



The Art of the Joint Venture Conversation

OBJECTIVE

Craft your joint venture conversation, schedule it and follow up with your JV Partner Agreement

MODULE OVERVIEW

The best ways to approach and land a one-to-one conversation with a potential JV Partner and the 5 elements that **MUST** be included in the conversation in order for them to say YES! Plus... we'll cover in explicit detail how to craft your winning joint venture agreement. Generate income authentically and with utmost integrity.

- 1. Manage Your Mindset.** Before you get on the call with your JV Partner you want to ensure that you're aligned for partnership. Follow these 5 tips to prepare for your Joint Venture conversation and it's sure to be a hit!
- 2. Five Elements of Your Joint Venture Conversation .** Includes the five elements you need to cover with your potential Expert to ensure a Juicy JV. Ensure that you are clear on the five elements of your Joint Venture Conversation before you make initial contact with your potential JV Partner. You won't want to leave out even ONE of these!
- 3. Clarify Your JV Partner Agreement .** There are 4 elements to cover in your agreement and 3 essential administrative tasks that will make or break your partnership.
- 4. JV Agreement Email (template).** An email, as follow-up to your call, setting out the terms of the Joint Venture Agreement.

ACTION STEPS

1. Watch the Module Video.
2. Review the Five Elements of Your Joint Venture Conversation.
3. Schedule your first joint venture conversation.
4. Follow up with the JV Partner Agreement email.
5. Practice with your Power Pal having a Joint Venture Conversation.

These can all be accessed on [Module 3](#).

MANAGE YOUR MINDSET

One of the qualities that makes YOU a Juicy JV Partner is your clarity and certainty about the invitation you bring to your potential partner. There's nothing that will have the conversation wobble more than being fuzzy, uncertain and a 'smaller' version of the magnificent you.

Before you reach out to invite a speaker to participate in your event, make certain that you stand fully in the value of your invitation. Fully GET how connecting with you and your Tribe will benefit your speaker, your Tribe and you. Remember, this is a synergistic partnership, where each element adds tremendous value to the whole.

Make sure you can share your Authentic Message – who you serve, what you help them with, and how - till it rolls off your tongue. The more confident and clear that you come across – which is a matter of practice – the smoother your flow and the easier the connection.

This is not about *you*, this is about your *message*. The more that you focus on being your passion, your greater cause, the easier it will be for you to be naturally and authentically you.

Here are some tips to prepare for that Joint Venture conversation:

1. **Be current on what your potential JV Partner is up to.** Make sure you've visited their blog and social media pages in the week prior to your call. and have been engaged in conversation with them. Use these visits as an opportunity to see what their recent programs and offers are, as well as what's going on with them on a personal level.

One of the best ways to do this is to create a list on Facebook (or a Circle in Google+) with your potential JV Partners. This way you can monitor their posts, without it becoming an overwhelming task.

2. **Attune to your topic.** Notice what people are saying about your Hot Topic. Have you seen social media posts with other thought leaders in your Market? Is anyone saying something provocative or bold?

This is a great opportunity to share some of your own insights and anecdotes from what you're noticing, it might be trends that you see or recurring sightings of a specific problem, that is related to your Hot Topic. You can also bring up your observations on your JV Conversation.

3. **Be visible.** Share your provocative statements and bold questions on your blog and your social media networks. Make sure to quote and tag other experts and colleagues that align on your topic and Tribe,.

4. **Tune into your sensing.** Notice how you feel about the upcoming call. This is a clear indicator of the energy of potential for this partnership. If you're feeling nervous, excited, edgy.... GOOD! Emotion is potential rising, the last thing you want to do is feel, or come across, flat in your conversation.

Right before the call – BREATHE... RELAX... EXPAND! Ride the potential of what's possible in this partnership. See it into Being and allow your words to ride the energy of what you're wanting to create.

5. **Connect Essence to Essence.** When you get on the call, and throughout the conversation, bring your awareness of light to light, being to being, potential to potential. You are co-creating an experience with your JV Partner, notice all whom will benefit as a consequence.

Feel the value and the evolutionary potential that you bring to each person through the experience of your partnership. You are engaged in the 'Great Work.' Enjoy it!

Your passion is sourced from an abundant source that creates presence and power. Be THAT, as you connect with others, and you will embody the form of your flow with grace and ease.

5 ELEMENTS OF YOUR JV CONVERSATION

Before you schedule your call with your potential JV Partner, make sure that you're clear on the five elements of your Joint Venture Conversation. Your JV Partner will know they're in good hands when you navigate the JV conversation masterfully. Here's how:

1. **Establish Rapport With Your JV Partner.** The synergy that is created when you and your JV Partner authentically connect will translate into a powerful and profitable relationship! The energy of rapport is palpable and creates trust and connection, and credibility.

You might start off by letting them know, specifically, what you love about their work, commenting on something they recently posted in a newsletter, teleclass or social media, or ask them about their current projects. Make sure to also share a bit about you, in the same vein.

