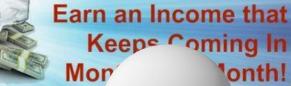


Work just 4 Hours a Week for Only 8 Weeks Total to...



Lesson #7
Joint
Ventures

Review

Advertising and Social Media

- Online video advertising
- Online press releases Free options
- Online press release Paid option
- Free online classified ads
- Social media advertising
- Forums
- Associations

What we're going to do this week?

Joint Ventures

- Blogging on your own
- Blog commenting on other sites
- Finding blogs
- Joint ventures
- The big boys
- Cross promoting
- Partners
- Affiliate programs

To generate followers and sales

Creating blog articles for yourself and others can generate many followers if done right.

The following are seven of the most popular blog article types to create for maximum results.

How-to Articles

- How to articles are one of the best ways of showing your followers that you know what you're talking about. Creating short how-to articles such as:
 - How to insulate a window.
 - How to plant a patio tree.
 - How to change a tire without getting dirty.

News articles

- What's new in your field?
- General news is being covered by the big guys but you can cover your niche.
- Be careful not to copy other people's information verbatim. Put it in your own words to avoid litigation.

Opinion Articles

- What's your opinion on the government shutdown of 2013?
- How do you feel about gay marriage?
- How do you feel about marriage all together?
- What's your opinion on the latest airport security rules?

It seems like the more controversial the topic the more followers you'll have. People love controversy. You'll get more viewers by getting 500 people angry than just a few happy. Next week they'll forget what they were angry about and still be reading your blog.

Review Articles

Reviewing items of interest are a very popular blog

topic.

 "Freezer Burns" created a million dollar business reviewing grocery store frozen foods.

iPhone or software, the latest golfing equipment or country clubs.

List Posts

 People love "list posts" as it takes the work, research and reading away from them. You've already consolidated it for them.

"15 no-bake cupcake recipes."

"25 ways to repair an uneven table."

"10 ways to strip the paint from your house."

"15 healing cures using cider vinegar."

Interview posts

- Interview people of influence associated with your topic.
- It can be a video or audio interviews then transcribed to your blog.
- Or it can be an email interview where the information is already typed for you.
 - An email interview would be similar to a live one where you would email them and ask the same list of questions and give the interviewee a chance to answer and return them to you.
 - Another perk is that often times the person being interviewed will recheck their answers to make them the best they can be before returning them so you'll get higher quality responses.

Multimedia content

- This is using video to add content or articles to your blog or webpage. It can be as simple as answering questions from your readers.
- Simply sit in front of a camcorder or your computer cam and answer the questions that were sent in.
 These can also be posted on a social media site as well such as Facebook or Google+.

Blog Commenting

on other sites

- Similar to the process previously shown in forum marketing.
- It can greatly increases your following and exposure.
- Be sure they link back to your site or promo through a url or signature.
- Commenting on the blogs in a way that you can add value. Make your comment substantial and worth reading. It can be a comment of praise, additional helpful information or even disagreement with a good explanation. Put some thought into it and don't spam!

Finding Blogs

in Search engines

Go to whichever search engine you like.

(Example with Google)

- 1. Type in "directory of blogs" in the search box.
- Find a good directory listing there. You should find many of them.
- 3. Type in or search for your topic.
- 4. Scan the blog topics and choose the one you like to comment on.

Benefits

of commenting on other blogs

- Builds relationships with other bloggers.
- Great in search engines as it will give you more search listings with your comments in them.
- This results in more links back to your web page.
- It introduces you to new communities and builds your reputation in your field.
- It gets you more followers, resulting in more sales.

JV Joint Ventures

What is it?

- The idea is to advertise *each other's* products to your followers and on your pages for affiliate commissions or mutual agreement.
- If someone's really influential with a large following ask them if you can advertise their product to your people (asking for nothing in return) and see where it goes.
- Find similar type websites or programs to yours and offer them an affiliate commission.
- They can send mailers to theirs followers, advertise on their site, put you in their store or send customers to yours for the affiliate commission.

Advertise with the Big Boys

Websites or stores for a fee

- You may find some places that offer you to only pay a monthly, quarterly or annual fee to host your product on their site so you don't have to split your fee.
- Try it and stay if it's profitable and stop if it isn't.
- Do a search online to find possible candidates.
- For books Lulu.com can host a store for you.
- Amazon also hosts books and products.
- Kindle is a great option it's a digital book product.

Cons: You don't get the leads, only the sales.

A Shameless Plug

Advertise at APlusCourses.com

We can host your product and free gift item on our website for a low monthly fee.

You receive:

- 100% of your sales
- High traffic
- Credibility
- Repeat viewers
- Advertising in our email campaigns.
- Link from your freebie or product.
- You get the leads.



Cross Promoting

What is it?

