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Hello, my name is Rob Richards. I've been an internet marketer for almost 3 years and I want to thank you in advance for taking the time to read through this report.

How do I know that you'll read through this report?

It's simple...you want what I have AND you're going to quickly see that I'm going to give it to you in a clear, concise AND easy to follow fashion. As I begin writing this report, I'm not sure exactly how long it will be. BUT, I can assure you that it will NOT be filled with anything that is not useful to your immediate and future success as an internet marketer.

Let me begin by saying that this report is not intended to be just another eBook or report that goes unread and unused on your hard drive, but rather something dramatically different. You will read and understand what needs to take place. You will use what you will learn.

How can I make such a bold claim?

Easy.

I know what you want.

Yes, that's right, I know that you want the knowledge, understanding and wisdom that I have concerning a very specific topic. A topic that is so important to the overall success of nearly all internet marketers, that literally dozens of eBooks have already been written about this subject.

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You know the titles I'm talking about, they're all sitting there on your hard drive, most likely collecting dust. You might have even read some of them or at least a portion of them.

Yet, having read some or even all of these eBooks, you still have not experienced an overwhelmingly successful product launch using what you've learned from these Joint Venture resources.

What I have to share with you today will change that and the only thing you need to do is to experience a paradigm shift.

That's right, to ensure the success of your next product launch (whether you created the product yourself is not important, what IS important is what you do with what you have) you will have to experience a change in your outlook, a change in the way you see things, a change in understanding what is *really* important.

It's going to be that simple. And when you realize how simple it can be, you are going to scream!

This paradigm shift will be the first step (and the most important step) in you realizing your true potential as an internet marketer. Without this first step in place, you will stumble, you will falter and most likely, you will fail.

And no, this is not some "Find Your Inner Strength/Peace/Self" type of report. This is a simple report that will allow you to find success as an internet marketer using the power of Joint Ventures.

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Before I get too far along though, perhaps a little review is in order.

Every author needs to have an idea of who his reader is. I am writing this report to a particular audience, and that audience is the committed internet marketer who understands the basics.

By committed, I don't mean you belong in the Looney Bin (though that possibility always exists J), but rather that you have made a conscience decision and choice to invest your time, money and energy into making your business a success.

I don't care if you are selling Blue, Green or Yellow Widgets, the particular product you sell or niche that you are in does not matter. What you are about to learn will change the way you do business because of the incredible power and potential found in Joint Ventures.

You may or may not be there yet, but I just want to make sure that we are all on the "same page" in our understanding of some basic nuts and bolts of how JVs are *supposed* to work.

If you've read all of the other JV Resources that are out there, you could probably skip through this next part (or at least lightly skim it). To be honest with you, though, a little review and refresher might still be in order, no matter how much of an expert you might be J. Who knows, you might find something new!

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JV Nuts and Bolts

First, a quick definition, mine - not someone else's.

Joint Ventures (or JVs) - Mutual business arrangements that are beneficial to all parties involved.

The three key words of this definition are mutual, arrangement and beneficial.

First of all, the word **mutual**.

When something is done mutually, it implies a relationship, a relationship where there is communication and a sharing of ideas and ideals. Without a mutual bond, communication becomes just talking at, not talking with and sharing becomes one sided. There has to be mutual consent between adults to engage in physical intimacy, otherwise it is called rape.

Forgive me for using an example that may appear somewhat strong, but I hope the point was made. In the internet marketing world, the word *mutual* is often left to the wayside, as each marketer becomes solely focused on their own agenda and desires.

For a Joint Venture to be truly successful, each party involved in the JV must be intimately aware of and responsive to the needs of the other parties.

In a nutshell, JVs work when everyone is happy, because everyone wants everyone to be happy. Pretty simple, huh?

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Now onto the second key word from our definition,
arrangement .

An arrangement is the way things are set in order. There is a huge difference between a professionally done flower arrangement and some flowers picked from the garden and stuck in a glass with some water.

Now don't get me wrong. If those back yard picked flowers that were stuck in a glass of water were picked by one of my daughters...well, of course there could be nothing more perfect. **But**, if we're talking about a business relationship, there would be no mistaking the beauty of the professional arrangement.

As we establish relationships with other internet marketers (remember the word *mutual*) in order to have a successful joint venture, the way that things are set in order (or not) will often determine the success of the project (or not).

An internet marketing JV must be very focused on the goals, mechanics and measurements of success.

Oh sure, the integrity and ultimate value of the product are of paramount importance, just as we must also remember the sales copy, price points, affiliate programs, commissions, payment processors, OTO and backend offers. All of these things are very important in the success of any product launch. Together though, from the Big Picture Perspective, ALL of these things make up the arrangement of the JV and they cannot be forgotten.

