



Top 12 Reasons Joint Venture Partners Will NEVER Promote You!

By Rich German and Milana Leshinsky
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Congratulations! You're holding the key to the information that took us more than a decade to uncover, and has the power to take your business to a whole new level of success!

Joint venture partnerships are one of the fastest ways to build a massive mailing list, sell your products, and create a profitable business. When someone else tells thousands of their subscribers how great you are, it's like waving a magic wand and taking a shortcut to success!

Many people, however, believe that offering commissions for promoting their products is enough to get potential partners to say "YES" – nothing can be further from the truth! Commission is always implied in a joint venture, and you must find other ways to motivate partners to promote you.

We are Rich German and Milana Leshinsky, and we've been fortunate enough to work with hundreds of amazing joint venture partners, including many top JV partners such as Robert Allen, Loral Langemeier, Bob Proctor, Alex Mandossian, Mary Morrissey, Christian Mickelsen, Lisa Sasevich, Kendall SummerHawk, Callan Rush, and many others!

In this brand new report we will share the top 12 reasons joint venture partners will NOT want to promote you, and what you can do to turn that around and get them to say YES!

We hope you find this valuable and we look forward to hearing from you!

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1 They don't know you!

If a potential JV partner doesn't have a relationship with you, it's very easy to say "NO" or simply ignore your request. The days are gone when you could just send an email telling them about your product and inviting them to promote it for a promise of commissions. There are thousands of great products out there that offer great commissions – this is no longer enough to get a JV partner on board!

You must get to know the potential partner before they will even consider promoting you to the audience they probably have spent years building. If you think you can come out of nowhere and convince someone with a massive list to take a risk on you, you will in most cases be rejected immediately.

So how do you get their attention? How do you begin to cultivate a relationship?

It starts by getting on their radar. Here are some suggestions:

- Interact with them on their blog or via social media – commenting on their stuff is a great way to get noticed.
- Consider buying their product – if you want to get their attention, invest in their products... money still talks!
- Attend a live event where they are speaking – we now live in a virtual world but nothing will ever replace the power of face-to-face communication. Seminars and networking events are still an extremely powerful way to connect with people you want to partner with. Get off your butt, put on some nice clothes and get out into the world!

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- Get introduced by someone you both know – this is the easiest way to connect with someone you are trying to reach. Think about who you know that knows a lot of people and ask them to connect you with the influential people they know. People love connecting cool people together, so as long as you are cool – are you?– this is a surefire way to open some doors for you.

One of our own partners says, “The WORST is when I get an email from someone I've never met, pitching me on being an affiliate. It's always a NO! It's surprising how often this happens.” Many partners you might want to work with are too busy to take the time to find out more, unless you already have a relationship with them and they are willing to at least consider your request. JV partners don't work with strangers – take your time to get to know them, and even become their friend first!

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2 They don't think your product will sell to their audience.

Before JV partners decide to promote your product, they need to believe that their subscribers will buy it. It has to be highly relevant to their target audience and offer a solution they've been searching for. You must also have an exciting title and a proven offer that converts, otherwise promoting you will probably be a waste of their time and effort. That's why marketing it to your own subscribers and partnering with smaller JV partners first is important before approaching bigger players. Partners need to see the opportunity in your joint venture idea, and get excited by its income and impact potential.

Many JV partners like to play BIG or not play at all, so you must make it attractive to them. This is especially critical for top JV partners, so before you approach them make sure that your product sells well. They really do care about the value but they also care about the conversion and the money they're going to make!

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3

Your product is too general and nobody cares about it!

If you're not doing anything unique to catch their attention, JV partners will simply not give you the time of day. They're way too busy and there are plenty of other products they could promote, including those similar to yours if they have better marketing materials or they already know each other.

Most JV partners won't tell you that your product sucks because they don't want to hurt your feelings. But they won't promote it either.

One of the best ways to make your product more unique is to **SPECIALIZE!** Choose a specific topic or strategy to build your product around, and go deep. Pick a niche within your niche.

Your product should deliver something specific, not generic.

