

How to Get Your "Competition" to Send You Their Best Clients

...even if you're brand new
and don't have a list



RICH GERMAN

Let me ask you one important question.

What business are you in? I mean what business are you really in?

If you're like most people you answered that question with the product or service you provide. "I'm a business coach, life coach, sex coach, relationship coach, money coach, or some type of therapist, healer, or consultant."

No matter what business or niche you're in, I'm going to propose that you're actually in a different business, especially when it comes to our world of JV's.

I believe that while of course, whatever you answered is true, that the REAL business you are in is the business of creating relationships.

I believe the value of your business is in direct proportion to your ability to create relationships.

If you can simply create relationships with other people in your same niche or similar niches – with people already talking to the audience you want to get in front of – you will succeed ... it is that simple.

And in a moment I will show you HOW you can connect with and support these people even if you are new to this whole collaboration and JV process.

Just remember that it's Relationship First. Just like a client wouldn't hire you without some level of knowing, liking, and trusting you, it's the same with someone endorsing you to their tribe – before you ever ask someone to promote you, you want to be sure that you know them, you like them, and you trust them and vice versa.

It's all about relationships. That's the real business you are in. And what's cool is I'm willing to bet you're already pretty good at this even if you are a bit of an introvert, like I am.

In the JV Insider Circle, we encourage people to start building relationships right away, even before they are ready to do JV's.

Don't wait until you're JV-ready to start connecting with people and getting to know them. Start building those relationships right now, so that when you are JV-ready, when you do have a program you're ready to promote to the world, you instantly have a stable of potential JV partners ready to promote you.

Start building up your relationship karma now!

And when you understand what I'm about to share next, you will see how it will be even easier to get a yes from those partners, even if you don't have a list.

OK, you get it – you're in the business of creating relationships.

Now let's look at ways you can joint venture without a list or product. Let's look at ways you can support potential partners before you're ready to have them promote you.



NUMBER ONE is to PROVIDE VALUE

Think for a moment. What's the value you can offer a potential partner, beyond "Hey, I have this big list I can promote you to."

At some point in the near future, my goal for you is that you have a big email list. Like everyone, I started with a list of ZERO and by doing what I'm sharing, built it to 10,000 in one short year.

Once you have a list, everything gets even easier. You'll be very attractive to a JV partner and you'll get all the partners you want. But until that point, we have to get a little creative and think about how you can support a potential JV partner.

For example, can you offer your service to them? I don't know what you do, but whatever it is, there's a good chance that a potential partner might need it.

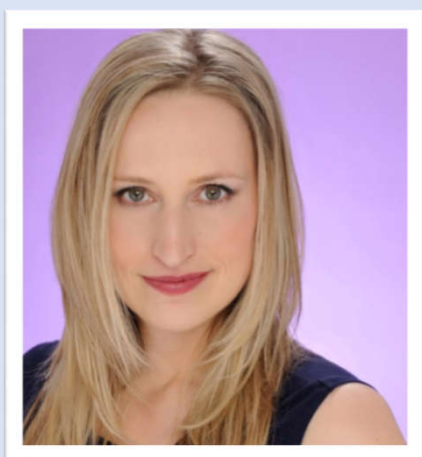
Maybe you do web design or you're a social media expert. Maybe you do Facebook ads. Maybe you're a healer and you do healing sessions.

There's a really good chance that the people you would partner with would love to do a healing or coaching session with you or have you design their website or

their Facebook ads.

Whatever it is you do, I guarantee you have a great value, a great service. Whether it's something tangible or coaching you do that a potential partner could benefit from.

CASE STUDY: Fia-Lynn Crandall, Fearless Faith



I'll give you an example. A great member of the JV Insider Circle, Fia-Lynn Crandall from Canada, at our live event, JVX, got in front of about a dozen of our top JV partners and she doesn't have a big list. So you would think there was no reason these big-time JV partners would even want to talk to her. But to every single one of them she offered a free 2-hour

healing session. She helps people release their blocks around money. And every one of my top 12 partners, even though you might think they have it all going on and don't have any healing that they need to do, every one of them said, "You're offering me a great value." And they all said YES!

Since then, about half of those partners and maybe more have promoted Fia-Lynn. This is because they got great value from that session that she did with them and they were like, "Oh, my god. I love it and I want to promote you to my audience."

And from that Fia-Lynn has made well over \$100,000! And she built her list from offering her service to these people.

So what is the service that you can offer a potential joint venture partner? What value can you bring to the table?



NUMBER TWO is INTERVIEWS

The next thing you might want to think about for how you can support a potential partner is to interview them. Everyone at every level wants more exposure. I've never heard anyone say, "No I'm good, I don't want anyone else knowing about me and what I do!"

People like being interviewed and it's pretty easy to get people to say YES to an interview. To this day I will typically agree to be interviewed by people if I like them and the topic, even people I don't know.

