



Enlightened Listbuilding

Build **Authority**, Increase **Visibility** &
Position Your Message **Powerfully!**

Adela Rubio

Enlightened Listbuilding
Juicy JV Jumpstart

Lesson #10

5 Invites to a JV “Yes!”



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The 5 different kinds of partner invites and the best way to land a one-on-one conversation that will turn into a juicy partnership.



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First, Do Your Homework



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Once you've identified your potential Juicy JV partners it's time to connect one on one.

Before you approach a potential partner, get to know them and become familiar with their programs, products & services

- **Check out their website**
- **Visit their blog and comment**
- **Connect with them on social media**
- **Purchase/Review products**



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What's the Purpose of Your JV Chat



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Determine what you'd like to explore in your JV Chat...

- **Getting acquainted.** Come prepared to discuss who you serve, what you offer, your reach, what your current projects are, etc.
- **Invite to JV Event.** Are you inviting them to a JV? Make sure you've fleshed out the basics before you get on the call. You should have a theme, idea of who else is participating (or you're inviting), an idea of the collective reach, etc. Is it a listbuilding, or income generation event, or both?



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5 JV Invite Templates



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There are 5 different ways to invite potential partners to a JV chat:

- 1. Email**
- 2. Social Media**
- 3. Ticket System**
- 4. Post Live Event**
- 5. Introduction**



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Email Invite

Subject: Interested in being a Speaker?

Arjuna,

I'm writing to see if you'd be interested in being a possible speaker at my wellness community.

I read your book, *The Translucent Revolution*, and recently heard your podcast on *Conscious Relationships at Finer Minds*. I know you'd be a perfect fit for my community.

I'm a coach and wellness trainer and formerly interviewed wellness experts for Dave Buck's Coachville, the largest social networking community for coaches in the world.

Do you have a few minutes in the next day or so to speak with me?

Thanks,
Adela

<http://adelarubio.com>



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Social Media Invite

Subject: Interested in speaking at my community?

Hi Nancy,

I am hosting a series of calls on marketing for the heart centered entrepreneur. I know that client attraction is a very big piece for conscious entrepreneurs, who don't resonate with traditional marketing methods.

Your work on profitable essence feels like a perfect fit for my community and I would love to have you as a featured speaker.

I have already hosted more than 100 conscious entrepreneurs in previous programs: Alexis Martin Neely, Melanie Benson Strick, Michele PW, Suzanne Falter Barnes and more.

I'd love to chat with you about it, if you're interested. If so, please respond to my primary email adela@adelarubio.com.

Thanks!
Adela

www.adelarubio.com



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Ticket System Invite

Subject: Interested in speaking at my community?

I just attended Daniel's Webinar on Kindle Publishing and I really loved his message, content and energy. It would be a great fit for my own tribe. I just signed up for your program and am really excited.

I have an engaged list of about 17,000, plus a healthy social media following. I'd love to have a brief chat with Daniel about hosting him at my community.

You can contact me at adela@adelarubio.com or 973.901.9162.

Looking forward to connecting.

Thanks!

Adela

www.adelarubio.com



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Post Live Event Invite

Subject: Interested in speaking at my community?

Connie,

It was great meeting you at Bob Jenkins' Simple 2 Event. I really enjoyed your presentation and loved how easily you broke down the Affiliate Marketing model for non-Internet marketers.

As I mentioned, I would love to host you at my community of conscious entrepreneurs. Do you have a few minutes in the next day or so to speak with me about this?

Thanks,
Adela

Adela M. Rubio
Expert Tribe Builder
www.adelarubio.com



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Introduction Invite

Subject: Interested in speaking at my community?

Donna,

I recently hosted the Conscious Business Telesummit and our mutual friend and colleague, Tom Buford, thought you would be a great fit for the next one, which is focused on marketing for Conscious Entrepreneurs.

I have a great lineup of speakers and would love to add your expertise to the series. Your program on Write Your Book in a Weekend would be a great fit.

Do you have a few minutes in the next day or so to speak with me?

Thanks,
Adela

Adela M. Rubio
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Feel free to model your invites on those above. However, make sure that you tweak them so that they sound like you, not me. ;)

Once you make it a habit to connect with JV Partners on a regular basis, you'll find your own voice in approaching partners authentically.



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**To appreciate beauty;
to find the best in others;
to give one's self...**

**To have played and
laughed with enthusiasm,
and sung with exultation;**

**To know even one life has
breathed easier because
you have lived...**

This is to have succeeded.

Ralph Waldo Emerson