- It's a joint advertising campaign with one another's products or services, promoting with signs, coupons, flies, on webpages or in your places of business.
- Search for businesses or products that share your same clients that may fit together in some way.
- You can advertise each other's products or maybe offer your freebie as a benefit for their clients.
- That's also the basis of a Giveaway page. People flock to it for the many free items of value. If the client likes your free item it will link to a more in depth product like your membership site. Many items combined attracts much more clients that just yours alone would.

Contact Possible Partners

& make the offer

- Think about how may products, functions or events you've attended in the past that were cross-promoted by Coke, Nike, Citibank, Samsung, Microsoft or G.E. along with tons of smaller businesses such as pizza & burger joints, gas stations, shoe stores etc.
- You often see these type of promotions in the mail, in fliers, stores, magazines, television, newspapers, webpages and the list is endless.

Example #1:

- You have a free golfing video on how to get a hole in one which leads to your 12 month membership site.
 - This can be partnered with a golf ball manufacturer giving a free coupon for 3 golf balls or...
 - A free membership at a country club or...
 - A free round of golf or...
 - A 50% off coupon towards a six pack of some power drink and possibly even...
 - A special for golf shoes at the Nike store.
- What else can be associated with this?
- Clothing, food, sport or health or wealth related product such as cars, resorts, vacation, airline flights etc.

Example #2:

- A dog training product can be cross promoted with:
 - The leading "healthy" dog food,
 - Flea collars
 - Dog toys
 - Dog clothing
 - Dog carriers
 and even other free "giveaway" items directing to similar
 information products like yours such as a dog grooming
 membership site.
- Be creative and think outside the box.

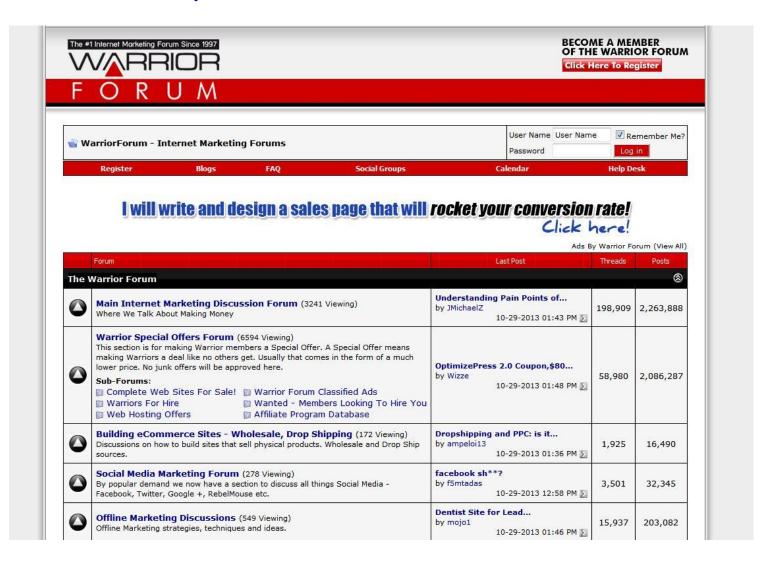
Affiliate Commission

Start your own program

- Ask others to mention you to their followers or on their site for 50% split.
- Clickbank
- Set an affiliate link and place on your own site.
- E-Junkie
- Commission Junction
- Link Share
- Amazon Associates
- Google Affiliate Network

Warrior forum

http://www.warriorforum.com



JV ZOO

http://www.jvzoo.com





Home

Affiliates

Sellers

MarketPlace

Providers

Support



JVZoo Consumer Marketplace

Home → Products → JVZoo Consumer Marketplace

Business / Finance

Careers

Debt

Economic

Entrepreneurship

Foregin Exchange

General

General

Management

Outsourcing

Personal Finance

Real Estate

Sales And Marketing

Small Business
Stocks And Trading
World Wide Business

Education

General

School Materials

Student Loans

Cooking / Food

Baking

<u>Barbeque</u>

Diets Recipes

General General

Special Dinners

<u>Vegan</u> <u>Vegitarian</u>

Vegtables

Wine/Beer Making

Employment

Cover Sheets and Resumes

General

Job Listings

Job Skills

Foreign Languages

General

Game Systems / Guides

General

Search & NAVIGATION Search: Search Select a Category Primary Category: Select One... Subcategory: Must select a Category

Powerful Facebook Method Hardly Anyone's Using

Get In On This One Before Everyone Else Starts Doing It

Controversial Affiliate Marketing Software

Spins Articles out of Existing YouTube Videos!

Need Cash in Hand This Week?

Amazinaly Cimala May to Cat

Summary & Assignments

- If you have a blog, start blogging to build interest in your product.
- Start commenting on other people's blogs in your topic field.
- Look into JV opportunities that may be open to you.
- Cross promoting can be very lucrative if teamed with the right product. Keep your eyes opened.
- Consider starting an affiliate program if you don't already have one in place.

Questions