This is why I like the idea of you having a podcast or a blog. Even if you don't, you can use Facebook live and interview a potential partner.

Interviews are fun. They elevate your status as people see you engaged with bigger name people. And they will go a long way in terms of you creating a relationship with them.

So I love interviews!

The 3rd way you can JV without a list or product is more advanced BUT it's a fabulous way to get lots of partners and to start building a big and hot list!



NUMBER THREE is to host a TELE-SUMMIT

A tele-summit is an online multi-speaker event that assembles a series of experts to talk about a specific topic. You interview each of the speakers and release the interviews over the course of a series of days.

There are many benefits:

- Typically the speakers will promote this free event and everyone that registers is added to YOUR list! So it can be an awesome list builder.
- You don't need any product at all to lead one.
- There are many ways to monetize a tele-summit. Here are a couple ways:
 1. You can have speakers sell their products and split the revenue with them.
 2. You can sell the recordings of the interviews.
- As the leader of the event you receive instant LEADER status.

Obviously there’s work involved but you can see how this is a great way to do a multiple-partner JV without even having your own product. You can build your list, find great partners, make money, and elevate your status all at the same time – boom!

Plus, now you have a targeted audience and as you start creating your own products you can offer them to your list.

In the past few years, many of our JVIC members have orchestrated successful tele-summits and have found all the experts right within our community!

CASE STUDY: Julia Stege, The Magical Marketer



Before I learned about Joint Ventures, I had been struggling with a small list for over 10 years, and bringing in leads for my website design business was challenging. Then one of my friends told me the key to growing her income to half a million dollars a year was by growing her list. And she said the best way to grow your list is by joint ventures, and in particular, giveaways!

Then I heard about JVIC and joined right away. At that time my list was crawling toward 3,000. Over the last 3 years by doing giveaways and telesummits with JVIC members, now it's close to 10,000 strong. And because of all the new leads, I've attracted close to \$500,000 in revenues since then. And last year alone I brought in \$17,000 in extra cash just for sending letters to my list for my JVIC friends. I recommend JVIC for anyone who wants to grow their business through the magic of Joint Ventures. That's where you can find over 500 very cool potential partners who are ready to promote your business.

Since joining JVIC I've:

- Grown my list by over 7,000
- Attracted close to \$500,000 in revenues
- Made \$17,000 in extra cash in 2016 for promoting friends
- Received multiple invitations every month for giveaways, telesummits, and folks wanting to promote my website services
- Met great friends I want to know for life
- Gotten support from colleagues ... running a business can be lonely!

The final way I will share now on how you can get in the JV game is by connecting potential JV partners with people you already know.

As you put yourself out there you can open up your rolodex (or your iPhone :) to people and connect them with other people you know.

Everyone loves to connect with new people who might be able to help enhance their business and their life. And if you become known as a CONNECTOR who sincerely cares about helping other people this will also go a long way in building up your credibility and good karma.

Let's stop for a moment. I want you to think about what you can offer potential partners. Write down some notes.

How to Get Your “Competition” to Send You Their Best Clients

What service can you offer?

Can you interview other experts? (Is it time to start a podcast or blog if you don't have one?)

Are you ready to think big and orchestrate a tele-summit or similar online or maybe an in-person live event?

What can you do to connect with the experts you want to connect with?

OK, I hope you have some ideas.

And remember all these ideas will work if you are just getting started and don't have a big list yet or a product.

All this talk about the ways you can collaborate with and help others makes me think about the MAGIC QUESTION ... so let me share it now. These are 5 simple words that form a question and it's perhaps the most important question you

can ask. In fact I want you to ask this question about 1000 times in the next 12 months!

The magic question is ... DRUM ROLL ... “How can I support you?”

Yes, how can I support you? Let this be your mantra as you enter the world of Joint Ventures. And if you’re already in the JV game, ask this question non-stop and become known as someone who’s all about supporting others.

If that becomes your reputation, I promise you you’re going to crush it with joint ventures ... especially, when we get you JV-ready!

How can I support you? How can I serve?

Let these be your mantras.

Wow, we just covered a LOT... let’s do a quick review:

1. You’re an expert. You’ve got a gift. People need you. And JV’s are THE BEST way to find them.
2. You can do this regardless of where you are right now. You don’t need years of experience, a big list, or a product to begin. You simply need the desire and to follow my proven formula.
3. You are worthy of all the success you desire! You can do this.
4. You are in the business of creating relationships ... it’s all about relationships. I went from being a nobody to a prominent player quickly.
5. We covered a bunch of ways you can start doing joint ventures, even as a newbie.
6. You know the magic question: How can I support you?

How to Get Your “Competition” to Send You Their Best Clients

To discover even more secrets to having your competition send you their best clients, even if you’re brand new and don’t have a list, go here to watch the video where I will share them with you:

<http://getknownandgetclients.com/report>