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How To Form Profitable Relationships With Top-Notch JV Partners

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. In this issue, we'll talk about how to form a profitable long-term relationship with top-notch JV partners. In my opinion, the relationships you create with other marketers will be the most important asset in your online business.

You see... the bottom line is this: whatever you want that you don't have, you get from other people. This newsletter is about how to connect with those "other people" in a way that's proven to work.

But before we get into **HOW** to connect with other top marketers, you first need to understand...

The Reality Of A High-Quality JV Partner

A really high-level joint venture partner is a lot like an extremely good-looking person. They are constantly getting "hit on" by people. It's flattering at first, but after a while it starts to become less special when it does happen.

A good JV partner doesn't have to sit around and wait for people to come to him. He gets many (and I do mean MANY) requests every day via email... so many that it can become annoying. There's also no way he can possibly response to each and every one of those emails that comes in, so he becomes extremely selective about the emails they are even willing to READ (let alone respond to).

And what ends up happening is that they are quick to use the **delete** button.

The biggest problem is that people approach them with the attitude of wanting something from them. Everyone wants to take, take, take... and that can become extremely annoying after the 200th JV request. After reading this newsletter, you will be armed with knowledge of how to approach them in a different way... a way that is more likely to get you noticed.

How To Get Noticed By JV Partners

While I'm not a big fan of using tricks and tactics to build relationships with other marketers, here are some things that I've done that really work. First and foremost, you have to approach the person with the attitude of **giving**. You want to let them know that you're there to add value to their lives, not take from them. They're already used to people wanting things from them.

Some specific ways to get the attention of the top-level marketers are:

Post in the discussion forums

Even the busiest marketers frequently visit the popular discussion forums. It's a great way to put yourself out in front of people, and get to know other marketers.

You can't just put out any old posts though. They should be posts that add value to other marketers' lives. And whatever you do, don't flame people on the forums. Even if you feel vindicated by tearing someone else a new butt, it ends up making you look like an amateur.

When you become a regular contributor on the forums, you get noticed more easily. At the very least, when you personally email the top marketers, they will be familiar with your name, so it's not exactly a "cold" approach.

Buy their products

It's amazing how few people actually think of this. One of the easiest ways to get the listening ear of a top marketer is to purchase their products and then email them to tell them what you honestly think. Give them a thoughtful review full of mostly compliments, and one or two things you would have liked to see included that weren't. Ask them questions about things you didn't understand. Heck, even ask them for help.

Listen, it's a ton of work to create a product, and the sad news is that most people don't get past the first ten pages of an eBook or the first tape of a home study course. If you let them know that you studied their work and liked it, they are MORE than happy to hear from you.

Give them a testimonial

Make your testimonial short, pithy, and to the point. Talk about specific benefits you've achieved as a direct result of learning from them, and then give them permission to post your testimonial on their site.

By the way... now that you're communicating with them, there's a very important rule that you need to remember, and that is...

Don't Hog Their Time

Look, a really good marketer is going to have EVERYONE trying to get a piece of his or her time. If you get in the habit of writing long-winded emails or taking up too much of their time on the phone, they are going to avoid you like the plague. Two things that you need to remember when you're contacting other top marketers are:

Be concise

Practice getting to the point very quickly. Don't waste their time with endless dialogue. Being concise actually a good thing to learn anyway, because it'll help you in other areas of communication... not just business.

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Let them know that you are aware that their time is valuable

If you let them know ahead of time that you don't plan to take up too much of their time, they will be VERY appreciative, and will be much more likely to stay in contact with you.

Now that you know some of the ground rules for forming a relationship with a JV partner, let's talk about how to actually ask them to do a joint venture deal with you. Before you even CONSIDER asking them to promote your product, you have to...

Get your metrics in order

Without a doubt, you will have a huge advantage over other people who contact them if you can give them the metrics of your offer. What you really have to discover is your "visitor value". If you can tell a potential JV partner that they will definitely earn 75 cents per visitor, they are much more likely to hear you out than if you say "I'll give you 50% of whatever I make".

The way you get your metrics in order ahead of time is to buy some pay per click traffic and start measuring your conversions. After a week or two, if you've been getting some decent traffic, you should have a sense of what each visitor that comes to your site is worth. Now that you know your metrics, and you've been following all the advice above, now you can simply:

Make Your Pitch

No beating around the bush here. Just email them and tell them that you have a product that you'd like them to consider promoting. Explain what your visitor value is, and make sure you send them a free copy of the product. In fact, send them a free copy FIRST.

The Law Of Reciprocity will make them feel like they at least owe it to you to consider it, because you took the time to give them a free copy of the product.

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And by the way, even if it's an eBook, take the time to print the thing out, bind it, and actually mail a physical copy to them. It will make a much bigger impression if you do it that ways.

In Conclusion

Forming relationships with other marketers is the most important thing you could learn how to do online. It's other people who will help you get to where you want to be. Take the time to do it right, and people will reward you by helping you succeed much faster than if you tried to do it yourself.

See you next issue.

Your Friend,

Michael Rasmussen

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