



# How to Get Bigger Players to Promote You (Part 1)

JV Partnerships are the fastest way to grow your email list of subscribers who are primed to buy your products and services. The easiest way to find your ideal clients is to go to places where they're already engaged, where they're already participating. Be a guest speaker or get interviewed for someone's else's group and make an offer at the end. Be sure to have the technology set up so that you can capture the email addresses of those who register to listen in on the interview.

Create partnerships with colleagues in the business. There are 4 types of partnerships:

1. **Joint Ventures:** Find someone that has a complementary service to what you offer, and join forces. Cross-promotion is expected, and win-win-wins are the goal!
2. **Promotional Partner:** This is when a partner hosts you on a call or at an event to promote you, your launch or your product.
3. **Affiliate:** This is somebody who promotes for you without the expectation that you will cross promote for them. In exchange for promoting you, you will offer an affiliate commission or fee.
4. **Strategic Alliances:** You add value to their offerings for their clients. It could also go the other way; they might add value to your clients. There may or may not be an expectation to cross-promote.

\*Note: It's common in the industry to refer to all types of partnerships listed above as "JV."

## How to Engage Your Competitors So They're Happy to Promote For You

It's important to understand this mindset: Your competitors are probably your best partners, because they have people on their list that are looking for the exact same thing that you offer. Creating a JV partnership is all about making friends, and adding value. Make friends, add value. Make friends, add value. Make friends, add value.



Sign up for their services. Get a VIP day, or join their program and become a star in it. They'll notice you right away and be glad to partner with you because they can see how amazing you are.

### Where to Meet Potential JV Partners

1. **Live Events:** Go to the live events that your ideal partner is putting on. Sign up for their VIP packages. Get in front of them and let them know who you are. You'll also meet other high level players there.
2. **Email Introductions:** Do you have any connections in common? Ask a friend to make a warm introduction by positioning you well.
3. **Use Facebook:** Notice who is commenting, who is showing up in service in various groups, who is promoting others. Send them Facebook friend requests and send a personal message introducing yourself, acknowledging them and indicate you'd like to be connected. Comment on what they post so you stay in front of them!

### How to Look Like a Pro

Don't be afraid to approach people and introduce yourself. Acknowledge them for what they do, what they offer, and the tribe they've created, but don't be too gushy. Become their friend; don't push a partnership too early. It's all about creating a long-term relationship. Stay connected, and follow-up with them. Check in and remember what project they were working on, so you can ask about it in the follow-up. We can't stress enough: *This is about building a friendship first.*

### How to Know What Matters Most to Any JV Partner (So they Say Yes to Promoting You)

Ask the magic question: *What matters most to you?*

Here's a list of things that might matter to a potential JV Partner:

- Relationship
- Your program/product/service has to be top-notch
- Reciprocation: either swap promotions, or another value-add
- Commissions
- Fringe Benefits: coaching, products, services, tickets to events, prizes or gifts