



Enlightened Listbuilding

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

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Enlightened Listbuilding
Juicy JV Jumpstart

Lesson #12

Host a Zinging JV Chat



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This conversation is essential to create connection, rapport and synergy, as well as to craft the JV partnership agreement.

I don't use written agreements, just a follow up email. Easy peasy to say "Yes!" to.

The alignment and resonance that are generated on this initial call will make for a sweet connection during your event, whatever it is!



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5 Elements of Your JV Chat



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1. Connect With Your JV Partner.

The synergy that is created when you and your JV Partner authentically connect will translate into a powerful and profitable relationship!

The energy of rapport is palpable and creates trust and connection, and credibility. You might start off by letting them know...

- What you love about their work
- Commenting on something they recently posted in a newsletter, teleclass or social media
- Ask them about their current projects.

Make sure to also share a bit about yourself.



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2. Determine the Hot Topic or Theme.

Come to the conversation with specific thoughts on what hot topic, or theme, you'd like your JV Partner to participate in.

The topic must ...

- Have Synergy
- Be Relevant
- Be Timely



Also... be open to what might arise out of being in conversation. It might be that you'll partner on something even bigger or better.



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3. Identify the Best Offer.

Make sure that your partner's **offer** - program, product or service - **and topic are in alignment.**

You can't have an interview on '5 Ways Social Media Helps You Attract Clients' and then offer a 4-session teleclass on 'Creating an Abundance Mindset.'

Choose **price points that are in line with your Tribe's purchasing habits.** At a minimum, select a product that has an easy price point (\$47 - \$197).

If it's a 'bonus gift,' **ensure that the bonus gift link to the 'free gift page' is coded with your partner's affiliate link.** They can then generate income from possible future sales to the referred subscriber.

Explore whether you can **review their product so that you can give an endorsement,** instead of a recommendation. You create instant credibility when you have experienced your JV Partner's product and can specifically endorse what is SO great about it.



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4. Clarify the JV Agreement.

Once you've determined the offer make sure to also cover the following elements:

Share Event Objectives. Is this a list building event? Are you creating a product? Are you offering a VIP Bonus Gift page, where all your partners offer a Juicy Bonus Gift?

Launch Window. When will your expert send a solo email for you? When is their interview? Can they share on social media?

Reach. I would focus more on whether your JV Partner has an engaged following, rather than focusing ONLY on their list size. I'd want to know their reach, of course,; mailing list size and social media following. You can gracefully touch on **this topic by saying something like, "Would you mind sharing your list size? I'm looking to share the collective potential reach with all my partners." After you've done a good number of JV's this question can become irrelevant.**

Affiliate Fee. The standard affiliate split for most joint ventures are: products 50% and live programs 25-50%

Determine administrative contact. It may be their virtual assistant or affiliate manager, find out who to follow up with on coordinating what they need to send you.

Decide on emergency contact strategy. What's the best way to get in touch with them if the bridgeline goes down? Get their phone number, Skype id, etc.



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5. Confirm Agreement with a follow up email.

As you can see, there are a LOT of moving pieces to hosting and producing these events. You'll want to confirm everything and follow up with your JV Partner (or their staff). Let them know what information you need from them, and by when.

- **Event Details**
- **Interview Date**
- **Launch Window**
- **Live Event Timeframe**
- **Bridgeline Details**
- **Email to send promotional copy**

I don't use contracts, a follow up email is enough for these kinds of partnerships. Makes it easy peasy to say, "Yes!"



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Squaring away your JV Agreement ensures that the partnership starts off on the right foot.

It also serves as an easy reference for your speaker to refer to, when putting their materials together... and managing their multiple JV partnerships!



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***The freedom we are
looking for is the
freedom to be
ourselves, to
express ourselves.***

Don Miguel Ruiz

