

Highly Profitable Joint Ventures

10 Point Checklist

Charles Byrd

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**



“It's so empowering and invigorating to hang out with cool people who are truly out changing the world. When you align with these entrepreneurs, you can go further together.”

CHARLES BYRD

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.

- Assess my readiness for a joint venture. Setting up a joint venture can represent a major change in my business. It's important to review my business strategy before committing to it.
- Build up my portfolio in a joint venture. For example, to work with the biggest people in the industry, I need to know what I'm doing, have an offer that converts well, understand the objections that are going to be, etc.
- Set clear expectations early on. Before starting a joint venture, the parties involved must understand what they each want from the relationship.
- Choose the right joint venture partner. Make sure that there is a strong, legitimate audience alignment with my joint venture partner. The ideal partner has resources, skills and assets that complement my own.
- Look at my cost to fulfill margins. The higher the price to fulfill and deliver, the lower the commission.
- Set up my partner's payout day after the refund window. For example, if the product has a 30-day refund window, I can pay my partner on day 35.
- Communication and documentation are a key part of building a relationship. It's a good idea to arrange regular meetings for all the key people involved in the joint venture.
- Always make my JV partner as involved as possible. They should show up at the top of the webinar with me, welcome people, create a nice, cozy environment, and then transfer their relationship with their audience and authority over me. This is where the warm traffic comes from.
- Attend in-person JV events. This will help me build good relationships by hanging out with attendees for days at a time - do fun adventures, or have dinners. This will allow me to bond and connect more deeply.
- Visit Charles Byrd's [website](#) to learn more about JV events and services he offers.