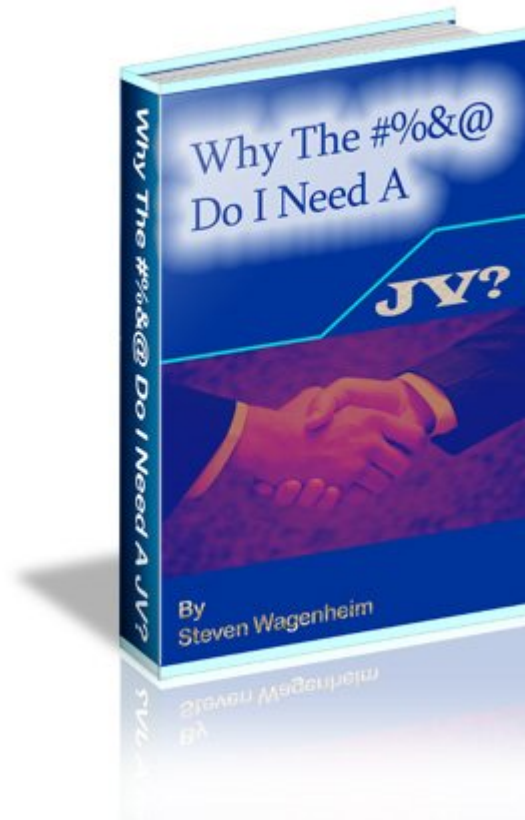


Why The #%&@ Do I Need A JV?



By
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Introduction

You would think that the question I put forth in this report is an obvious one to answer, but the truth is, most people, when asked this question can only think of one reason...to make more money.

Granted, making more money is a very good reason for wanting to enter into a joint venture with somebody...but it's not the only reason. There are reasons that are, in some ways, just as important if not more so.

The purpose of this report is to explain to you WHY you really want to do everything that you can to secure a joint venture with somebody. It is my hopes that after you read this report that you will look beyond the obvious benefit of making a quick buck off of a product sale.

So let's get right into the meat of this report.

The Reasons

Let's cut out all the fluff that you get in most worthless free reports and just get down to the reasons why you want a JV...besides money.

Exposure

This may be the most important reason of all, even beyond the money you earn from the JV itself.

Think about this. You've just hooked up with somebody like a Willie Crawford to do a JV. All of a sudden, your name is in the same class with the likes of Willie. Do you not think that is going to mean more future sales for you down the road of your own products, whether or not you created them with Willie?

You have now, in a sense, made a name for yourself just by being associated with a well known marketer.

Okay, but what if your JV is with somebody who isn't a big name? Well, it's still exposure. See, if the product does well, you've now gotten your name out to more people than you might have on your own because of the help you've received from the person you were working with. Remember, he's going to have his own contacts and his own list. These are people you would have never reached otherwise. So, even a mid level marketer can bring you exposure that you wouldn't have gotten otherwise.

Sharing Of Work Load

I don't care how good you are at doing something or how fast your work. You can't work as quickly as two or more people working on something.

Even more important than the speed factor is the experience factor. There may be things that you're just not that good at doing, like sales copy or graphics or whatever. By having another person to work with and by combining your skills, you may find that there are fewer things that you have to outsource.

In addition to this, naturally, the project itself will get done quicker. This means that it also gets out to the marketplace sooner. This also means that, should you decide to continue your relationship together, you'll be able to put out more products in less time than either of you could do individually.

Sharing Of Expenses

Backtracking slightly to what I brought up about fewer things to outsource, this also reduces not only your overall expenses, but the expenses that each individual person in the joint venture puts out.

Each JV is different, but for the most part, they do split the expenses down the middle unless one of the people involved simply has no funds. In that case, the person who can afford to lay out the cash in advance can collect what is owed to him through the income generated.

By being able to share expenses, this allows you to create and promote a product that you might not have been able to do on your own, especially if you're low on funds.

