



Enlightened Listbuilding

Build Authority, Increase Visibility &
Position Your Message Powerfully!

Adela Rubio

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Juicy JV Jumpstart

Lesson #4

JV Guest Events



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These three models are the quickest way to get you partnering with others.

Join a party that's already in progress, you don't have to create the technical or support infrastructure, you just show up and play!



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3 JV Guest Models



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#1 Niched Giveaway



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#2 Guest Blog Post

- 1. Identify bloggers in your niche.**
- 2. Choose high traffic blogs. You can confirm with <http://alexa.com> Or... folks who have an engaged platform**
- 3. Select one of your BEST posts, with the most comments and provocative content! (Think like a reporter ... think news headlines)**
- 4. Drive traffic to guest blog post using social media. It creates great JV Karma!**



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#3 Guest Interview

- **Aligned Tribe**
- **Niched Topic**
- **Free/Fee Offer – squeeze page, JV Bonus Gift Promo, salespage**
- **Promo Copy – solo email, newsletter notice, social media posts, blog post**



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More time on the problem isn't the way. More guts is. When you expose yourself to the opportunities that scare you, you create something scarce, something others won't do.

Seth Godin

