

Secret Weapons of **a JV Master**



By Chris Rempel

Author of the highly acclaimed course...

[The Instant Joint Venture Success System](#)

How to Create and Profit from Joint Ventures the LAZY Way, Using a System so Powerful That it Even Has the "Expert's" Jaws Dropping to the Floor ...

"In just the first 10 pages of the Instant JV System, Chris shares a tip so powerful that it will change your whole paradigm of approaching potential partners. Just this one tip is worth the price of admission..."

*Lee Lambert
<http://www.IMLance.com>*

Discover more about the world's most powerful system of creating JV's at:

<http://www.InstantJointVentureSuccess.com>

You Have Full Distribution Rights to This Report. You May FREELY Give it to Your Website Visitors, Subscribers, Colleagues and Anyone Else That Will Benefit From Reading It.

You may *also* offer it as a Bonus for a related product, or **Use it As an Opt-In Incentive to Build Your List.**

You Can Even [Re-Brand This Report](#) With Your Own Links and Generate *Passive Income* Just By Giving it Away...

You may NOT edit, modify or in any way change the contents of this file whatsoever. You may also NOT sell this product.

LEGAL NOTICE: Every effort has been made to accurately represent this package and its potential. Please note that each individuals success depends on his or her background, experience, commitment, desire and motivation. As with any business endeavor, there is no guarantee that you will earn any money.

The authors, publishers and distributors of this product assume no responsibility for the use and/or misuse of this product and contents herein, or for any injury, damage and/or financial loss sustained to persons and/or property as a result of using this product and/or contents. While every effort has been made to ensure the reliability of the content herein, the liability, negligence or otherwise, or from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein is the sole responsibility of the reader. The reader is strongly suggested and encouraged to seek competent legal and accounting advice before engaging in any business, partnership and/or marketing activities.

Short Version: You and you alone are responsible for any and all results that may or may not be incurred from anything you do as a result of reading this report.

Introduction

You must be *serious* about your business.

How can I say that?

Because you'd only be reading this report if you wanted to leverage tools, resources and even people so that you can **accelerate your success and multiply your profits geometrically**.

And that puts you into a very elite category of entrepreneurs. Most people would rather try to "work real hard" and aimlessly expend their efforts to try and survive. Not you.

You'd rather work smart – *not* hard.

Me too.

And so to make it even *easier* for you to leverage my knowledge profitably, I've put together a compilation of all the tools, resources and even *contacts* that I use on a regular basis to **maximize** my time – and **generate as much profit as possible** from every JV I put together.

While you don't "need" the *secret weapons* I'm about to list in order to experience massive success with business partnerships, they **WILL accelerate** your results and **save you countless hours** that are better spent on the more lucrative aspects of your business – like making deals.

(*Especially* if you're doing Joint Ventures online...)

So read every word – and remember that by using any of these *Secret Weapons*, you'll be accelerating your success and **smashing** through any kind of "ceiling" that you might have previously had *restricting* your income...

Secret Weapon # 1: An "Underground" Copywriter That Creates Profit-Pulling Sales Copy Every Time...

Unless you're actually employing a staff of salespeople to go out and sell your product, you're going to be using marketing materials to act as a "paper salesman".

In fact, ad copy is often called "**Salesmanship in Print**".

And unfortunately, it's also the **most overlooked**, yet crucial component of putting together JV endorsement deals!

There is a total **lack** of attention to sales copy when most people are putting together JV's (for the most part). And this is the *THE* number one reason why so many endorsement campaigns are weak – at best. Well, that's assuming that you even get a *response* from your JV partner if you have untested copy...

Not having proven copy is one of the *easiest* ways to **turn off potential partners**. If you're looking to establish *serious* business relationships, then **they have to believe that you can**

make them money. And make no mistake - the big-hitters will be able to determine how well you'll sell by just **one quick look** at your sales copy...

Writing copy is an art and a science, and the good copywriters do NOT come cheap. In fact, if you were to hire one of the top copywriters to develop a simple sales letter for even just an online product, you'd probably be shelling out anywhere from **\$8,000.00 to \$35,000.00 or more** just for a single page.