For example, if you say your program helps people build their business, is that specific or generic? Very generic. But if your niche is 'helping coaches get clients from public speaking,' now you are specific. A top partner just may say, "Hey, I have coaches on my mailing list who want more clients by speaking in public, but I don't really teach this topic," and BAM they just might want to talk to you!

Make sense? More examples to get you thinking:

- Your program helps people have successful relationships – generic
- You coach women who have been through a divorce find love again – specific

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- Your program teaches health and wellness – generic
- Your program helps people to transition into a vegetarian lifestyle – specific
- Your product helps people improve their mindset – very generic
- Your product helps people heal the emotional blocks they have around money so that they can achieve financial freedom – specific

The bottom line: Focused products that deliver a specific result sell, and generic products (unless they are drugs) don't.

Your JV partner wants to get paid (as do you) so be specific.

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You're completely self-absorbed!

DO NOT MAKE IT ALL ABOUT YOU. Sorry, but a partner you've never met doesn't give a crap about you. In fact, even the nicest, kindest people first think about what it's going to do for them and their business.

Ask yourself this question: How will partnering with you grow their visibility, reputation, mailing list, or income?

One of the best tips on this is to try and figure out how to make your project a part of their project. If partnering with you helps them accomplish their own goals, they're much more likely to say "YES!" Just like in any negotiation, your goal is to find out what is important to your opponent – or in this case, a potential JV partner – so you can offer it in return for things important to you.

Sounding really enthusiastic about your product, but not taking the time to find out about theirs will cost you dearly. When approaching potential partners, most people lead with how great they are and why the partner should promote them. This is a fabulous way to cause the partner to throw up in their mouth and lose all interest in ever communicating with you again.

Instead, you want to focus on creating a 'mutually beneficial relationship' and ask them what we call the magic question: **HOW CAN I SUPPORT YOU?**

Let's be clear, everyone at every level wants support and additional exposure. It doesn't matter how 'small' you are; if you can bring value to a bigger player you will have their attention. So be smart, be creative, and be supportive... and don't be a self-absorbed dope.

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Your commission structure sucks.

Price your product in a way that allows you to pay generously and reward your JV partners for introducing you to their list. Remember, 80% of nothing is NOTHING! You'd be much better off keeping less for yourself and getting partners excited. Pay at least 30-50% commission on your products and programs, or more if your goal is to really get someone's attention. If you feel like you can't do that, perhaps you're selling the wrong product that's not appropriate for working with JV partners. For example, paying high commissions on 1-on-1 coaching services is not feasible because you invest a lot of your personal time into each client. However, you can easily pay great commissions on a group coaching program or a training course delivered to a large group of people.

In fact, if you REALLY want to capture the attention of a top partner, offer to give them 100% commissions. Did we just say 100%?? Yes, give them all the money. This will most definitely capture their attention. And this will still bring you big time value. How, you ask? If a top partner mails for you, it is feasible you will immediately add hundreds (perhaps thousands) of new subscribers to your community. The lifetime value of these people, who you never would have met if not for that partner promoting you, is well worth the short term "sacrifice" of giving away all the profits. It doesn't have to be your "high end" program, it can be a \$100-\$300 product that doesn't take a lot of your personal time to deliver. Short-term pain, long-term gain!

As the saying goes, you gotta pay to play. If you want to play with the big boys and girls, then do what you need to do – again, be smart, be creative. Offering fat commissions is both smart and creative. So stop being cheap and offer a commission structure that will raise some eyebrows.

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They don't trust you!

Smart marketers treat their list like it is their baby. It is their lifeline. Without an audience, what do we really have? All top partners, including us, protect their lists. We're not going to promote someone we don't know, like, and trust. Every time we mail to our list, we are taking a risk. Every time we mail to our list, people opt out. There is an opportunity cost, right? Imagine for a moment that you have a large list. As a big list owner – any size for that matter – you want to minimize your risk by partnering with people you can trust. You want trustworthy, solid partners who deliver great value and make you look like a hero to your audience for introducing them.

