

# Top 10 Tips to get started with Joint Ventures



Discover how you can easily jump in to play and win with Joint Venture partners, even if you have a tiny email list or none at all!

Created by JV Success Coach, Anne Gordon

Anne has been playing and winning big at the JV game since 2016. She has consistently landed on Top 10 leaderboards and earned over \$21,000 in 2020 from doing Joint Ventures and she wants to share with you exactly how you can do the same or better!

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You may have heard about 'Joint Ventures', but may not be sure exactly what that term means.

In the world of coaches, transformational leaders, healers and heart-centered entrepreneurs it is not a business merger that is talked about in the high finance corporate world.

For us, it means a collaboration, a sharing of businesses, offerings, products and services among 'JV partners', generally for a commission or referral fee or products or services.

In plain and simple terms it means, I will share you and what you have to offer with my audience and if you are willing, could you share me and my offer(s) with your audience.

Simple as that. No legal entities need to be formed, not even a legal contract needs to be created and signed. A verbal agreement is all that is necessary and off to the land of playing the JV game you go!



Author, Anne Gordon with her JV partner, Alina Vincent



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Why do Joint Ventures?

Playing the JV game is perfect if you want to...

- Easily grow your email list of interested potential clients.
- Have other coaches with larger lists promote your services.
- Earn easy money by promoting others with little effort by you.
- Collaborate and connect with peers with your target audience.
- Reach a much larger audience of your ideal clients.
- Become known as the 'go to' expert in your field.

To me doing Joint Ventures is like doing business the Dolphin Way!

What does this have to do with dolphins, you ask?

Dolphins live together in extended family pods, where every individual works together in true collaboration for the greater good of all. Where there is no such thing as competition!

In a dolphin pod, they think and act with a pod-mind, however, the unique characteristics of each individual is honored and respected, which is exactly what doing Joint Ventures is too.



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Let's dive in with the top 10 tips to get you started with Joint Ventures...

## # 10 Identify your Ideal Clients

The first thing you need before you consider doing JV's is crystal clarity on who are your ideal clients. This is also referred to as your niche or target market.

Can you easily describe your niche in one sentence?

Here are some examples:

- Single fathers with school age children.
- Coaches, healers and transformational leaders.
- Men and women over 40 struggling with weight issues.
- Grieving parents who have lost a child in the last 5 years.
- Indigenous business owners
- Stressed out CEO's of Fortune 500 companies
- Heart-centered solopreneurs

Now it's your turn. Can you easily describe who your ideal clients are?

You will need this information when you are talking with potential JV partners so they will know if they have your ideal clients in their niche. The more you know about your ideal clients, the easier it will be for you to find JV partners who also serve the same audience as you.





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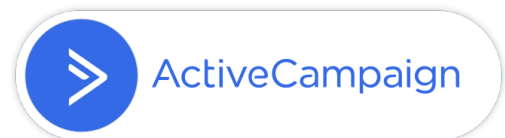
## # 9 Email list CRM

You may have heard the term 'CRM' and know it has something to do with email lists, but what does it actually mean?

CRM stands for Customer Relationship Management. In other words, a CRM is a software or system that helps you to manage your email list, send out email blasts to your list, track analytics, create sales funnels and campaigns, order forms and even process payments and especially track your JV or affiliate partners opt ins and sales. (More about that later.)

Having a place other than gmail to manage and grow your email list and send emails to your entire list is vital to playing the JV game. When you do Joint Ventures you will need to be able to easily track and manage your emails and the flood of new opt ins to your list.

There are many great options for CRM systems available to you at every price range from free to higher priced. Here are a few suggestions...



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## # 8 Social Media Presence

In addition to having a CRM and an email list to promote to, a social media presence is a great and valuable platform to share your JV partners on.

Posting about your JV partner's free gift or offer on social media can go a long way and show your influence about how connected you are to your amazing JV partner's brilliance.

Having a place to host your JV partner in a Facebook or YouTube Live is perfect way to showcase your partners to your audience, and the best part is it is all free!

Taking out a paid social media ad for your partner is also an option to impress your JV partners.

Many JV partners will want to know the size of your email list *and* your social media following size.