But make no mistake – any traffic that would hit that site will convert like **mad**, and your initial investment would be recouped in *no time flat*.

However... **sometimes**, you can strike it RICH by finding and working with an *awesome* copywriter that simply costs less because they're building up their portfolio of success stories.

At which point, they'll simply demand higher fees.

So if you're looking for copy that converts like crazy (and you should be) that won't break your bank, then you should definitely check out a professional copywriter named [John Hostler](#). He writes for *many* big-name marketers and continues to add to his client portfolio. **His talent for conversational copy that sells like mad is becoming the talk of the industry...**

John is a great guy, and he's very personable. He helped me with the headline of one of my sites, and sales literally *skyrocketed* as a result of making that one, simple change.

Check John out at his [Internet Renegade Copywriting](#) page **now**, as his time books up very quickly. You'll be glad you gave him a try - and so will your JV prospects!

(Keep in mind that the reason John is only charging those rates for the time being is because he's developing a massive portfolio of success stories. He's basically an "underground" expert that's simply waiting for the *positioning* from a certain number of previous clients in order to demand higher prices. So you'll want to leverage this secret weapon as soon as you possibly can...)

You can visit John's site at <http://www.JV-Web.com/Jhostler/>

Secret Weapon # 2: A Sneaky Little Tool That Will Dig Up SUPER AFFILIATES and Big-Time JV Prospects in a Matter of Seconds (for Any Niche), on DEMAND...

Normally, I just use the basic search features on Google.com to find potential JV partners, and I occasionally use the more advanced searching tools, which are all of course, free.

It wasn't until only recently that I started using a software program *specifically* designed to find powerful prospects that will be able to actually **produce serious results for you** – in *any* industry, and for *any* product.

It's called the [Internet Success Spider](#), and it was developed by a veteran marketer named Neil Shearing. Neil's been successfully selling info-products and software on the net since the mid-90's, and he's no stranger to finding and approaching JV partners in a number of niche markets.

The thing I like most about [ISS](#) is that it categorizes its search results by the number of backlinks and Alexa traffic ranking.

This gives me the ability to instantly find ALL the major players in any industry, and then contact all the relevant ones that actually have the traffic and market-share to sell whatever product I'm promoting in droves.

You can also export your results in spreadsheet format (CSV file), so that you can quickly and easily make a "hit-list" of every prospect you need to approach. This is a huge timesaver, and it can also instantly create a list of prospects that you can then pass on to your biz dev person, your freelancers or just for easy reference for yourself.

The other thing about the [Internet Success Spider](#) is that it actually gives you an unfair advantage in ANY niche because you'll be able to find out exactly who's linking to your competitors, along with each of their traffic stats. **Using this tool, you'll be able to find out exactly who the super-affiliates are that actively promote your competitors.**

(Then just contact each of them and make them a better deal).

There are some other cool features as well. For example, you can pull up their detailed traffic report and their full contact info (WHOIS database) just by right-clicking on any site it pulls up.

I highly recommend that you [get a copy of ISS](#), because **it will save you a ton of time**, and you'll be able to spend more time dealmaking and LESS time wading through useless search results, getting nowhere...

Neil also included an ebook called "**The Irresistible Formula**", which describes Neil's exact and *unique* process for recruiting super-affiliates that can bring in thousands of dollars in sales in just a few hours.

The ebook is surprisingly good, and is sort of like a "lite" version of the [Instant JV Success System](#).

Same principles - almost *identical* in terms of approaching JV partners, actually.

Secret Weapon # 3: The Ultimate, All-in-One Tool That Automates and Centralizes EVERY Conceivable Area of Your Online Business...

Without question, the most important realization that any entrepreneur needs to make at some point in their career is understanding that selling products or providing services **isn't a true business until the system of selling can be automated and managed by others** – *independent* of the visionary him/herself.

Because until then – regardless of how much money is being made – **it's still a job**. The day-to-day operations of your business *still require your input*, and therefore, **both your business AND your income will have a ceiling** (limit).

And, yes, I'm talking about online entrepreneurs as well. But the net-biz folks (like me) have an **incredible advantage** – because we can "hire" software...

