



# Enlightened Listbuilding

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

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*Enlightened Listbuilding*  
*Juicy JV Jumpstart*

# **Lesson #8**

## **Juicy JV Criteria**



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Discover the litmus test for Juicy JV Partnerships.

Ensure that your partners, and YOU, meet these six criteria and odds are that your partnership will not only be profitable, but long term too.

Plus... you'll have a blast working together



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# **Six Juicy JV Criteria**



## **#1 Aligned on a BIG PICTURE Message**

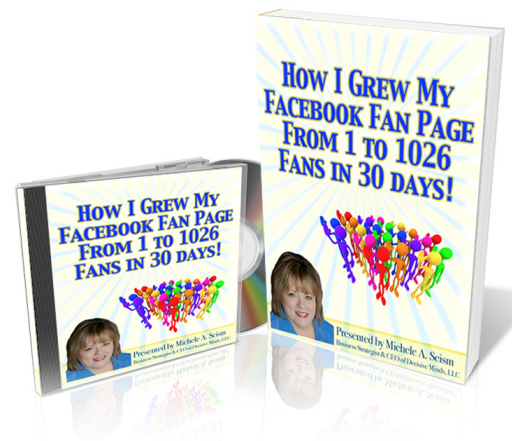
- **Juicy Giveaway**
- **True Fans**
- **Blog Comments**
- **Social Media Engagement**
- **list size 2,000+**





## #2 Nixed Website & Products

The website and offers – programs, products and services – serve a specific tribe and provide specialized solutions.



## #3 Platform

- Juicy Bonus Giveaway
- Have True Fans
- Lots of Blog Comments
- Social Media Engagement
- list size 2,000+



## #4 Affiliate Program

- Professional
- Transparent
- Affiliate can track their own statistics... links clicked, sales
- Generous split





## #5 Social Media Savvy

Connecting with others is a skill set that is highly valuable in growing your business, especially with Joint Ventures.

Here are 5 signposts that you're playing with a social media savvy partner:

1. **Share valuable content**, their own and their colleagues.
2. Liberally apply the 3 R's of Social Media – **Relate, Reveal, Relish**.
3. Make **personal connections** with Friends.
4. Have **real time discussions** and conversations.
5. Use the **80/20 rule** – 80% share, 20% self promote.



## #6 You Are A True Fan

- Student, Client, Colleague
- Endorsement vs Recommendation
- Preview Product
- You already share about them on social media and recommend to your friends.



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Fine tuning your discernment on which partners make for Juicy JV's will be much easier with this 6 point criteria.

And ... the more Juicy JV's you participate in, the better your JV antenna gets.

Woohoo for Juicy JV's!



# Enlightened Listbuilding

***Call it a clan, call it a network,  
call it a tribe, call it a family...  
whatever you call it, whoever  
you are, you need one.***

**Jane Howard, journalist for  
Life magazine, 1935-1996**