Clubhouse





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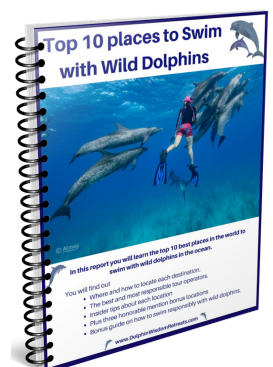
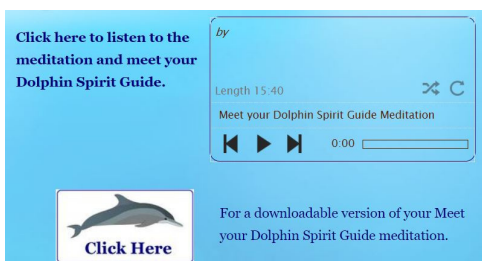
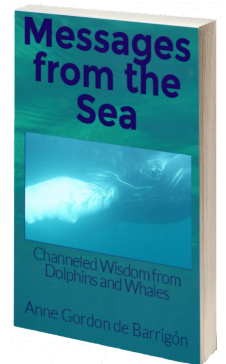
## # 7 An irresistible Free Gift

Your new JV partners will want something easy and free to share with their audience when they promote you. That means you will need to create an irresistible free gift relating to your topic and paid offer.

In fact, you will want to create a number of free gifts to attract your ideal clients into your world.

Not sure what you could create for a free gift? There are so many great options for you, such as a:

- Pdf report or tip sheet (like this one!)
- Sample chapter from your book
- Quiz (for your audience to identify themselves as your ideal clients)
- Guided meditation
- Strategy call
- Video or Audio training
- 5-day Challenge
- Webinar or masterclass
- Ebook
- Checklists
- Planning guides or Blueprints
- Minicourses
- Etc.





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## # 6 An Opt in or Landing Page

Once you have created your irresistible free gift, you will need to have a webpage where people can opt in to receive your free gift by entering in their email address and name, which then adds them automatically to your list.

Most CRM systems, even the free ones, will have the ability to create an opt in or also known as a landing page that will automatically add them to your email list.

You can also create a form in your CRM and install it on your website or use software such as Click Funnels or Lead Pages to build your opt in page.

A landing page is easy to build as it only needs a small bit of enticing content a photo of the gift and a simple form for them to enter their name and email and voila, your list is growing!

**Being Whale Meditation**

A guided meditation to merge into the heart of Mother Humpback whale led by Anne Gordon de Barrigón

First Name \*  
Last Name \*  
Email \*

Access the Being Whale Meditation

**Meet your Dolphin Spirit Guide**

In this free guided meditation you will...

- Learn your Dolphin Spirit Guide's name and species.
- Receive messages, insights and healing energy just for you from your Dolphin Spirit Guide.
- Establish a lasting personal connection with your Dolphin Spirit Guide so you can deepen and continue your relationship forever.

Access the Dolphin Spirit Guide

**Fill your Dream Retreat**

The ultimate planning guide to help you fill your dream retreats with ease!

Do you want to know how to easily fill your retreats?

Are you dreaming of leading your own retreats but are terrified you won't be able to fill them?

This free report reveals...

- Create an accurate budget for your retreat.
- Ensure that all of your retreats are profitable.
- How to easily attract and enroll your participants.

Written by Anne Gordon, who has been leading successful retreats internationally since 2007.

Email

First Name

**SEND MY FREE FILL MY RETREATS GUIDE**

100% Secure. We value your privacy and will never share your email with anyone else.



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## # 5 A Paid Offer

The whole point of doing Joint Ventures is to have a wider audience for you to make a paid offer to. You want more eyes on your programs, services and products, right?

The free gift, opt in page and building your email list is all to bring more clients and more money into your business. If you go through all that effort you deserve to be well rewarded for your efforts and the same for your JV partners.

The most common paid offer that your free gifts lead to is a group coaching program ranging from 5-12 weeks long, often at pricepoints of \$497-\$1,997 of which you will reward your JV partners a commission for sending paid clients to you, often 40-50%.

Your paid offer could also be a retreat, live or virtual, private coaching or healing sessions, a 3-day event, a membership or mastermind program, even physical products like books. The general rule is the more labor intensive for you and the higher your expenses, the lower the commission for your JV partners.



### **Dream Retreat Success Program**

**Create and Fill your Dream Retreat with Ease**

This program begins July 27

If you are ready to dive in to learning everything you need to create, fill and lead your dream retreats

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## # 4 Affiliate Tracking

One of the most important things you need to be JV ready is a way to track the paid clients who enter your world and know where they came from so you can pay the commission to reward your JV partners who sent them.

Most paid CRM systems have a built in affiliate tracking or referral partner system that you will need to set up. This will give you a way to create unique links for each of your JV partners to use when they promote your free gifts, challenge, webinar and paid offer that will automatically be tracked for you.

If you are using one of the free or lower cost CRM's like MailChimp or Constant Contact, you will not have this ability. No worries! If you are not ready for the higher cost CRM's yet, there are ways around this.

You can create a unique opt in page for each of your JV partners, and assign a tag like "Joe's opt ins" so that anyone who signs up on that page is tagged to the JV partner who sent them.

