV partners have enjoyed tremendous success with our product. One of them brought in $11,984.92 in sales in under 10 days. A JV that we did with Chuck Jones the Real Estate Infomercial Guru brought in over $43,000 in sales after just one endorsed mailing to his list.

Our own promotions (which have consisted of mailings sent to our list of opt-in addresses collected from our website) have resulted in a consistent 1:16 conversion rate and have also produced well over 300 sales of a $197.00 product in just shy of two months of testing.

We know that seeing is believing so we will be happy to get you a copy of our course: ‘How to Sell Your House Without a Real Estate Agent’ in order for you to review. If you are interested, just reply to this message and we will rush a package out to you by federal express first thing in the morning.

Please be aware that while you are one of the first people we have contacted, we are actively pursuing other prospective joint venture partners in regards to our product.

We will need to hear whether or not this interests you in a fairly short amount of time so we can keep this JV as exclusive as possible in order to provide you with the greatest return on your endorsement.

As stated earlier our product retails for $197.00 we are more than happy to offer you 50% of the profits for any sale generated from your efforts. This means that you will make $98.50 for each course sold.

We are also willing to offer you a share of our backend profits. We also sell an advanced manual that retails for $674.00 and we will be willing to pay you 15% for each backend sale that comes in from any customers you bring to us.

To insure that you can track all your sales we will provide you with an affiliate url using our custom affiliate software. Using this software, we can set what is known as a cookie on your customer’s machines when they visit our website through your endorsement.
This cookie is a small piece of code that tells our software that you are the source for this customer and insures that you get paid for each person you send to us even if they do not buy right away.

Or, if you prefer, we can prepare a copy of our sales letter and our follow-up messages for you to put up on your site. We will take all the orders on our site (unless you would prefer to) but you can rest easy knowing your customers are visiting your site.

We have also made arrangements with previous JV partners to have our webmaster setup what is known as a sub-domain for them on our site. We could do the same for you. Your sub-domain will look something like this:

http://chronicles.realestateguru.cc

We will even prepare a custom follow-up sequence for you to insure that all your prospects who do not buy from us the first time but sign up for our free mini-course are always sent back to your custom sub-domain.

We really want to work with you Bill and we know how crucial it is to keep up your reputation with your list members so we have prepared a special offer for your list exclusively.

We will provide a 20% discount coupon to any of your prospects that buy from us in a 72-hour period after you send out your endorsement.

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Bill, we want to insure you know just how serious we are about making sure you profit from this deal for years to come. We mentioned our affiliate software earlier. Well, we have had our programmer’s custom create the cookies to insure that you will get commissions from your endorsement for up to 5 years from the date you first send a prospect to us.

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up on the phone in about a week so we can work out all the little details if that’s ok with you.

If you have any questions at all I am available from 8 AM to 8 PM EST here is all my contact info:

John Casey
(999) 888 0000 – phone
(999) 888 0001 - fax
John@realestateguru.cc - email

I look forward to a mutually profitable relationship.

Sincerely,
John Casey
Real Estate Information Products, Inc.

Keep in mind, you do NOT have to write this much. We wrote the Ultimate JV proposal. This may or may not work for you. So pick and choose what elements apply to your situation and use them accordingly.

A few important common sense reminders:

• Check Your Spelling and Grammar. It takes just a few minutes. If you are not confident about doing this yourself, ask a friend or family member to check it over for you. Nothing makes your JV Proposal look more unprofessional than spelling errors and poor grammar.

• Format Your Proposal So That it Wraps at 65 Characters. You should pay attention to the formatting of your email messages. If your prospect can’t read your email, how can you expect them to partner with you?

In your email client, you should specify that outgoing messages wrap at 65 characters per line (usually done in the Options menu). If you don’t do this, your email may look great to you but to the recipient it may appear incoherent.

Craft your email proposal in a text editor such as Notepad or bbedit, as opposed to your word processor. Then copy and paste from your text editor into your email client.
VII. After The Proposal:

The following items are probably best saved for follow up emails once you know you have a receptive partner and you are ironing out the details of your JV.

1. FULFILLMENT:

Your follow up emails should tell your new partners how your product will be fulfilled and how payments will be handled.

For Fulfillment You Will Want to Cover:

- Is the product/service physical or digital?
- If it’s digital, is it instant fulfillment?
- If it’s physical, how long does it take you to ship product out. Remember, you have to impress upon your new partners that you will do everything possible to defend their credibility.

Fast shipping (within one day of the order is best) along with reliability (tell them if you use express mail, fed ex, UPS etc) are key factors to cover here.

2. PAYMENTS:

For Payments You Will Want to Cover:

- How and when you will submit payment.

Being flexible here will be a plus for you. If you insist on writing a check and your JV partner likes to be paid via paypal or wire transfer, you could kill the deal before it even happens.

Therefore, in the emails you should mention your flexibility with payment method. Also, let them know if you pay weekly, bi-weekly, monthly etc.

- Will you be covering the costs of shipping? Will they?

If you are selling a physical product and you are doing the fulfillment, you will have to cover the shipping costs. So you must let your JV Partner know whether their cut of the profits will be calculated before or after shipping.

- Are you willing to let them accept payment and send you a check?

Some JV Partners will insist on taking payment in order to insure that they get paid fairly. Remember, some of the potential JV Partners you contact will
not know you and therefore they may be skeptical. Your flexibility here will go a long way in gaining their trust.

Similar to #1 above, you will need to work out the details of how and when they will submit payment to you.

3. REFUNDS:

For Refunds You Will Want to Cover:

• Your Guarantee and/or Refund Policy

This may or may not be a sticking point for some businesspeople. For instance, if your guarantee requires that your customer has to do something in order to qualify for a refund, you have to make sure that this guarantee policy works with your partner’s business philosophy.

You should work these matters out before entering into a full-fledged JV promotion.

• How Do You Handle Chargebacks?

If any of the customers you acquire from this JV deal dispute the charge for your product with their credit card company, you must decide and discuss how you will handle payments to your JV Partner. This can get sticky, especially if you have already made a payment or payments to them.

Work these details out beforehand in order to avoid problems down the road.

VIII. In Conclusion:

That’s it.

You have made it to the end. Now you are armed with a secret formula that few others possess, one that will make your JV proposals absolutely irresistible to the majority of people you send them to.

If you follow the formula laid out in this special report you will dramatically increase the effectiveness of and the response you receive from your JV Proposals.

You are certainly on your way to success and we want to know about it.

We look forward to hearing your comments and feedback on this special report. Please email us at support@goldbar.net if you have questions.
Once again we wish you much success!

Mere & Terry Goldman