



How to Get Bigger Players to Promote You (Part 2)

The Most Important Question You Must Ask Yourself Before Approaching Potential JV Partners

What is the strategic objective for doing this joint venture? A more conversational way to ask this question is: what is the one (most important) action you want a new subscriber to take? Do you want them to:

- Opt in to your list
- Buy a program
- Sign up for a free (or low-cost) consultation or
- Sign up for a live event or workshop?

When you're answering this question, you'll want to consider these three levels of impact:

1. **Personal:** Where does it make the most difference for you? Where are you most fulfilled?
2. **Your clients:** Where do they get the biggest transformation? What is the biggest shift that can happen for them?
3. **Financial:** What is the most lucrative for you?

How to Connect with JV Partners Who Won't Ask You to Do a Call Swap

The first step is making friends. The deeper your friendship and the more connected you are, a greater level of trust is established. Being generous first will have people be more likely to promote for you. The more generous and the more things that you do for them, the more likely they're going to say yes to promoting for you.

If you don't have a big list yet, ask yourself these two questions:

1. Where are your potential clients already going? Who has your potential client as a customer already?
2. How can you add value?



How to Find People To Promote You and Your Products/Services

Google: your niche or topic + (any of the bulleted suggestions below.)

Example: Gluten-free nutrition + Blogs

- Blogs
- Interviews
- Articles
- Blog Talk Radio
- Podcast
- Association
- Google Groups
- Google+
- Facebook
- Meetup
- LinkedIn

You can also do Search Engine Optimization (SEO) research on your niche or topic.

Find out who else is working in the same niche as you and reach out to connect with them. Again, ask yourself how you might be able to add value to them before asking them to do something for you.

How to Get Them to WANT to Promote For You

1. Be confident. Step into your future self and really exude confidence about who you are and what you have to offer. Know that what you have to offer would really benefit their people.
2. What are the kind of things you're looking for? Think about this ahead of time.
3. Position Yourself well.
4. Always get an introduction by somebody who's respected, if you can.
5. Think about long term versus short term in developing a relationship with this person. Be willing to hang in there. Make a long term friendship; don't just go for the JV partnership.
6. There are some people that are looking for people to promote. They have continuity programs where they bring in guest experts to present to their clients. Get curious and find



out a little bit about what they're doing, and what their business model is, so that you might offer a way to support them.

7. Share chocolate. :)

What You Need to Know If You Want a Pro to Promote For You

Some people have big lists, but they aren't monetizing them. You might be able to approach these people and show them that by promoting you to their large lists, they could earn some good cash with affiliate commissions!

Before approaching them, you must know two steps:

1. **Your opt-in rate:** How many people came to the web page vs. signed up for your webinar?
2. **Your sales conversions:** How many people signed up vs. showed up? And what was the sales conversion for your offer?

How To Grow Your Relationships with JV Partners Through Easy Follow-Up Systems

It's important to stay in touch with your new friends, and stay connected. Here are some guidelines to build strong partnerships.

1. Reasonable affiliate commission rates:
 - a. 10% for strategy sessions and 1:1 coaching
 - b. 10% for live events
 - c. 30-50% for products and group programs
2. Be generous with your affiliates. How else can you add value? Can you teach them something you're successful at doing?
3. Stay in regular communication with them. They are your friends. Check in on them. Offer them support. Let them know you're thinking of them. Is there an event you can invite them to?
4. Mail them thank you cards and gifts.



Here are some easy follow-up systems to use:

1. Set aside a day to send individual emails or text messages. Check in! “How’s the launch going? Is there anything I can do to support you?”
2. Have people in an autoresponder series letting them know what's going on and staying in touch.
3. You can send birthday greetings. You can use sendoutcards.com, send Facebook greetings or a text message.
4. Check in a few months before a launch. People’s promotional calendars get filled up quickly. Let people know ahead of time if you’re going to do a launch, and give them a few months notice to try and get on their calendar.
5. Send an email when you think of someone and let them know!
6. Make sure you are on all of your partners’ lists. This way, you can watch what they're doing, and cheer them on and/or reach out and offer to promote for them.

How to Create Win-Wins With a Totally Different Niche

When you meet someone you are totally clicking with, but they aren’t in the same niche was you, ask yourself who you might be able to introduce them to. Who else do you know in the industry? Can you think of vendors you might introduce them to?

Always go back to the general question for generosity: How can I help?

What the T-Factor Is, and Why it's So Important

The T Factor is the trust factor. You don’t want to mess this up, and even a small mistake can do it. If you say you’re going to follow through with something by Friday, be sure it’s complete by Friday. Even though life gets in the way sometimes, and an apology for being late is appreciated, the mind tends to doubt your trustworthiness anyway. People won’t want to promote you or work with you if the trust factor isn’t there.

Maintain confidentiality, and don’t get caught up in gossip. The foundation of a relationship is built on trust. So make that really, really important in your interactions with your potential partners.



How You Can Get Started Even If You Have No List and No Relationships

Remember this: You must start somewhere. Go to live events and connect with people face-to-face. Stronger connections happen that way. Join people's programs, and become a rockstar client. They will notice you.

Here's how to have a powerful conversation with a potential JV partner:

Step 1: Begin the conversation by subtly positioning yourself immediately because it changes how people listen to you.

Step 2: Find out more about them. Ask some of these questions:

- What do you do?
- Tell me more about your business.
- What project are you working on right now that you're most excited about?
- What's the biggest challenge you're dealing with right now?

Step 3: Ask yourself: How can I serve this person?

Here are 4 Key Questions to help you: Who can you introduce them to? Who do you know? What software or technology can you introduce them to that can help them with their challenge?

Step 4: Use Heartselling™ to see if you're a match.

Step 5: Think long term, not short term. You might not even get their contact info after this first meeting. That's okay, but find a way to stay connected. If the conversation seems to be going well, use the 5 elements.

Be curious about a project they are working on right now. Once you've figured out what they need help with, offer help in any way you can. Give them a resource.

Ask permission to share what you are up to. "Would it be okay if I share a project that I'm working on and see who you might know or how you might be able to help?" Share your project and ask who they know that might be a good match. Be specific about what you're looking for.

BIGGER PLAYERS
PROMOTE



Don't be attached to them supporting you. If they do, that's great. If they don't, that's okay. You'll stay connected and keep serving, because it's all about the long term relationship.



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