When it is time to make your offer to your paid program or service, you can again create a unique sales page with a unique PayPal button so you know that only the people using that button came from "Mary's list".

However you set it up, it is important to have a system that will reliably track which new clients came from each JV partner or from your own list so you can reward your successful JV partners with commission money for sending you paying clients!



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## # 3 Identify who makes a great JV Partner

Now that you have everything in place to play the JV game, it's time to find your perfect JV partners.

How and where do you find JV partners to play with? Ask yourself, who would make a great JV partner and most importantly, will they bring great value to my audience and do I have something of value to give to their audience.

Discernment is key. More important than the size of their email list and social media following is to know if they serve the same audience that you do. Does their audience need and want what you provide? Is this someone that you feel aligned and comfortable with and sharing with your audience?

If you answered yes, to these questions, then this is a potential JV partner for you. The next thing to do is to schedule a conversation with them to learn more about them and their offers and explore how you might be able to play together.

The best place to meet new JV partners is often in peer groups, programs, events or masterminds, such as Facebook groups for coaches and entrepreneurs, or networking events, online or in person.

Here are two great networking 3 day events dedicated to connecting you with ideal JV partners:

1. **JVology Live** hosted by Jay Fiset
2. **Collaborate** hosted by Rich German and Iman Aghay



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## # 2 JV Pitch

Once you have identified who is a potential great JV partner, you will need to approach them and propose a partnership.

The best way to approach a new JV partner is to go in with the attitude of "I'll go first". Do not expect them to support you first, ask them what they are offering and what they have coming up and be listening for ways you can support them.

Now that you have their attention, share with them about your offers and how it will create value for their audience and them. Remember, this is not about explaining how you impact your clients, but about what is most important to your JV partner. There is no need to go into a long description of your program and methods at all.

When you meet a potential JV partner at a networking event you can share with them these things:

1. Who you are. Name and title
2. Who you serve. Who is your niche.
3. Your JV offer. Your program, price and JV commission.
4. The tools you have to support them, such as free gift, challenge, webinar, swipe copy and affiliate tracking system.

That is it! Short, to the point and simple. Once they know this, they will know if they want to talk to you further about JV'ing together.

### Example JV Pitch

Who: Anne Gordon, Retreat Success Coach

Who I serve: Coaches, healers and transformational leaders

My JV offer: Dream Retreat Success program, price: \$997, JV commission: 40%

Support tools: Free retreat planning guides, challenge, webinar, swipe copy, Infusionsoft affiliate tracking system



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## # 1 Swipe Copy and Images

Now that you have everything in place and JV partners lined up and ready to support you, is to create swipe copy and images to share with your JV partners .

Swipe copy is simply sample emails (2-3) that you can give to your JV partners, so all they have to do is 'cut and paste' your sample email copy into the promo email they will send to their audience. Invite them to personalize as they wish, and of course, include their unique affiliate link (that you have supplied to them, created by your affiliate tracking system or unique page you have created for them.)

Create some fun images they can use as email headers and social media posts to draw attention to your free gift and offer. (**Canva** is a great tool for this.)

Make it as easy as possible for your JV partners to promote you. Give them everything they will need to easily share you with their audience.



## 5 Biggest Mistakes Retreat Leaders Make



## Do you dream of holding your own retreats?

But, you have no idea how to start planning, handling all the logistics and details to hold a successful retreat.

**Download your free Create Your Dream Retreat planning guide**

To learn how to Define the goal of your retreat, choose the perfect location, venue and activities, set the price to create a powerful, transformational experience for your participants.

## Are you ready to lead your own retreats?



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## The best tip of all... Have Fun!!

I hope you now have clarity on what you need to get started doing Joint Ventures. It is not rocket science, it is simply two aligned entrepreneurs who serve the same audience sharing valuable content with each other's audiences. Simple as that!

The beauty is that you can play the JV game at any level you want. I suggest start with your peers, business owners who are at a similar level in their business as you are. Play the game together and see how it goes, then as you gain experience and confidence, you can step up and play with more partners and start engaging with some bigger name players in the JV game.

If you want to see what it looks like on the inside of a JV launch with multiple partners, a leaderboard for most number of opt ins and sales, I would like to invite you to sign up as my JV partner to promote my next launch. Even if you don't promote or your audience is not aligned, you can watch from the sidelines of how a successful JV launch is run.

You can join my JV Partner Pod here: [Anne's JV Partner Pod](#)

If you would like more support or learn more about how I can support you to successfully play the JV game as I have, feel free to book a call with me here: [Talk with Anne](#)



To your JV success!

*Anne Gordon*

Your JV success coach

Retreat success coach

[Whale & Dolphin  
Wisdom Retreats](#)