

Joint Ventures: Tips For Successful Partnerships

While it's true that a Joint Venture can be a flash-in-the-pan, one-time sort of thing, why waste a golden opportunity?

If you treat your JV as a flash in the pan, it's guaranteed to turn into **exactly that**. Your partner may find the experience so forgettable, their non-experience with you slips out of their minds like yesterday's email.

After all, they did their part (hardly missing a beat from their regular marketing efforts.) They wrote a review, gained a few more subscribers to their list. The commission your sales produced, they hardly noticed among all their others...

Worse, perhaps the experience was nothing but a pain for them from beginning to end. With the best intentions, the truth was, your project ended up being:

- Disorganized
- Full of "gaps"
- Less than stunning

And you yourself know in hindsight that you fell down on a few details.

You tell yourself: "Oh well... I'll do better next time." The only problem is, if this is how things went down, there may not **be** a "next time!"

At least, not with that particular marketer!