

Joint Venture Partnerships

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Introduction to Joint Venture Marketing: Tired of being scammed? Everyone says it is easy to make money on the net, but it just isn't happening for you? The Opportunity One! Newsletter is your answer. I will show you exactly what to do to avoid the scams and get the checks coming in. More Profits With Less Effort... One of the best ways to reach more people in your target products on the internet without having to do really do anything, other than having a good product, is by creating joint venture partnerships with other businesses. Joint ventures are the ultimate form of no-risk advertising because your partners do all of the marketing for you in exchange for a share of the profits. You only have to pay when a sale is made. Joint ventures operate just like your normal affiliate program except that in a normal affiliate program only about 10 -15 of your affiliates will actually do any selling. These 10 -15 of your affiliates will account for 85 - 90 of your sales. The other 80 of your affiliates will have sales that trickle in from time to time and some will never make any sales at all. So, logically, in order to operate a more successful affiliate marketing campaign you need "super affiliates." When we use the term "super affiliates" we are talking about joint venture partners who have the marketing know how and resources to sell a large volume of your product or service on a consistent basis. These super affiliate joint venture partners can be defined by three different characteristics: + Someone who has a large enough opt in list to sell large volume of your product/service in a short amount of time, such as an e-zine owner. + Someone who has a website with heavy monthly traffic that targets the market you desire. + Someone in the market place whom consumers trust when it comes to making buying decisions. + The key to more profits and success is to continuously find and recruit these highly productive "super affiliates" to sell your products for you.

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