Let me show you what I mean:

If you're going to be experiencing any real level of success with online JV partnerships, then you'll need to create *systems* of making it **as easy as possible for your partners to promote you**, for your customers to buy from you, for products to be delivered securely, and in general, **for your business to run itself**.

Online business can be fun for the "do it all" types when you're just starting out – but as you grow, you will **NEED** to either hire staff, or find a way of administrating **things that shouldn't be taking up your time**.

And to my knowledge, there is only *one* program that has the sheer power, scalability and reliability to accomplish this with for under \$10,000.00

And it's called [JV Manager](#), or "JVM" for short.

JV Manager is a very powerful business administration tool that literally takes the place of a team of employees.

And I fully recommend it.

It was created by John Delavera - a guy who lives and breathes internet business and, of course, JV's.



[JV Manager - The Ultimate All-In-One Internet Business "Cockpit" Control Panel](#)

When it comes to managing affiliates, joint ventures, special offers, refunds, sale fulfillment, customer service, support - and everything else - **the more you grow, the LESS you control**.

JV Manager gives you the control back.

Remember that there is a **huge difference** between building a BUSINESS and simply making money.

In fact, if you *aren't* actively getting yourself OUT of the picture - and establishing systems of running things without your involvement - **then you are putting a ceiling on your income, period.**

JV Manager goes for a cool \$497 or so.

[Watch the video](#) at the top of the page to find out why it should be at least 5 times more than that.

Secret Weapon # 4: The One Guy That “Holds the Keys” to Virtually ALL The Traffic in the *Internet Marketing* Niche...

Most of us marketers have some sort of product (or even just a blog) about business, because it's our passion. And when the time comes to launch a product in our own “backyard”, so to speak, things can often get a little *crazy*.

The “internet marketing” market is one of the toughest playing fields to crack, and almost everyone with any notable size of resources gets slammed with multiple JV proposals *every single day*.

This makes for a **VERY different experience** when it comes to setting up JV's for online business products, because not only does your offer have to be absolutely *ridiculous* –your approach also has to be completely original, and if at all possible, isolated.

(Isolated meaning something that will command their full attention by default – not just another email competing with all 724 of the others that day...)

But There *IS* a Shortcut...

Going through a power broker. That's someone that has all the “connections”, and can represent you to the people with *substantial* marketing muscle.

And in the world of internet marketing and net-biz products, the most notable power broker is **Mike Merz of JVNotifyPro.com**

JVNP is the most active JV community in the internet marketing realm, and it's where many of the big-time product launches gain their initial footing. Mike has it set up so that he takes a brokerage percentage (2nd tier) on each product that he presents to the list of marketers active on JVNP.

He offers a “basic” brokering package, and a “premium” package. Both types include a mailing to every JV marketer registered with [JVNotifyPro](http://JVNotifyPro.com), but I believe the premium listings are a more involved project for Mike.

(I recently had Mike put out a “basic” mailing, which pulled in **50** marketing partners in a matter of 3 days or so)

Mike also takes on individual projects as a broker / affiliate manager, such as Mike Filsaime's recent Butterfly Marketing launch (which grossed something like \$600,000.00+ on day one of the

launch, and sold 1500 copies of a \$997.00 product in under 26 days). Obviously, this was accomplished by the super-affiliates that Mike brought to the table for the launch.

Hint #1: Read the rules and suggestions that Mike has in place on JVNP (in the announcement forum). **Get involved with the community** and make an effort to contribute before simply approaching Mike to put out an offer for you. This small effort will go a long way, and the members will be *much more* open to your offer anyway if you build some rapport first.

Hint #2: If you're planning a major launch, then let Mike know about it MONTHS in advance. Yes, that's right, months! This guy gets booked up so fast it's not even funny, and you don't stand a chance if all you do is fire off a proposal 3 days before your big launch, in hopes that he'll take on your project or inform the community or the major players about it.

This gives you time to build up a big pre-launch opt-in list so as to start building up a massive amount of **anticipation** about your product before it launches. If you don't do this, you're insane.