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And not just remembered, but also dealt with and implemented in a professional manner. Your JV Partners deserve only the best you can offer, so be sure to do all that you can to create a beautiful *arrangement*.

As we round out our JV Nuts and Bolts section, we need to consider the third key word from our definition, *beneficial*.

Make no mistake about it. I don't care how wonderful or touchy feely your business relationships are, nor do I care about how your well oiled machine operated flawlessly. If you are NOT making money through your Joint Ventures, they are not successful.

That's the bottom line in this business and any business for that matter, **is it making any money?** If so, congratulations! If not, back to the drawing boards you go!

Now, this is where it gets kind of tricky. How beneficial (ie. profitable) any JV is, will in large part be determined by the other two key factors. Mutual and Arrangement. People and Mechanics. However you want to look at it, these two things and how well you've done your homework, will determine your product's success on launch day...and beyond.

So, because the profitability of a JV is entirely dependent upon the People and the Mechanics, the three keywords in our definition of a Successful Joint Venture can really be pared down to just two key words.

Mutual and Arrangement.

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OK... enough of the review session.

For those of you have just joined us from above, welcome back! J

If you need to get some more in-depth understanding of how to set up your website (with SEO optimization of course), test and set a proper sales point, arrange for good, solid sales copy, work out the bugs and inner workings of your payment processor, set up and facilitate a good affiliate training area, set your affiliate commissions and payment schedules AND create a kickin' product that has real value... If the *arrangement* of your product launch is the part that stymies you, I'll leave that for another report.

Yes, that's right. One of those "other" joint venture or SEO or "How To" videos will suffice. This is a short report, remember? J

When I first started writing this report, I promised that I would cut to the chase and reveal to you exactly what you need to do in order to benefit from the power of Joint Ventures. I told you that your success would solely be based upon your ability to experience a paradigm shift, a new way of looking at the same old situation.

Are you ready to take off the old "Thinking Cap" and replace it with a brand new one? I hope you're getting ready, because you'll really need to in just a couple of minutes!

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What Makes a Mutual JV?

By now, I hope that you are beginning to see that what I have done for you so far, is identify the MOST IMPORTANT piece of the Joint Venture puzzle. If you're not seeing it yet, here it is again...

It's all about people.

Though we often feel that we are in this business as “Lone Wolves”, we're really not alone. Though it is true that we don't have to attend sales or staff meetings, meet with our co-workers to work through project management challenges or answer to our boss for everything we do – we do need to rely upon other internet marketers if we expect a new product launch to be successful.

Here's a little truth that you can take to the bank...

The people who you have the best relationships with, will almost always turn out to be your best JV partners.

OK...OK...maybe this is nothing new for you. Perhaps you already understand the importance of other people in making your business successful. Great! You are one step closer to really making it BIG through the power of Joint Ventures!

But, even if you understand the importance of people in this business, I think you are still going to have to experience a paradigm shift. You are still going to have to realize something that will *guarantee* the success of your next product launch. Yes, that's right, **guarantee**.

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Before we go over our next little truth, let's take another quick stroll down "Memory Lane" or perhaps we should say "Review Road".

Where Do We Find Joint Ventures?

OK...so far, we've come to the conclusion that people are the most important piece of the Joint Venture puzzle, but you may still be wondering, where do we find them? By no means will this be an exhaustive list, but here are three of the most popular places to begin looking...

1. The People Whose Lists YOU Are On

This may seem like a no brainer, but a great place to find JV partners are with the people whose lists that you are on. When you are on someone's list for any length of time, you begin to get a feel for their style of marketing, as well as the type of products that they like to promote. After a while you've seen enough of their emails to know if YOUR product will be a good fit for them to market.

When your potential JV partner is someone whose list you have been on (or better yet, someone who you have purchased something from in the past), be sure to use this to your advantage. Though your name is probably just one of thousands on this person's list, you'll need any edge or "open door" you can get to convince them to support your launch.

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Oh and one other thing. The “Bigger” the IMer, the harder it will be for you to JV with them. Imagine for a moment that you are on Guru A’s list...you and twenty or thirty thousand (or more) others. Guru A is sure to get JV invites from many of them on a regular basis. It would be nearly impossible for Guru A to read through and consider each of them, so in most cases, he won’t. Time will just not allow it. One of favorite Gurus reports an average of 15 JV invites a day. Yes... a day.

