

Generating Boatloads of New Leads through J.V. Partnerships

10 Point Checklist

Rich German

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"Probably the biggest reason people come is because they want to network, so we did multiple massive networking sessions. We put them in a circle and we gave everybody two minutes to do their J.V. pitch And then, people are like, "Oh my God! We could collaborate.""

RICH GERMAN

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Create a free offer that your client base would be interested in, which will add value to your paid products or services.
- Make sure the back-end of your business is running smoothly, with a team who can handle things like tech issues, customer service, etc.
- Sign up for the J.V. Insider Circle to network with potential J.V. Partners, and save your spot at the live JVX event as a bonus.
- Price out your partner commissions based on your offer-if you'll be putting a lot of time and effort into the participants after they register, a 30-40% commission makes sense.
- Put together a telesummit with even just one big name in your field, it adds credibility and allows you to partner with people with massive lists.
- Create two or three bonuses that you can add to your paid packages. Now, your clients are getting more value, but since it's just a bonus, it's not a big deal if they can't participate.
- Create unique experiences for live events, like the JVX Match Cards or Shark Attack competition.
- Always upgrade to the V.I.P level at any live event, so you are around the high-level professionals that you want to emulate.
- If you are holding a live event, even if it's a free bonus, have a fee that is refundable to hold a spot.
- Create emails that are engaging leading up to the sale or product offer-you want to make sure that people continue to open your emails, even after they received their free gift.