Okay, this all sounds all well and good. But if you look at the title of the report, it's "Why The #%&@ Do I Want A JV?" It's not what are the benefits of one. On the other side of the coin, there is why you DON'T want a JV or at the very least, what you have to be on the lookout for.

That's the next chapter.

The Reasons Not

Please don't take this the wrong way. I will always look for a reason to do a joint venture with somebody. But you have to understand that things can go wrong...terribly wrong. And if I didn't make you aware of these things, I'd be doing you a disservice.

Creative Differences

This can be one of the biggest sticking points of a joint venture. You have your ideas and your JV partner has his ideas and sometimes they just don't mesh. Add to that two strong personalities and you end up at a standstill with no place to go but down.

This is where you have to decide how important the JV is to you. You can't speak for the other person. His feelings are out of your control. But you have complete control over how you handle creative differences. I'm not saying to give in, but if it's something that is relatively minor, you need to weigh that against what will happen if you don't bend a little, which will ultimately end up as torpedoing the JV out of the water.

Operational Differences

This will usually involve things like who is going to be in charge of the domain, who will be in charge of collecting the payments and so on.

The mistrust factor is high in this business so each person is going to want as much control as possible when it comes to issues like these. It's a tough thing to be able to let your partner be the one to collect the money. You can't help but wonder if you're ever going to be paid. Problem is, payments from customers have to go through one account, so there is no way around this.

Lazy Partners

It's going to happen. You're going to team up with somebody who just doesn't pull his weight. He's not doing the things that you both agreed on that he do and as a result, the project is stalling.

Here again, you have two choices. You can simply take over the project and see that it gets done, making your partner aware of the fact that you didn't appreciate his half baked effort. That's your first option, which at least insures that the project gets done.

Your second option is to contact your partner, tell him that you don't appreciate how he's handled things and that you're going to take the project to somebody else unless you get a firm commitment to have whatever it is that has to be done, completed on a certain date. At the very least, have him show you some progress by then.

There is nothing worse than teaming up with somebody who turns out to be a lazy no good for nothing. If it was me, I'd cut him off at the first sign that he's not going to do his job. I have no patience for these people.

Crooks

There is no other way to put this. You are going to team up with people who will collect the income from the JV and run off to the islands. In most cases, you'll never be able to track them down.

Some might simply lie about sales stats making you think that there were fewer sales than what you actually made. Some will sell units on the side, not through the site, but through their own PayPal account, thus bypassing the system altogether.

The number of ways that unethical people will try to cheat you during a joint venture are literally astronomical so I am not going to try to cover them all here. People lie, people cheat and people steal. It is the cost of doing business with another individual.

Some Final Words

The reason I gave you reasons to and reasons not to do joint ventures is because I wanted you to see that there can be problems. Nothing in this business is a slam dunk. Because you're dealing with personality types and different skill levels, it's not like you're getting a clone of yourself. You're getting an unknown. In some cases, that unknown will bring more to the table than you yourself will and really turn the JV into a gold mine. In other cases, it can be your worst nightmare.

In the event that you decide that you want to pursue a JV, you need to know how to go about doing this. To that end, I have prepared a report on how to approach somebody for a joint venture. Yes, there is an optimum way to do this and failure to follow this system that I have laid out can end up costing you thousands of dollars in a lost opportunity.

The report will show you...

- ✓ How to approach somebody for a JV
- ✓ How to begin the JV process
- ✓ How to launch your JV product
- ✓ JV Pitfalls
- ✓ How to selectively choose your JV
- ✓ How to get a big name marketer to promote YOUR product
- ✓ JV case studies from some professionals

I have no doubt that by getting this report, you'll have an 80% to 90% chance of getting a JV with a big name marketer. I have used this process myself and it has landed me JVs with several big names including Willie Crawford.

You can get your report at the following URL:

<http://www.stevewagenheim.com/JVs/>

The report is a little over 30 pages. It's all meat. There is no fluff in it. It comes from my own experience and it works.

Yes, there are things to watch out for, but a JV can literally put you in a new income bracket overnight.

To YOUR Success,

Steven Wagenheim

Steven Wagenheim