

# Online Income Partners

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



Earn an Income that  
Keeps Coming In  
Month after Month!

## 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

# **Blogging**

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.

# Blogging

## 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.

# Blogging

## 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.

# Blogging

## 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.

# Blogging

## Review Articles

- Reviewing items of interest are a very popular blog topic.
- “Freezer Burns” created a million dollar business reviewing grocery store frozen foods.
- Items like the newest iPhone or software, the latest golfing equipment or country clubs.





# Blogging

## 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.”

# Blogging

## 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.

# Blogging

## 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 increase 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.
2. 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.

The screenshot shows the A+ Courses website. At the top, the logo 'A+ Courses' is on the left, and the tagline 'Experts Worldwide Sharing their Knowledge to Help Others' is on the right, followed by social media icons for Facebook, Email, LinkedIn, YouTube, and Google+. Below the logo is a navigation menu with 'Home' and 'Hosting'. The main banner features a photo of a smiling graduate in a cap and gown, with the text 'Online Expert Training Courses & Lessons by Experts in the Field' overlaid in red. Below the banner is a navigation bar with 'COURSES - COMING ATTRACTIONS - BOOKS - FREEBIES'. The main content area is split into two columns. The left column contains a text box with the following text: 'We also offer live weekly E-Classes on the **mentality, process** and **maintenance** of creating multiple streams of **online, self-sustaining income.**'. The right column contains a 'Keep Informed' sign-up form with a blue arrow icon, a 'Name:' field, an 'Email:' field, a 'Click Here!' button, and a small lock icon with the text 'We respect your privacy'. At the bottom left of the page, the word 'COURSES:' is visible in red.

# Cross Promoting

## What is it?

- It's a joint advertising campaign with one another's products or services, promoting with signs, coupons, fliers, 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 than just yours alone would.

# Contact Possible Partners

& make the offer

- Think about how many 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 carriersand 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>

The #1 Internet Marketing Forum Since 1997

# WARRIOR FORUM

BECOME A MEMBER  
OF THE WARRIOR FORUM

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WarriorForum - Internet Marketing Forums

User Name  User Name  Remember Me?  
Password  [Log in](#)

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**I will write and design a sales page that will *rocket your conversion rate!***

*Click here!*

Ads By Warrior Forum (View All)

Forum	Last Post	Threads	Posts
<b>The Warrior Forum</b>			
<b>Main Internet Marketing Discussion Forum</b> (3241 Viewing) Where We Talk About Making Money	<b>Understanding Pain Points of...</b> by JMichaelZ 10-29-2013 01:43 PM	198,909	2,263,888
<b>Warrior Special Offers Forum</b> (6594 Viewing) This section is for making Warrior members a Special Offer. A Special Offer means making Warriors a deal like no others get. Usually that comes in the form of a much lower price. No junk offers will be approved here. <b>Sub-Forums:</b> <a href="#">Complete Web Sites For Sale!</a> <a href="#">Warrior Forum Classified Ads</a> <a href="#">Warriors For Hire</a> <a href="#">Wanted - Members Looking To Hire You</a> <a href="#">Web Hosting Offers</a> <a href="#">Affiliate Program Database</a>	<b>OptimizePress 2.0 Coupon,\$80...</b> by Wizze 10-29-2013 01:48 PM	58,980	2,086,287
<b>Building eCommerce Sites - Wholesale, Drop Shipping</b> (172 Viewing) Discussions on how to build sites that sell physical products. Wholesale and Drop Ship sources.	<b>Dropshipping and PPC: is it...</b> by ampeloi13 10-29-2013 01:36 PM	1,925	16,490
<b>Social Media Marketing Forum</b> (278 Viewing) By popular demand we now have a section to discuss all things Social Media - Facebook, Twitter, Google +, RebelMouse etc.	<b>facebook sh**?</b> by f5mtadas 10-29-2013 12:58 PM	3,501	32,345
<b>Offline Marketing Discussions</b> (549 Viewing) Offline Marketing strategies, techniques and ideas.	<b>Dentist Site for Lead...</b> by mojo1 10-29-2013 01:46 PM	15,937	203,082

# JV ZOO

<http://www.jvzoo.com>



**JVZOO TOP PICK**  
**Instant Authority WordPress Theme**  
Look Like a Pro in Any Niche with this Awesome Theme!

## 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](#)
- [Barbeque](#)
- [Diets Recipes](#)
- [General](#)
- [General](#)
- [Special Dinners](#)
- [Vegan](#)
- [Vegetarian](#)
- [Vegetables](#)
- [Wine/Beer Making](#)

### Employment

- [Cover Sheets and Resumes](#)
- [General](#)
- [Job Listings](#)
- [Job Skills](#)

### Foreign Languages

- [General](#)

### Game Systems / Guides

- [General](#)

#### SEARCH & NAVIGATION

Search:

**Select a Category**

Primary Category:

Subcategory:

- [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?](#)  
Amazingly Simple Way to Get



# 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

