

“How to Make a *Fortune* as a Joint Venture Broker – Even if You Have No Product, No Client List and No Money...”

Overview: Learn how to simply coordinate Joint Ventures between other *existing* companies - and easily make a *killing* in the process!

Joint Venture Brokering (aka. "Dealmaking") has been going on for a long, long time. And despite its steadfast success against the "test" of time, it still remains one of the most *unknown* - yet unbelievably profitable - ways to generate a literal fortune in record time...

Brokering a joint venture is literally as simple as introducing two potential business owners first to the *concept* of joint-venture partnerships (if necessary), and then to eachother.

The deal gets made, and if all goes well, the joint-venture creates some substantial profits for everyone involved - *including* the broker, who gets a cut for coordinating, and often times managing the deal.

What is truly incredible about this is that as a JV Broker:

- a) You don't need to spend large amounts of time, money and effort to develop a good product;
- b) You don't need to build a client base or prospect list (ie. newsletter subscribers) - which can take years to become truly profitable;
- c) You don't need to manage a business. For example, products need to be shipped, received and serviced in some cases. Customer lists and newsletters need to be continually catered to and activated so that they remain responsive and profitable

Instead, as a broker, you can leverage these *already existing* resources - that took others a *substantial* amount of time and money to produce - by simply connecting them together...

And in so doing, you can literally create *massive* wealth out of thin air in a matter of *days*.

Brokering deals is where the *incredibly lucrative* aspects of joint-venturing truly reveal themselves. In fact, I know of no other way on this earth to generate so much wealth in so little time.

However, it still takes knowledge, skill and experience in order to put together deals with any kind of consistent success - because you have to be very comfortable and *confident* with the concept of joint ventures. And you also have to know how to set up a joint venture the *right* way so that it will actually generate some serious profit.

(And you also have to know how to spot a "good" deal when you see one...)

So let's take a look at how you could *realistically* start a very lucrative business by simply bringing people together and helping *them* help their customers...

Looking For Profitable Deals to Set Up...

To stack the cards in your favor from day one, **look for businesses that are *already* doing well.** Now, this doesn't mean that they have to be "big" - but it will be a hundred times easier for you if you're working with a product (or a client base) that's *already* profitable - trust me.

In fact, it's **not hard** to find a business with a superior product that has the potential to crush its competitors and dominate its niche - if only someone could do it justice with some *effective* marketing and sufficient exposure (a perfect recipe for a JV...)

(Nothing is worse than getting stuck with a "dud" product - or a dead "list".)

Now, you're going to want to look for ways to earn as much as you possibly can from each deal that you put together - obviously. What this entails is finding products with high-ticket price-points, or items of a "recurring" nature. If you can find both, then that's even better...

For example, it's almost *always* easier to sell 3 items at \$1000 each then it is to sell 1000 items for \$3.00 each.

Let me explain...

Finding a high-ticket item to work with will *significantly* lower the required sales volume required to generate some substantial commissions for yourself as a broker.

Let's say that you arrange a deal with a product owner where you receive 10% of all gross sales for a product that costs \$1000.00. That means that for however many products sold through a JV deal, you will receive \$100.

Note: Find high-ticket products that have a very high profit margin.

For the sake of simplicity, let's pretend that the product in this case is a travel package.

Now, if you were to set up a JV with a relevant "travel" newsletter that would effectively reach your target market - and if they had 100,000 paying subscribers - you could *potentially* stand to make a lot of money...

If even *one percent* of the newsletter's readership (1,000 people) decided to buy a travel package for \$1000, you will have just earned \$100,000 for simply *arranging* the deal.

Not too bad, is it?

Now, perhaps even *better* than a high-ticket product is one that could potentially provide an **ongoing, lifetime income** as compensation for you brokering the deal. **If done right, this type of arrangement will turn a "one-time deal" into lifelong profits...**

For example:

- Doing JV's with merchant services that enable their clients to accept credit cards - and negotiating a percentage of the "residual" flat rate per client transaction
- Doing JV's with subscription-based services and taking a percentage of all subscriptions indefinitely
- Doing JV's involving financial products and negotiating a cut of the firm's revenues.
- Doing JV's involving insurance products and negotiating a cut of monthly premiums

As you can clearly see, the amount of money to be made as a JV Broker is *enormous* - and it can last for the rest of your life if you set it up to do so...

