All right, once you have found and sought out your JV partner, in Video #4, this particular video, we're going to talk about what you should do before you actually approach them, all right? This is very, very important.

One thing I'm going to say is that it's a really good thing to build a relationship with your JV partner that you will be approaching because the less you are an outsider that just contacts a person without establishing any relationship beforehand, the more you are going to actually get them to accept you.

Now, like I said, even if you do this and your product is in direct competition with theirs, they're more likely going to say, “I'm sorry. I can't do that” even if they really like you and they really want to. They're probably going to say “No”. Just keep that in mind. You have to kind of keep all these things in mind but majority of the time if somebody approaches you that you have no idea who they are and they say, “Hey, can you promote my product?” you're going to probably say, “No” right?

It's kind of like a dating relationship if you think about it. You don’t go up to a person and say, “Hey, will you marry me?” right? You have to build a relationship first. You have to be like, “Hey, do you want to go on a date?” or “Hey, let me buy you this lunch or let me buy you this dinner” and it doesn't have to be a dating relationship. It could be a friendship or anything like that. You could be like, “Hey, you know, I'll bring you out to lunch and let's talk.” You do it step by step by step like that and eventually it becomes a relationship, right?

Same with the JV partner and if you’re thinking, “Well, do I really have to do that for every single one if I want to approach like 10?” In my opinion, I would do that because you think about it that JV partner could yield anywhere from a couple of thousand to ten grand to six figures.

I mean, who knows, because if you build a really good relationship and they see something in you that they feel like they could work with you and you all can work together, then guess what? You have landed yourself a big JV partner and that's really the goal here is to help you do that.

By doing the small things that we discussed in this video, your JV acceptance rate is most likely going to increase.

Now, a few tips you could use is when you approach JV partners, you really need to know about their products. Ideally, it’d be good to subscribe to their list. Don't respond to their emails, especially. Try their emails and when they send an email out, don't respond to their emails with your proposal. Instead, what you want to do is respond with building a relationship. Nothing is more annoying than actually getting a JV proposal straight up after you've blasted any email out.

Like I said, go slowly, build a relationship first. I mean, we talked about this earlier, but you have to think about it as a dating relationship or think about it as just a friendship. You never ever ask for a hand in marriage on the first date, right?

Although I have heard of such cases and I know people who have been asked for their hand in marriage on a first date before, and unfortunately, I see in those cases, all those people do is they share with other people about what happened. Same with the JV partner, same concept. What ends up happening is if you do that, they actually know other JV partners, they know a lot of people with bigger lists, and they have groups of people that they talk to.

You never want to be that person, okay? One way of doing this is buying their products. JV’s are more likely to look at what you're offering and it's not a guarantee or anything like that, but most likely, they're going to take their time if you took the time, right? It's a two-way relationship. If it's a one-way relationship, they’re going to feel like you don't care, you just want money, you just want to use them, right?

You never want to feel that way. Same thing in this case. Give them positive feedback by their products, see what things could be improved, and don't do it in an annoying way. Do it in a just constructive criticism way in a helpful way. Show them how you're using their product. One thing that you could do is create a study based on their product or even create a training or create something around their product and then show them.

I would say, “Hey you know I created this or I tested this product and here's my case study.” People have done that before and I was just wowed and amazed and that really, really steps things up to a whole new level, all right?

Show them how you're using their product, build a relationship with them and get advice from them or even pay consultation. Of course, don’t be the guy who just contacts them all the time, free advice. Pay them for consultation. Try to get to know them really, really well on a more personal relationship, because guess what? Then they’ll trust you. They’ll know you better and then as you know, the relationships that you have and the connections that you have are really, at the end of the day, are what are going to help you get in.

All right, now you know that, let’s talk about things you must have before you approach them.