The reality is that many Gurus hang out together and Guru A need not look beyond Guru B, C, D, E or F to ensure that his own product launch is a success. And so begins a feeding frenzy of sorts, where each small group of successful IMers need not go beyond their own clique of fellow IMers for products to promote to others (their list) and partners to promote their own products through.

So what is the Small IMer to do? Fret not, the paradigm shift that I’ve mentioned several times, will allow you to get around this.

2. Ezines

Ezines are another wonderful place to find potential JV partners. Ezines or Electronic Magazines are the method of choice for many marketers to stay in contact with their list. What makes ezines different than a personal list is that the ezine usually has a more consistent delivery date and it usually has advertisements in it. For your purposes though, as you try to locate and secure future Joint Venture partners, the Ezine owner is the same as any other list owner.

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To up your chances of getting a Joint Venture with an Ezine owner, especially an Ezine owner with a large subscriber base, you need to be on their list. For the same reasons as listed above, the more familiar you are with a particular ezine, its owner and the style and type of products marketed, the greater your chances will be to secure that JV.

3. Forums

Forums are a wonderful place to meet like-minded people. For the internet marketer, forums can be used as a place to test ideas and products, seek help in setting up the arrangement AND find Joint Venture partners.

Two of my favorite forums are the Warrior Forum and the [Conquer Your Niche Forum](#). The WF has been around forever and has a solid group of IM focused members. The Conquer Your Niche Forum is relatively new, but has a neat twist added to it. Not only is it a great forum, but members can also place adwords-type advertisements that are seen across all boards.

Both are worth looking into, but the same old problem still exists. Namely, how do you go about enlisting the help of these big IMers (FYI: Big IMer and "Guru" are used interchangeably and refer to an established internet marketer with a very big subscriber list) for your next product launch?

Many pages upon pages of other "Joint Venture" resources have been devoted to this very topic. Most of you who have tried these methods of enlisting the Big Imer, were rewarded with very limited success.

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Please take note that I said “most”, not “all”, because you will find or hear about the very occasional “rags to riches overnight” success story. BUT, for the most part, internet marketers are NOT finding HUGE success by joint venturing with Gurus.

Do not be concerned with this fact. What I am about to reveal to you today, will circumvent this issue and turn it into an opportunity for success.

But first, let me share with you a first hand experience that actually led me to write this report.

Summer JV Giveaway – A Case Study

In the summer of 2007, the internet marketing world was flooded with a deluge of Giveaway Events. The idea of JV Giveaway Events has been around for several years, but it wasn't until 2007, that they really EXPLODED onto the scene. Do a Google search for “internet marketing giveaway” and you'll see what I mean.

For anyone not familiar with JV Giveaway Events, here are the essentials in a nutshell...

Contributors make gifts available to anyone who subscribes to their list. That's it, in its simplest form.

These Giveaway Events are organized by people who go out and enlist the help of JV partners, who are willing to offer free gifts to get new subscribers AND who also agree to market the Giveaway Event to their own list.

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It's kind of a list sharing event. You offer a free gift and I offer a free gift. Both of us market the event to our own lists and maybe make some commission \$ with OTO sales. People from my list who get your free gift are now on your list and people on your list who get my free gift are now on my list.

As a person offering a free gift, I may add hundreds or even thousands of new subscribers to my list.

Or not.

It all depends on the perceived "value" of my free gift and the demand for this particular type of product.

Now this sounds pretty good for everyone involved. I offer a free gift and I get new subscribers. For the person though who is *organizing* the event, it gets even **better**.

As the person organizing the event, I add ALL of the new subscribers of the event to MY list. So...with this fact tucked in my back pocket, I decided to run my own Giveaway Event. Why settle for a few hundred new subscribers when I could add ALL of the subscribers to the event to MY own list?

And thus was born the "Summer JV Giveaway" and boy was it fun!

I first purchased a great giveaway script from Brad Smith called Giveaway Manager. Brad offered some great support service and helped me work through all of the issues that I encountered. He is really a top notch guy and was always a pleasure to work with. I then I hit the road running.

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After securing a domain name and installing the script onto my site, my next order of business was to find JV Partners. So, using the wealth of information that I had tucked away in my other back pocket about how to find JV partners, I went looking.

First to the lists that I was on, then to some great Ezines and finally to the forums that I mentioned above. After working my tail off for nearly a month - making new contacts, refreshing old contacts, selling each of them on the virtues and profitability of my Giveaway Event - I had secured the backing of over 100 JV Partner Contributors. Each of these JV Partners were ready to add their free gifts to the event AND promote the event to their own lists.