How to Approach Businesses as a JV Broker...

Approaching people as a broker can be intimidating at first - because it might "feel" like you have nothing to offer, which obviously isn't the case.

However, while there are several ways to approach a business to work with, I'm going to share with you the single most powerful, yet overlooked strategy for putting together JV's with "cold" prospects (that have never done a JV before) that has practically *a/ways* worked, every time:

Build relationships with your prospects.

Really. This works like gangbusters. This might sound "cliche", but building a solid relationship with *anyone* will absolutely skyrocket your chances of doing business with them at any given time, short-term or long-term.

And this is easier to do than you might think. In fact, I would recommend (in some cases) that you start out by helping out a company **for free**. Show them how to test and track their ads. Help them improve their sales copy and marketing material. Tell them about "backend" strategies and teach them about how to use email marketing effectively and so on. **Prove yourself *first*.**

How?

Tell them that you're a marketing consultant, and you're looking to build up a strong portfolio by helping other businesses succeed - and that you're *only* willing to work for a percentage of an *increase* in sales, or free to begin with (until you pitch the JV).

Once they see the value and validity of your advice, they'll trust your decisions. At this point, they'd probably welcome your JV proposal with *open arms*.

This process doesn't have to take a long time. It might not even have to take more than a few hours. **The bottom line is that if you see that there is some *real, proven potential* in this company's product or client base, then this "proving time" will be more than worth it for you in the end...**

Now, once you've solidified yourself as an ally with this company, you can then basically repeat the process with *their* potential partners, and so on.

*Note: This strategy isn't necessarily applicable to every situation - **but the principle behind it is.** Build trust by being truly helpful, and clearly explain that you will only earn a percentage of the sales that you generate directly.*

How to Coordinate the Joint Venture

As I had mentioned above, it is usually much easier to ally yourself with one company in particular and *then* find partners for them than it is to be a "matchmaker" - usually, that is.

If the company has done joint ventures in the past, than half the battle is already won, and you will likely have success by simply pitching a quality deal.

At any rate, once you have both potential partners ready to go, **you'll want to make sure that you position yourself as a crucial element within the partnership.** If necessary, have both companies sign an agreement that protects your position as a broker within the deal. Do this before the companies "know" eachother.

Appoint yourself as the manager of the JV (if possible), so that it's execution will depend on you in the beginning stages. **This will make it easier for them to understand why you're going to be taking a substantial cut of the money made from the partnership.**

Additionally, you'll need to educate both of your "clients" in regards to backend profits, "lifetime value of a customer", viral marketing and so on. **They need to understand that the up-front profits made initially from the JV - especially in endorsement deals - are *only* the very beginning of the profit to be made from the arrangement over the long haul...**

If you encounter any opposition along the way, make sure that you emphasize the following key points:

- **This deal wouldn't exist without your direct interdiction**
- **You're shouldering all the risk, it's a risk-free, no-cost, all-profit deal for them**
- **The profits from the JV are additional profits that they would NOT have seen if it were not for your concept**
- **You are streamlining the process of the JV;** while it's true that it is their hard-earned resources being leveraged, their resources are *only worth* what your expertise can generate. **This is important to mention...**

As for the mechanics of the joint ventures themselves, they operate exactly the same way as any other JV, except that you're simply managing the process.

There is a wealth of information regarding every other aspect of joint-venturing in our [resource area >>](#)

You've just been exposed to the ultimate "blueprint" that enables a very select few to quietly earn an absolutely colossal fortune by simply leveraging the assets of others.

Make a point of actually *doing* something with what you've learned today.

Don't be afraid to fail. The only thing that could possibly happen is that you'd learn something that would only contribute to your success later on.

Fail fast, learn faster, and, as Helen Keller put it, "Do today what others won't, so that you can live tomorrow how others can't" .

- *Chris Rempel, JV-Web.com*

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