And it's not just about the quality of your product or level of your expertise. There are many places where you can mess up during a JV promotion: the sign-up process might not work, commissions might get miscalculated, your teleclass bridgeline might not work, or you could simply disappear as soon as they promote you. It's just too much risk for a JV partner, which is why it's so important to establish a relationship first. A great way to get potential JV partners to trust you is to create a community and conversation around your topic. A partner wants to see that he or she is not the first one to endorse you, and this type of social proof is always reassuring. Also, make sure to deliver on all your promises timely, stay in touch, answer all their questions leading up to the promotion, demonstrate you'll be there no matter what, and follow through! Trust is everything – even if you mess something up, you can work it out!

And just like in any relationship, building trust requires two things: time and communication. Take the time to get to know your potential partner. Communicate with them. It's all about building relationships. The value of your business is in direct proportion to your ability to create relationships with people – both potential clients and potential JV partners.

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7 You can't reciprocate or provide equal value to them.

Some JV partners are really looking for “tit-for-tat” or they won't promote you! In these cases try to come up with creative ways to make it worth their while. If you don't have a mailing list big enough to promote their product in exchange for their promotion, perhaps you could allow them to include one of your products as a bonus in their program, offer a much higher commission, introduce them to other potential partners, or offer to coach them in your area of expertise. Or you might think of a way to expand your promotion in a way that highlights your JV partners' expertise, gives them more exposure, and allows them to reach their target audience in a new way. Different partners are motivated by different things. The best way to find out what they value is to have a conversation with them, so get them on the phone and discuss the possibilities! Of course, if you have a small mailing list, you must make it your very next goal to grow it! The impact and influence you will have with about 5,000 or more subscribers will open many doors and opportunities to work with great partners!

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8 You're a pain in the butt to work with!

Let your potential partner know that working with you will be simple, you'll handle everything! Even if a JV partner says “YES” to you at first, the actual promotion will depend on how hard you'll make them think. It may sound simple to do, but signing up as your affiliate and looking for an affiliate link inside your control panel takes time. Asking them to get on the phone with you to explain the details of the promotion can also be considered unnecessary by a busy JV partner. Asking them to come up with their interview questions for you will definitely be a deal breaker for many partners. Giving your partners too much work to do to promote you can create procrastination and even cause them to back out from your project completely.

Bottom line, make it easy for them to push “Send” and you're more likely to get your partners to fulfill on their promise! You've heard the expression ‘confused buyers don't buy.’ It's the same thing with JV partners... confused partners won't mail. If your communication is too complicated, you might be considered a pain in the butt and difficult to work with. Be prepared and make it simple to work with you.

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Your offer or marketing plan is confusing.

Many times, in the attempt of being creative and different, we might create an offer or a promotion that is too complicated. Remember, people just don't want to take the time to figure out what you're doing in your business – they got plenty of their own stuff to worry about.

If your JV partners have to ask too many questions, it will slow them down and won't get them to promote you.

- What exactly are you selling?
- How does a JV partner get featured if that's an option?
- Which mailing to send when?
- What link to use with which announcement?
- Is it the video, the free report, the free teleseminar that's coming up next?

One way to see if your offer or marketing sequence is too confusing is to create a short 3-5 minute video explaining your JV opportunity and show it to a few friends and colleagues. Are they clear on what you are doing? Did they ask you a lot of follow-up questions? Did they look like deer in the headlights?

Don't get your JV partners lost in the details of your promotion or marketing sequence. Don't share the "behind-the-scenes" logistics of your promotion. Tell them only what they need to know and send them only what they absolutely must have to promote you.

Also, "feed" them one piece of information at a time. It's a pretty big commitment to "dive deep" and figure out someone else's project, but if you make it SIMPLE they'll do it!

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Your JV request email is too long!

Almost everyday we receive requests from people wanting to partner with us. While it is flattering that the interest is there, typically the emails are just a few chapters shy of “War and Peace.” Ok that’s an exaggeration, but you get the point.

Just like many entrepreneurs – you included, we get overwhelmed with emails daily. And when a complete stranger sends a LONG email telling us all the reasons we should promote them, it is very easy to just ignore (aka “delete”) it.