I thought everything was looking like roses and to top it off, 8 of my JV partners had "Guru" status, each of them possessing lists in the tens of thousands size!

I thought for sure that I was guaranteed success with that many Big IMers on board!

Let me fast forward a few weeks. The launch of the Summer JV Giveaway was just a few days away. There were now more than 150 JV Partner Contributors. More and more free gifts were awaiting my admin approval each day. This event was going to be HUGE.

And, I thought to myself, this is going to be a great opportunity for everyone to grow their lists. I mean, come on, how could this not work? I had 8 Gurus onboard, ready to promote to their full lists. Of course the Summer JV Giveaway would be a huge success.

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And it was. Here are some of the final stats.

- More than 200 JV Partners participated. Each of these 200 JV partners actually promoted the event, they didn't just sign up.
- Our final tally of gifts, including the generous "unannounced bonuses" offered by my Partners, easily exceeded 500 gifts. Yes, 500 gifts.
- Commissions were made.
- Lists were grown (many by leaps and bounds). I'm still getting emails from satisfied JV Partner Contributors who were able to double and even triple their list sizes through this one event J.
- More than 4500 new members came through the Summer JV Giveaway doors.

And the "Gurus"?

Do you want to know how many of the new members who joined the Summer JV Giveaway were referred to the event from the 8 Gurus that had come on board as JV Partners?

Zero... Nada... Zilch... **Not even one!**

And I was blown away by the implications...

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Earlier in this report, I told you that to guarantee your success using the power of joint ventures, you would need to experience a paradigm shift. That was all that would be required, a simple change in the way in which you look at things. Are you ready? Are you prepared to make the change that will guarantee your next product launch enjoys the success you deserve?

Here we go... here is the truth that you must consider, in order to realize your true joint venture potential...

To succeed in internet marketing, using the power of joint ventures, you DO NOT need a "Guru" or "Big Imer" as a partner!

Why? Because we ALL share the same lists!

Think about it for a moment.

Let's assume, for easy number's sake, that there are 100,000 people who are internet marketers. This number includes all full-time, part-time and even hobby internet marketers AND those who are interested in pursuing internet marketing. We all were newbies at one time or another, right? J

OK...of this 100,000 – 5000 of them are on "my" list. That leaves 95,000 that are not.

There may be another marketer with the same size list AND many of his 5000 could also be found on my list, BUT many of them would not.

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Again, for easy numbers sake, let's say that our combined lists of 10,000 actually result in 9,000 unique individuals. This is making the assumption that 1000 people (or 1/5 of our lists) were on both of our lists, though I believe the actual number on both lists would most likely be much lower.

So, with just 2 lists in play, we've upped our reach from 5000 to 9000 people.

Now, take this idea and instead of considering the IMer with the list of 5000, consider the vast number of IMers with lists of 500. If we were to get 100 of them to enlist as JV Partners for our next new product launch, we could easily reach 40,000 people. This is assuming that 20% of the people on one of these lists, could be found on another one of these lists.

What do you think your success rate would be if you were able to present your new product to 40,000 unique individuals? Do you think even 1% of them would buy your product? A 1% sales rate is extremely low, most sales experience a 3-5% sales rate, though some could be more. Let's just assume though that 1% buy.

Your \$47 product that pays 50% commissions to your JV Partners just grossed you \$9400. Not too bad!

1% of 40,000 = 400 X \$47 = \$18,800 (total sales)

\$18,800 X 50% = \$9400 (affiliate
commissions)

\$18,800 - \$9400 = \$9400 (your take before
fees)

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You can take this model and apply it those with smaller lists as well. If you have JV partners who have lists of 50, not 500 or 5000, then you'll just need more of them to experience the same level of success.

So, here's the bottom line. We don't need "Gurus" or Big IMers to succeed using joint ventures, we just need a lot more of the Little Guys.

Don't think for a moment though that we should just forget about our "Guru" friends. IF you can land one as a JV partner, more power to you! BUT, it really will be just the icing on the cake, because you no longer NEED them to ensure your JV success.

What you need is a group of like-minded internet marketers. IMers, who may not have the biggest list on the block, but who do understand the importance of *mutual success*.

You need a lot of them and you need them fast.

You need JV Cash Anytime.

JV Cash Anytime.com is a free membership site that is dedicated to providing you with tons of JV Partners. You probably won't find many Gurus there (then again, you might J), but you will find a horde of dedicated internet marketers who understand the simple principle of *mutual success*.

On this site, you'll be given opportunities to JV with people from all walks of life, each of them desiring the same thing you are... Joint Venture Success.

See for yourself at [JV Cash Anytime](#)

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