

How To Get JV Partners (Even When You Don't Promote Them...)



By Welly Mulia

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First of all, be realistic.

Although every product owner wants the gurus in their field to promote their product or service, that is NOT going to happen!

99% of the time your JV proposal is going to be rejected, and it doesn't take a genius to understand why.

Put yourself in the gurus' shoes. If you were a guru, you'd get 10 to 20 requests per day from other product owners to promote their product for a 50% or more commission. Would you agree to promote all of them or even one of them? The answer is most likely "No".

If you were a guru getting 10 to 20 requests asking you to promote other people's products, would you have the time to actually take a look and review these products? The answer is most likely "No". You have much more important tasks to do and manage in your business. Why should you care about other people's business (since it's not your business)?

If you were a guru already earning a significant amount of money, are you going to be interested in promoting a product from somebody you don't know or haven't heard of? The answer is most likely "No".

If you want a guru to promote your product, you need to be a guru yourself. If you're not a guru, or if you're not on the same level as the guru, then (most likely) he is not going to promote it.

Someone Your Own Size

A more sensible and feasible way on how to get JV partners is to approach someone "your own size" and ask him to promote. By "your own size" I mean people in your marketplace who have roughly the same influence as you. People who are on a par with you in terms of exposure in your market.

Even though the results you get are not going to be as good as if you have a guru promoting your product, it's a good start for you to get your name and brand out there. Consistently repeat this (someone your own size promoting your product) and you'll become more popular and famous like never before.

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Nevertheless, there is also a problem with this approach – even though your JV partner is someone your own size, they probably are not going to promote your product if you're not going to reciprocate the same way (by promoting their products to your list or audience in return).

It's just human nature: I do this for you, and you do that for me. I scratch your back if you scratch mine. I don't promote if you don't promote. Make perfect sense right?

What if I tell you that there are actually ways where you can ask someone your own size to promote your product WITHOUT you promoting their product?

There are 6 ways (in no specific order) on how to get JV partners to promote without you returning the favor (the more of these you use the better):

1. Send him a SNAIL MAIL postcard or a physical small gift

In this day and age where everyone is using email, Facebook, and Twitter to communicate, sending a snail mail postcard just to say hello is VERY RARE. And because it's very rare, your chance of getting noticed and remembered by him is going to be ultra high.

You did something that is NOT normal – EXTRAORDINARY actually.

You can even go further by sending him a small physical gift. It doesn't have to be expensive. In fact, it better not be expensive because if you were to send a few these, you'll burn your pockets.

A lot of times, it's your kind gesture that matters the most, not the price.

2. Buy his products (especially his high end ones)

When you buy his products (especially his high end ones), you're going to be in his customer list. Next time when you contact him, tell him that you've bought his product. This way they're bound to notice you more (and hence try and listen to what you have to say) since we like people who have bought our products.

IMPORTANT Note: I'm not advocating you to buy his high end product (just for the sake of pleasing him) as this will cost you a lot of money. My point is that the more expensive product you buy from him, the more noticeable you are.

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3. Comment regularly on his blog

Does he have a blog? Most likely yes.

The third way on how to get JV partners is to comment regularly on his blog. As busy as he is, he will surely take the time to read other people's comments about him, his posts, and his products (who wouldn't?). From talking with a number of marketers, a lot of them are even doing the approval of blog comments themselves.

A blog enables two-way communication between the blog owner and his audience, and is a great tool to foster relationships with them (the audience – in this case you).

4. Your product is so unique and awesome that it's really going to benefit his audience and your product is the one and only one in the marketplace

This means you literally don't have any competition at all. Your product or service contains features and benefits that no other product or service in your marketplace offers.

Typically, these features and benefits are going to help people in your marketplace achieve what they want to achieve faster (saves time) and cheaper (saves money).

Though there are products or services in your niche that do exactly that (save time and money), they are incomparable to your product because yours is simply at a different level on its own.

5. Offer an exclusive deal to their audience

Instead of selling your product at the regular retail price, you cut his subscribers and customers an exclusive deal where they can get it at a discount.

This way they (his audience) will thank and appreciate him even more.

6. Offer to do something extra for his audience

This means you provide some kind of UNIQUE bonus.

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Unique bonus means the bonus is ONLY offered to his audience and not anywhere else. For example, if you were selling a course on how to build a list, you could add in a bonus that teaches how to write email autoresponder messages that sell. This bonus is exclusive ONLY to his audience.

If you take a closer look at the above 6 ways, you'll find that method 1, 2, 3, and 6 are ways that most people do **NOT** do. Most of them only do number 5 – which is to offer a discount.

Why?

Because doing number 5 is the easiest and they don't have to do anything extra – they just need to lower the price of their product and it's done. Method 1, 3, and 6 takes too much work (people are lazy) and method 2 requires money (people want to save as much as they can).

As much as your people love discounts, your JV Partners are not going to be motivated or excited enough to promote your product. You need to do some EXTRA work which most people are not willing to do.

Do EXTRA work that others do NOT want to do and you will stand out from the crowd and get noticed. This is how you get JV Partners even though you don't promote their products.

Products By Welly Mulia

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