

Case Study:

“How to Make Your Joint Venture Prospects Approach YOU”

The following Case Study is excerpted (with permission) from Gabriel Howes' book, [Ultimate Joint Ventures GOLD](#):

Case Study Overview:

Subject and Author: [Gabriel Howes](#), Accomplished JV Broker and Entrepreneur

Topic: "How to Bypass the Typical Resistance When Asking For Endorsements... And Have the Publisher Approach You for the JV"

Summary: Gabriel recounts a successful JV endorsement of his book that was initiated in a **very unique and effective way**...

When you are looking to get people's testimonials for your product or service, approach someone with whom you would be interested in partnering, **and ask them if they think some of their clients would appreciate trying your product or service out.** In exchange, all you are asking for is a review from those subscribers.

You will have to sell your idea to the person. In doing so, why not send them other testimonials you got from other sources? You want them to know that their subscribers will be happy... and that they will get some value for the time they put in.

By doing this, you may just find your partner wanting to review your product too. And who knows? Maybe he'll be the one approaching you for a JV. In other words, you won't have to sell him.

This is a "double-whammy" for both of you. **You get much needed testimonials (possibly including one from someone who may be seen as an expert in your industry), as well as a potential JV partner.**

Your partner looks *great* in the eyes of his clients, and he may benefit from a JV with you (if he decides to partner with you).

This is a great way to bypass the typical resistance one may encounter when they ask for endorsements.

If the potential endorser does not ask to JV with you, and you decide to propose it to him, include the testimonials that his subscribers have sent you in your proposal.

Point out to him that those raving reviews are coming from *his* clients. This is always a lot more powerful than testimonials that originate from other sources.

By the way, let the mailing list owner know that you are only offering this to a limited number of people. Be sure to offer it to more people than you want testimonials. In other words, if you want 20 testimonials, you should offer it to even more people, because several of them just won't get back to you.

Other reasons why you should limit this opportunity is because you don't want to be flooded (people love free stuff) and you will be able to turn people down without making them angry, because you have a good excuse. Not only that, it will give an exclusive feel to the offer.

If you decide not to turn people down, try to sell them your product (if you have the publishers' permission) and split the profits with the mailing list owner.

If need be, have the mailing list owner include your contact info.

Several people have asked me to include JV proposals...

And I have to admit, I wasn't too hot about the idea, because almost everybody uses them "as-is"... and it dilutes the effectiveness of the proposal, because everybody and his brother are getting the same stale templates.

In other words, the quality and effectiveness of my proposals could have taken a hit, and that is not something I want.

However, I decided to include a proposal I sent recently by e-mail (it worked well)... the thing is, it can't really be copied because it is short and very personal... and that is why I decided to include it.

"Dear Dr. _____,

I know you are busy, so I'll get right to the point.

I am hiring copywriter Kelvin Parker (you probably know him -- he wrote copy for Jay Abraham) to write a sales letter for my new ebook, Ultimate Joint Ventures Gold...

And since I need testimonials, I am willing to offer a limited number of "copies" of my course to your subscribers for free in exchange for their feedback.

[Name], I know your standards are very high... and that is why I am contacting you first.

Since you are in the "relationship-building" stage with a few of your mailing lists, this may be a great way to build goodwill with your subscribers :)

Please let me know if you're keen on moving ahead with this.

Best wishes,
Gabriel Howes

P.S. Here are a few testimonials:"
[I then included several of my best testimonials]

Here is an overview of why it worked:

- 1. We had exchanged a few e-mails several months before**, so he was arguably a "semi-warm" prospect, because I knew he would remember me after receiving the proposal.
- 2. I hadn't been in contact with him for several months...** and I wanted to maximize the chances of him remembering me and opening my e-mail. **To assure that would happen, I browsed through my inbox to find an e-mail he sent to me... and replied to it... so he could see the "Re:" as well as recognize the unique subject line he wrote several months before.**
- 3. I knew my prospect was busy, so I wrote a small proposal.** Notice how all the necessary information is included.
- 4. I researched him beforehand, and I stress that fact by making the following points:**
 - "I know you are busy" (...)
 - "You probably know him -- he wrote copy for Jay Abraham" (My prospect is a big fan of Jay, and took part in his 6 month coaching program).
 - "I know your standards are very high..."
 - "Since you are in the "relationship-building" stage with a few of your mailing lists."
- 5. I try to make him feel special while giving an exclusive feel to the offer by letting him know that I am contacting him first.**
- 6. I also combed through the previous e-mails he sent me, to pick up the various expressions, words, etc. that he used... and I included them in my proposal.**
 - I included a little "smilie face" like he usually uses. Like so: " :)".
 - "Please let me know if you're keen on moving ahead with this". I copied this phrase as-is.
 - "Best wishes"

Why did I do this?

Because I wanted to show him that I was "like him"... to build rapport and lower his defenses.

([read more...](#))

Gabriel Howes is an accomplished joint venture broker, entrepreneur, and the author of "Ultimate Joint Ventures Gold"

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