Hint #3: Your launch (or JV campaign in general) will suck if you're not being generous with your commissions for your partners AND for your broker, which in this case would be Mike. Remember that what you're really accomplishing with your JV is building a customer base that you can flex for years to come.

Even if you sacrificed ALL of your up-front profits, you'd still have:

1. A massive opt-in list from all the leads that sign up for your mini-course or "freebie" sample
2. A database of paying customers that you can sell to again and again, and that you can partner with to expand your reach virally (PURE GOLD)
3. An ever-growing database of affiliates that will be promoting you at only 50% or whatever – which means more profit.
4. JV Partners that, **if you maintain good relationships with**, will be a *continual* source of traffic, sales and momentum for as long as you're in the industry. If you build long-term bonds with your initial JV partners, you can literally power-launch a product any time you want, **making tens and even hundreds of thousands of dollars on demand**, just by leveraging your friends' resources.

Unless you're dealing with some sort of head injury, I'm guessing that you'd rather have those 4 powerful assets that will earn you income for LIFE – instead of a one-time windfall of up-front profits.

But it all starts with your first launch, and your best bet is to tell Mike Merz about your launch and if possible send him a hard-copy of your product (a few months in advance) at JVNotifyPro.com

Note: I rarely broker internet marketing JV deals, simply because I don't operate in the market much at all, other than JV-Web.com and my [Instant JV Success System](#) course. But if you have a non-marketing related product or service, then you might want to check out what I can offer you here: http://www.JV-Web.com/Submit_JV.html

More Ammunition...



For the “War Room” Headquarters:

These are the weapons that you’ll need to have deployed before you hit the marketing battlefield and start recruiting partners:

▶ **The Ultimate Lead-Capture, Follow-up and SALES Generation System: An Autoresponder...**

Doing online business without using an autoresponder is like going into battle without extra ammo. Because in most cases, **it takes more than one bullet to hit your target and accomplish the objective!**

It’s the same with marketing your product. It often takes up to 7 “reminders” for the average prospect to buy your offer – and believe me, you don’t want to be doing that on an individual basis (or perhaps you enjoy writing thousands of emails per day – I don’t know...)

Using an autoresponder is the perfect way to automate your business, multiply your sales and build a prospect base that you can leverage over and over again to drive traffic and sales *at will*. **The REAL benefit of doing joint ventures is to build up a database of leads and customers – and you NEED to have an automated system in place for maximizing this from day one.**

And the best tool for the job is, unquestioningly, Aweber.com.

Everyone uses [Aweber](http://Aweber.com) because it’s the best. It has the highest delivery rates, incredible customer service and it’s simple to use. Forget using “desktop” software apps or the “Bcc:” field in Outlook Express. You’ll be lucky to deliver even 50% of the emails that way (Aweber delivers 97% on average).

Not to mention, the software programs can take **over 24 hours** to send a mailing if your list is over 10,000 leads. Just **imagine how difficult it would be** to coordinate a synchronized product launch with a mailer that takes a few *days* to deliver your message to everyone! (Aweber will send a mailing to all the leads on your list, regardless of size, in a matter of a couple minutes)

Use the best, and forget the rest. [Use Aweber.com](http://Aweber.com)

Note: There is a **right way** and a **WRONG way** to market to your leads and customers using an autoresponder. The absolute best place to learn how to **generate massive profits** from any mailing list is from the “list master” himself, Jimmy D. Brown. The only marketing site I actually visit on a regular basis to maximize my profits is Jimmy’s [“List and Traffic”](#).

And for the “price” (see [his site](#) for details) – you can’t go wrong...

The “Next Best Thing” to JV Manager...

I can completely understand if you don’t have \$497.00 to shell out on the top end business management system ([JV Manager](#)) at the moment.

That’s a fair chunk of change if you’re just starting out.

Well, I recently stumbled across what I would call the “next best” affiliate management software to JV Manager. While it doesn’t handle the other aspects of your business like JVM does, it’s a *superb* affiliate management system, and best of all...

You DON’T PAY for it until you recruit 250 affiliates that have joined your own personal sales force and have signed up to promote your product.

(How sweet is that?!!)

After that point, all you need to do is register it with the full license for a measly \$250.00.

