



Enlightened Listbuilding

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

Adela Rubio

Enlightened Listbuilding
Juicy JV Jumpstart

Lesson #9

Find Your Juicy JV's



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I've got seven ways I've found joint venture partners, but these 4 are where I've found the BEST ones. The ones I'm STILL playing with.

Don't spin your wheels on other strategies, use the ones that work!



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4 Ways to Find Juicy JV Partners



#1 Industry Leaders You Already Know

- **Coaches & Mentors**
- **Workshops & Trainings**
- **Live Events**
- **Online Groups**
- **Networking Meetings**



#2 Personal Introductions

- **Coaches & Mentors**
- **Colleagues & Clients**
- **Online Groups**
- **Live Events**



#3 Social Media

- **Identify 4-8 potential partners and run them by the 6-point Juicy JV Criteria**
- **Find out where they're actively hanging out – blog, social media, discussion groups, live events.**
- **Read their blog, newsletter, books, listen to their calls, watch their videos... even buy their products.**
- **Once you've gotten to know them a bit, connect with them on social media (send message, then friend request on FB).**
- **Engage in conversations on an ongoing basis.**
- **If it feels right schedule a 'coffee chat.'**



#4 Live Events

- **Target folks like you'd like to connect with**
- **Friend/Follow Event Participant and Speakers as soon as you register (sometimes there's a FB Page)**
- **Visit their blogs and comment**
- **Message them and introduce yourself**
- **Make sure to connect with them at the event**
- **If it feels right schedule a 'coffee/drink/lunch.'**



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Once you get in the groove of using your 6-point Juicy JV criteria you'll be able to quickly identify your BEST partners and dive into the delicious playground of Joint Ventures, where your reach will grow at the speed of light!



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***In this new wave of technology,
you can't do it all yourself, you
have to form alliances.***

**Carlos Slim Helú ,
Mexican Business
Magnate & Philanthropist**