It is **CRITICAL** to create a relationship before pitching anything! Sending a long email before you get into an actual human conversation is presumptuous and just poor form. Nobody cares about the details of your promotion until they know who you are, and even then most JV partners prefer brief communication. Many people don’t like to read long emails even from their friends, family, or clients, let alone someone they don’t even know.

The goal of your initial JV request email is not to tell them about your product or an upcoming promotion; it is to start a conversation that hopefully will end up in a mutually beneficial relationship. Being patient is hard – we want to just come out and say, “I have a great product and I’d like you to promote it.” Unfortunately, it doesn’t work like that and you must give them a reason – a brief one – why it’s to their advantage to get to know you and to do business with you. The hardest thing to do is to get into a conversation with a potential JV partner. So all you need is a conversation starter, some kind of an interesting joint venture project that would get them excited! Again, think in terms of what will benefit them, not you!

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11

You are BORING!

If you want to be noticed in a crowded space, you must stop being like everyone else and stand out! That's why telesummits got so much attention when they first started out. Today, if you were to host a telesummit you would need to work a little harder to make it more exciting and unique. A quality product is not enough either. It must be newsworthy and give people a reason to talk about it. Find "newness" and "controversy" around your topic. Start a movement! Create something epic because everything else will simply get lost in all the noise. Make your JV opportunity very attractive to partners and they won't be able to wait to tell their subscribers about you. Keep the energy high and exciting around your project or promotion.

Be creative, be unique, be different, be yourself.... Unless of course, you are boring. In that case, be someone more interesting!

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12 They feel you are not JV ready!

Your sales copy sucks, along with the rest of your marketing materials, your web site looks unprofessional, or you are simply not ready to do joint ventures! Poorly written sales pages or emails, low-quality video presentations, a boring teleclass title, or lack of reliable affiliate tracking are all signs of someone who is just not ready to play big yet. You may get a few JV partners who are not very experienced themselves yet (thus can't spot bad marketing), but to get someone who can make a real difference in your business you must be ready to rock and roll! Nobody likes to be a "guinea pig," especially top JV partners.

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So there you have it – 12 reasons a potential JV partner may reject you. The truth is, money doesn't matter in a joint venture as much as many people think. People are more interested in growing their own business, plus many JV partners make more money promoting their own products.

As one of our JV partners, Morgana Rae said, “Commissions are almost meaningless to me. They're compensation for the people I'll be losing from my list, and the income I'm diverting from my own programs. Not to mention I'm legally liable for anything I recommend, and I can't control what goes down in someone else's business.”

Getting partners excited about your product beyond commissions and creating opportunities for exposure, income, and impact will get you into a conversation and a successful partnership with dream partners!

Okay, there are the top 12 reasons most people get rejected when going after JV partners with some tips on how to build relationships and create fun, lucrative partnerships that will lead to the massive growth in your business.

For more information on how you can master the art of the joint venture, please visit www.JVInsiderCircle.com

Rich German and Milana Leshinsky
JV Insider Circle, Co-founders

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Milana Leshinsky has created a million-dollar coaching and information business empire. As the creator of Recurring Revenue Revolution and the author of "Coaching Millions," Milana has been called the "MEGA Coach" of the industry. Today she works with entrepreneurs and service professionals helping them uncover hidden profit centers, maximize their existing revenue streams, and create a business that supports their lifestyle. She came from Soviet Ukraine 20 years ago as a classical musician with zero knowledge of the business world, reached six figures within 3 years, and is now running a million-dollar business from home, while raising her 2 children.



Rich German became a coach back in 1999 and has conducted over 18,000 1-on-1 coaching calls in his career. He started his own company in 2008 and has taken the world of coaching coaches by storm. He has written 2 best-selling books and founded the extremely popular Epic Coach Academy. He has built a list of over 56,000 people using the exact JV techniques that are taught in the JV Insider Circle. He is also the founder of the Gen Why Project that supports the 1.6 million homeless children in the US. Rich works from his home and on the sand in Laguna Beach, California.

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