



Introduction to JV Partnerships

The simplest definition of a JV partnership is 2 or more businesses that join forces together to create a three way WIN!

What do I mean by a three way win?

The businesses that you are teaming up with to promote your product or package get revenue from the sales of your products.

The customers get a dynamic product that is being promoted by multiple companies.

You create revenue from the sales that you promote as well as a part of the revenue that comes from your partnering sales.

A suggested affiliate fee of 50% is usually the norm. That means that for every sale your JV sells for you, they get 50% and you get 50%. I know it seems like a huge chunk. But if it wasn't for your partners promoting your product to their lists & social media platforms you wouldn't likely have made those sales.

This is one form of creating a JV partnership.

The format above is the most common format for creating revenue & expanding your reach to other audiences & target markets.

There are many ways to create JV partnerships depending on what you are trying to achieve. The most common uses for creating a JV are:

Revenue

E-mail List Growth

The three most common ways these are done is by the above traditional method or by the below becoming much more popular methods.

Creating a bundle package ~ This is where multiple entrepreneurs ALL contribute to a product, package or freebie. One sales page is created that has everyones product or service listed with a link to download or purchase the item the individual entrepreneur is promoting. Each business is responsible for their own product, links, buttons, images & delivering the goods to the consumers. This is a great usage for building your e-mail list as well as revenue.

Joint Product Creation ~ This is where 2 or more entrepreneurs co-create a product or bundle of products to promote together. They

equally share in the revenue & e-mail growth. When doing a JV partnership where you are co-creating a product or service package there is usually a end date. It's like building a mini business outside of your existing business. This can be done for both e-mail growth & revenue.

The real brilliance behind any JV partnership is that it can be as expansive as you and your partners would like it to be. The important thing to remember is communication & clear written directives should always be utilized when forming any partnership.

If in doubt, CLARIFY!