2. **Determine the Hot Topic.** Come to the conversation with specific thoughts on what hot topic you'd like this JV Partner to address on an Expert Interview. The topic must be timely and your JV Partner offers a remarkable solution in the form of a product, program or service.

3. **Identify the Best Offer.** It could be a program, product or service, just make sure that the topic and offer are in alignment. You can't have an interview on '5 Ways Social Media Helps You Attract Clients' and then offer a 4-session teleclass on 'Creating an Abundance Mindset.'

- ◆ Choose price points that are in line with your Tribe's purchasing habits. At a minimum, select a product that has an easy price point (\$47 - \$197).

- ◆ If you won't be promoting a product, and instead are providing a 'free gift,' ensure that the link to the 'free gift page' is coded with your affiliate link. You can then generate income from possible future sales to the referred subscriber.
- ◆ Explore whether you can check out their product so that you can give an endorsement, instead of a recommendation. You create instant credibility when you have experienced your JV Partner's product and can specifically endorse what is SO great about it.

4. **Clarify the JV Agreement.** Once you've determined the offer make sure to also cover the following elements:

- ◆ **Affiliate Fee.** The standard affiliate split for most joint ventures are: products 50% and live programs 15-50%
- ◆ **Promotion/Launch Window.** You'll want your expert to help you promote the event through social media posts, newsletter notice, blog post, and solo email. Typical launch windows for an Expert Series are 7-10 days before the event goes live. If you're doing a solo interview you can start as early as two weeks before the interview broadcast date. [If this is an Expert Series, at a minimum, you'll want : 1 solo email and social media posts throughout the event.]
- ◆ **List Size [Expert Series].** You'll also need to address list size at this point in the conversation. Minimum recommended list size is 10,000. However, if they have a VERY engaged following you can go as low as 6,000. (I would only schedule ONE of these speakers in a series. It's not fair to your other partners to compromise the **potential** reach.) You can gracefully touch on **this topic by saying something like, “Would you mind sharing your list size? I'm looking** to share the collective potential reach with all the speakers.”
- ◆ **JV Partner Package.** Review with your JV Partner the elements that you need from them to host the event: Topic Title & Description, Short Bio, Picture, link to Opt in Page (if it's a free offer), link to Affiliate Program (if it's a product, program or service). Often they will already have promotional copy for their offer and will happily share it with you.
- ◆ **JV Partner Package [Expert Series].** Giving your JV Partners an opportunity to build their list is where a bonus offer (so that they can also build their list). You'll need a Bonus Title & Description, Image of Bonus, \$ Value of Bonus, and link to opt-in page. You will create a separate VIP Bonus page for all your JV Partners, listing all of the bonuses. This should be juicy bonuses, not what is ordinarily available on their site.

5. Square Away the Administrative Details.

- ◆ **Put the event in your calendar!** If you are pre-recording the interview, set the interview date. Also put the promotion/launch window in your calendar.
- ◆ **Determine Contact Followup.** You'll need to find out if you'll be following up with your JV Partner, their JV Manager, or Virtual Assistant to gather all the information that's required for the event.
- ◆ **Send a Follow Up Email.** As you can see, there are a lot of moving pieces to these events. You'll want to confirm everything and follow up with your JV Partner.

FOLLOW UP WITH YOUR JV PARTNER

In order to host a successful event, you'll want to establish the follow-up protocol. Make sure that you know who to contact, and how, to ensure that everything you need to give your partner, and everything they need to give you, flows seamlessly. The best way to do this is to summarize it in an email.

- ◆ Summarize what you are responsible for: hosting of call, optin page, and promo copy.
- ◆ Summarize what they are responsible for: topic title & description, affiliate program signup link, any promo copy.
- ◆ Decide on emergency contact strategy: get their phone number or Skype id, just in case something goes wrong the day of the interview (bridgeline goes down, etc.)
- ◆ Determine who to follow up with on coordinating what they need to send you. It may be their virtual assistant or affiliate manager.
- ◆ Confirm interview date, promo window, broadcast date, and bridgeline details.

Setting down all the elements of the agreement ensures that the partnership starts off on the right foot. It also serves as an easy reference for your speaker to refer to, when putting their materials together. You always want to make it as easy as possible to partner with you.

The freedom we are looking for is the freedom to be ourselves, to express ourselves. Don Miguel Ruiz

WORKSHEETS

JV Agreement Email (template). Use this example to model and tweak for your own tribe, topic and speaker.

RESOURCES

Evolutionary Adventurers Club. Create an environment of curiosity and lightness by engaging and exploring your Essence. There are libraries of guided meditations, monthly writing circles and a highly conscious and fun community for you to connect with. You can redeem your 90-day membership on the [Bonus Page](#).

[Webinar Replay](#)

Slideshow

EXPERIENTIAL ASSIGNMENT

Schedule a Joint Venture Conversation with Your Power Pal. Practice with your power pal, after you've reviewed the elements of a joint venture conversation, and use the JV Conversation worksheet to guide you during your call. Notice which pieces you're still fuzzy on and get suggestions from your partner on how you can make it even better.