Now, if you can’t generate that much money in profit from **250 affiliates** – then my friend, you are doing something seriously wrong!

You could probably even pay for it if you were selling ice cubes to Eskimos over the internet! ☺

It’s called [JAM](#), short for the [“JROX Affiliate Manager”](#)

You might as well [download it right now](#), being as it’s completely free.

Get Your Offer Selling Like MAD Using this Incredibly Simple Tool...

So you’ve had a [professional](#) write some *sure-shot* copy for you that’s going to **sell like crazy**. Why not maximize your results by testing specific variables on the page to **find out EXACTLY what’s making your site sell – or what’s making it SUCK...**

Remember – you don’t stand a chance if you’re approaching potential JV partners with no statistical sales (conversion rate) data behind you. **They’re *only* going to promote you if there’s money in it for them.**

So what you do is you use a simple script called a “split tester” to find out exactly what makes your visitors turn into paying customers (or subscribers, or whatever...).

You can either [check out the script directly](#), or you can read more about how I use it at [www.JV-Web.com/JV Tools Split Test.html](http://www.JV-Web.com/JV_Tools_Split_Test.html)

For the Battlefield:

Assemble a LETHAL Team of Commandos – Don't be a "Lone Ranger"...

If you're *really* serious about rolling out your product through as many channels as possible, then you're gonna need some help...

In my business, I have a partner that does all of the "phone stuff", and I do all of the "writing stuff". **This way, we play to our strengths and accomplish FAR MORE than we ever could on our own.**

Think about it this way:

Let's say you've used the [Internet Success Spider](#) to track down and build a database of **347 potential JV partners** that could produce massive exposure for your product. Now, your only chance of success in recruiting any of them is to send them a personalized inquiry...

By the way: If you EVER send out some sort of "generalized" JV proposal mass-mailing, you will **destroy your reputation instantly** and accomplish nothing. Perhaps you'll recruit some of the "bottom feeder" types of affiliates that will unethically promote your product with similar, invasive tactics.

No, instead, as I mentioned above, you've got to go out and **contact each prospect personally**, mentioning something specific about them in your intro letter / proposal.

(For complete details on how I recruit partners, see my [Instant JV Success System](#) course)

So why not get others to help you do this?

Think about it – if you found a partner (or hired a freelance marketer) to contact just ten prospects a day for you, they'd be making contact with 300 potential partners per MONTH.

Now – this is a lot cheaper than it might sound, and you could even set it up on a profit-sharing basis, similar to a JV Broker setup. In fact, if you find someone who is **very talented**, you could create a *ton* of incentive for them by building a separate site for them as a "private label" version that they can recruit partners and affiliates for and earn a hefty cut of ALL the profits.

This would be at absolutely no risk to you, and it would provide FAR more incentive for your partner.

So basically, there are two options:

1. **Find a long-term partner** that has contrasting strengths so that you can both experience massive benefits by working together. You could begin your search in the "JV Section" of the [Warrior Forum](#)...
2. **Hire a freelance marketer** on a per-project basis that will work for you effectively and accomplish your specific objectives. It won't actually cost you that much, but **don't be a cheap-o** and pay them peanuts. **That's stupid, and it's unethical.** Pay them fairly, and make it worth their while (because it's sure worth *yours*...) You can find a TON of marketers like this on networks like [ScriptLance](#) and [GetAFreelancer](#)

Note: Check out some of the other marketing-related projects posted on those freelance networks to get a feel for the average bid price and project setup. Do your research before you hire – check their reviews and track record on their profile page.

 **Accelerate Your Success With JV Networks That Announce Your Proposals to Every Member...**

These really only apply if you're selling a product that has to do with online business in some capacity.

At any rate, here they are:

1. JVNotifyPro.com :: I've explained how this one works already (above)
2. JV-Network.com :: This is Mike Filsaime's network, with over 11,000 members and growing. Members are all notified in a browser-based system, so it's non-intrusive and your proposal will reach a lot of people in a short amount of time.

 **Get Help in Real Time, Whenever You Need it...**

If things just *aren't* happening for you – or if you're not sure why people aren't responding to your offers, then you should check out my **JV coaching forum**.

