



Enlightened Listbuilding

Build Authority, Increase Visibility &
Position Your Message Powerfully!

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Enlightened Listbuilding
Juicy JV Jumpstart

Lesson #1

What's a Juicy JV?



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Some things to consider...

- **Upgrade Your Discernment.** Explore the distinctions that set apart a juicy joint venture from your run of the mill “Let’s grow your list as fast as you can” approach.
- **Be the Bridge.** Juicy Joint Ventures are a practice, not just a business strategy. It’s a way of approaching business AND life, in partnership and in service.
- **Life AND Business are dynamic, a living essence.** This isn’t necessarily a quid pro quo (you do for me and I do for you), though it can be. Opportunities to partner are infinite and only limited by your disconnection from your creative essence. There are a multitude of models out there, consider that you might discover your own.
- **Trust Your Knowing.** Use these distinctions to fine tune your discernment and KNOW which partners are in it for the long haul.



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Juicy JV Distinctions



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#1 Tribe Building vs List Building



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#2 **Serve** vs Self Promote



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#3 Alliance vs Affiliate



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#4 **Creative** vs **Competitive**



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#5 **Share** vs **Sell**



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#6 **Experience** vs Information



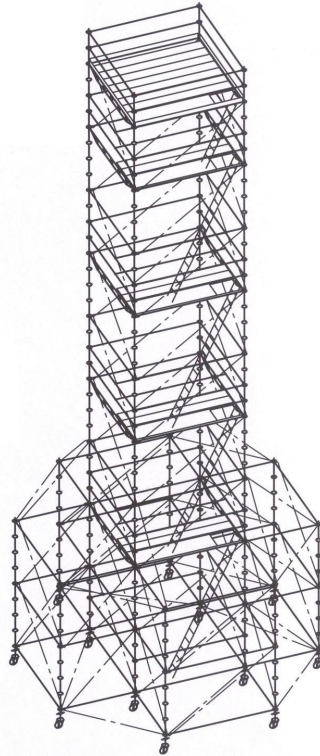
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#7 **Personal** vs Professional



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#8 **Scaffolding** vs Script



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#9 **Engaging** vs Broadcasting



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#10 Power Source vs Sustainable



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***Perception is the
product of intention.***

Carlos Castaneda

