



Enlightened Listbuilding

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

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Juicy JV Jumpstart

Lesson #5

JV Host Events



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Hosting joint ventures is a more advanced, though highly profitable strategy.

It's what positions you for massive visibility, list building and profits. However, there are a lot more moving pieces.

Which one is for you depends on what you already have in place and whether you have the resources, and support, to get up to speed quickly.



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Six JV Host Models



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#1 Guest Blog Tour

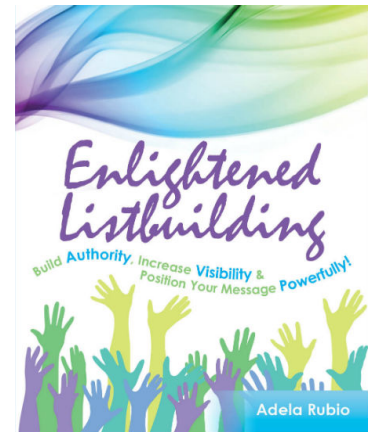
- **Determine Blog Tour theme & timeframe.**
- **Identify niched blogs w/ high traffic & engagement in your niche.**
- **Determine topics for blog posts – think bold & provocative attention grabbing... think news headlines.**
- **Write posts & juicy bio that supports your niched expertise.**
- **Drive traffic to guest blog post via your mailing list and social media. It creates great JV Karma!**



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#2 Niched Giveaway

- Determine Giveaway theme & timeframe.
- Identify & contact niched experts.
- Host squeeze page & mailing list
- Create fee offer
- Affiliate Program to manage JV Income
- Host salespage
- Promo Copy – solo email, newsletter notice, social media posts, blog post



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#3 Solo Expert Interviews

- **Determine Theme for your Interviews**
- **Identify Niche Topics that solve your Tribes urgent problems**
- **Identify Experts with platform & product**
- **Free/Fee Offer – squeeze page, JV Bonus Gift Promo, salespage**
- **Affiliate Program to manage JV Income**
- **Promo Copy – solo email, newsletter notice, social media posts, blog post**



#4 Themed Multi-Day Event (Blog Challenge, 30-Day Event, etc)

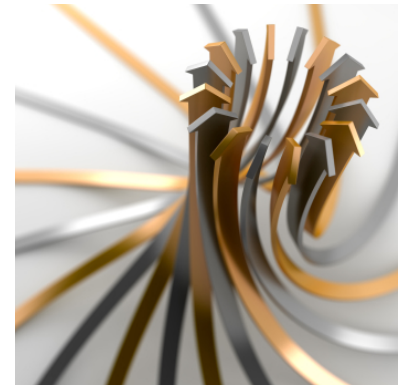
- Determine Event theme & timeframe.
- Host event – blog, vlog, live calls, etc.
- Host squeeze page & mailing list
- Create fee offer & salespage
- Identify Juicy JV's to partner/promote
- Affiliate Program to manage JV income
- Promo Copy – solo email, newsletter notice, social media posts, blog post
- Host event – live or pre-recorded



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#5 Themed Multi-Speaker Event (Telesummit)

- **Determine Event Theme & Timeframe**
- **Identify & contact Juicy JV Partners.**
- **Host squeeze page & mailing list**
- **Create fee offer & salespage**
- **Affiliate Program to manage JV income**
- **Promo Copy – solo email, newsletter notice, social media posts, blog post**
- **Host event – live or pre-recorded**





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Once you're a bona fide Juicy JV Partner, you'll get 'invitation only' invites to telesummits, multi-author books, magazines and more.



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What is left UNSAID gets in the way of relationships.

What is left UNASKED-FOR is a missed opportunity.

Thomas Leonard