This is only available to a limited amount of members at any given time, but it's the perfect place to hone your skills and communicate with other marketers (including me), and it can be a *LIFE-SAVER* if you have a **specific question or problem** with your JV campaign.

Check out the forum at <http://www.JV-Web.com/Forum/>

And the *deadliest* JV weapon of all is ...

Action.

“Charge!”

The battle has begun...

You have the arsenal and you've completed [“basic training”](#) – and now it's time DO something about it!

The WORST thing you could *possibly* do is over-analyze your situation and do nothing.

Listen, **even if you're a complete newbie** with NO experience, with the right offer and even a *remotely* acceptable proposal, you WILL eventually get some deals happening.

It's just a matter of getting out there and giving it all you've got.

You have nothing to lose – and quite literally, EVERYTHING to gain.

Be relentless. Be fearless.

Be a warrior.

Sincerely,

Chris Rempel

Joint Venture Consultant
JV-Web.com

P.S. If you want to discover my exact formula for creating JV partnerships on demand in any niche, then check out my course, the [Instant JV Success System](#)

"This course is literally a 'paint by numbers' blueprint for **creating one profitable JV after the next** - with any prospect, and in ANY niche.

"There are tactics listed that will **TRIPLE** your response rate. I tried one last night - and out of 20 emails I sent, I got 3 responses within an *hour*..."

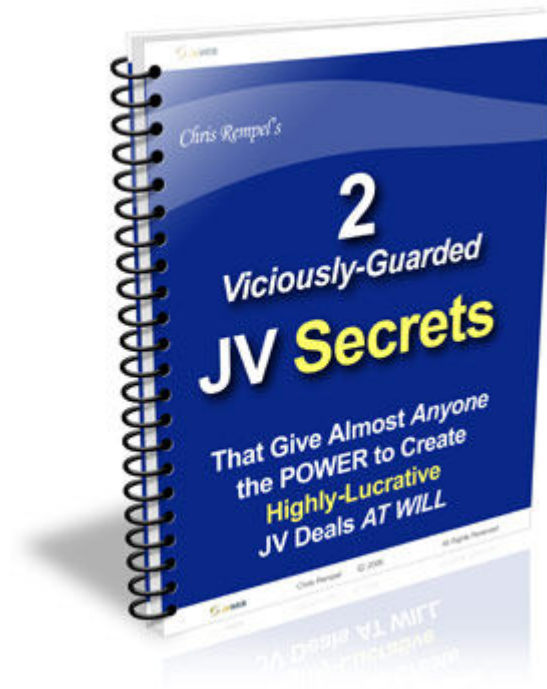
Dr. Mani
EzineMarketingCenter.com

Free Download:

**"Discover 2 Viciously-Guarded Joint Venture Secrets
That Will Completely Disarm Even the Most
'Untouchable' Potential Partner and Create Lucrative JV
Deals At Will..."**

**...Giving You FULL ACCESS to Their Customers, Their Traffic and Their
Reputation Without Spending a DIME...**

(Even if they have NO idea what a Joint Venture is)



These secrets are pulled straight out of my full course, and they will work in any industry, market - and with any "size" of prospect.

I'm also going to take you behind the scenes of some of my most lucrative JV deals just to show how easy this really is, in the form of 7 "inside look" case study emails that reveal how I pull off one successful partnership after the next...

**[Simply Join the JV-Web Newsletter - RIGHT NOW - And These Profit-Pulling
Secrets Will Be Yours](#)**

FACT: 95% of Joint Venture Proposals are trashed ON SIGHT - along with thousands of dollars that could've been made easily - because they're missing just ONE crucial element. And the sad truth is that there is a simple, fast and lazy way of creating hyper-profitable joint venture deals that almost **nobody** uses (or even knows about) - and it works like clockwork.

In fact...

"If You Can Write One Tiny Sentence, Then You Have Everything it Takes to Create Colossal Profits ON-DEMAND"

...Even if You Have NO Product to Sell of Your Own, NO 'Contacts', NO Reputation, NO Money and NO Customer List - And *Especially* if You HATE Cold Calling...

Bold Claim?

[Find Out More...](#)

