

You've probably read all sorts of posts and emails about the secrets of Joint Venture marketing. All of them offering up rosy visions that include you paired with the top Guru in your niche...

All of them claim it can easily happen... if you only do things the way they say.

It doesn't matter whether you approach a top guru or someone less prominent (with a large list!) Your success in landing *any* JV partner depends, like everything else in your marketing career, on:

- How driven you are
- How confident you are
- How creative you are
- How "lucky" you are
- How savvy and professional you are

But most of all, it depends on one other thing...

**Knowing how to approach potential partners in a manner guaranteed to help them say "Yes."**

And this report is going to help you do just that.

## What is a Joint Venture Partnership?

Just so we're on the right page, let's quickly run through **how this works...**

In the world of internet marketing, a JV (or "joint venture") occurs when two separate internet marketers get together to promote one's product.

There many variations, but ultimately two basic types of Joint Venture, as understood in internet marketing:

- A partnership offer (both developing and launching the same product)
- A promotion-based offer (your JV partner promotes your product to his list)

In offline marketing, joint ventures are not taken lightly. These can take months to negotiate and a legal contract is always drawn up, with each party's responsibilities and rights laid out in black and white.

In internet marketing, however, there is usually no need for a contract unless you are actually developing a product together.