

THE HARTMAN REPORT

PRESENTS.....



How the NEW Economy and the #1 Marketing Strategy on the Planet can revolutionize your business over the next 5 years and why those who read this now will *have a massive business advantage!*

Oprah does it...Multi-Million dollar companies do it...Billion-dollar companies make it their norm...and it's perfect for Entrepreneurs yet sadly most don't even know about it...

Business has changed and find out why those who read this manifesto may be the ONLY businesses remaining over the next 5 years.

by Stefanie Hartman



~ PROLOGUE~

This may be one of the most important Reports you ever read for your business – I realize that is a bold statement, but I am about to reveal how the landscape of business is changing at its core and how that may already be affecting whether or not you are in business for the long term. Please read on and let me know on my blog (www.hartofsuccess.com) if it has opened up your eyes to any degree or if you have already begun to notice this phenomenon happening around you and your business.

Observers have said that this immense change in cultural attitude may be unsurpassed in its effect on humankind, perhaps more than in any other Era in history.

I will briefly discuss the New Economy (and this has nothing to do with any recession), the next Evolution of Business (how business is changing) and the Most Powerful Trend in the History of Business – and how you as a business owner can greatly benefit from all 3 – provided you know about it and act on it.

Table of Contents

Section 1:	
The Most Powerful Trend in History of Business.....	4
Section 2:	
The Landscape of Business is Changing(and its factors).....	8
Section 3:	
The New Evolution of Business.....	18
Section 4:	
How Important are Connections in Business or Life?.....	20
Section 5:	
JV's is simply Putting Connections into Action.....	23
Section 6:	
Why are JV's so Vital for Entrepreneurs?.....	28
Section 7:	
The Right Path to New Business - Joint Ventures.....	31
Section 8:	
Start thinking like a JV Partner.....	38
Section 9:	
What's the Most Important Factor in Creating a Successful Business Connection?.....	41
Section 10:	
Learn from Real JV examples.....	45
<i>Perhaps the Greatest News</i>	51

THE MOST POWERFUL TREND IN THE HISTORY OF BUSINESS (ACCORDING TO THOMSON FINANCIAL) IS JOINT VENTURES AND STRATEGIC ALLIANCES.

Joint ventures are simply companies working cooperatively together to attain a mutually beneficial goal. The alliances leave both companies walking away happier parties.

According to Forbes Magazine, sneaky mergers and hostile take-overs are fast becoming a thing of the past. Now companies are predictably proving that they can grow faster, expand to new territories with much greater ease and create additional profit centers by joint venturing with other companies and service providers.

This is the first piece of the puzzle of the New Evolution of Business.

What exactly does this mean for you?

The companies that may lose the most income, customers and profits will be the ones that do not follow the rules of this new Evolution of Business. They are the ones who use “shark” marketing tactics, those that put profit first before people and refuse to work cooperatively with other companies. They would rather use competitive weapons and “kill their completion” rather than use cooperative tools to grow together.

These Fear/Lack Based Thinkers will be left behind; in fact, many of them already have started to struggle behind the leaders in this evolution. You

may be able to recognize these people and companies – they use phrases such as:

- Let's KILL the competition!
- We OWN this niche or area of interest.
- Sorry, I have to appease my Shareholders first, customers last.
- Everyone else is a FRAUD or copycats of us.

Sometimes you can visually image them as Fat Cats smoking a cigar crushing the little guys. Or perhaps as companies that have their arms around their "niche", tightly holding on with their elbows sticking out – trying not to let anyone else in.

FYI - the good news that you are about discover in this manifesto is that **once you understand what is happening you can use this "most powerful trend in the history of business" which is also the current #1 Marketing Strategy on the Planet, to your immediate advantage!** You don't need to be a big business to gain benefits from it – this works for ANY SIZE business but most people just don't know about it.

Keep reading to find out how your business can benefit from it....

Lack thinkers are *always* in the WEAKEST position, while ABUNDANCE thinkers are in the STRONGEST.

Here is a comical personal example of how to spot a lack thinker: Last year I got married and I hired a wedding décor expert that was new in town. She actually moved there to be with her daughter. She is well-known in

her previous city where she had a thriving career, but here she was starting over. She was excited about her new start until one day she went to an industry event and met the “top dog” in town. This guy hardly has what I believe to be earth-shattering talent but nonetheless he has cornered the market in his area as most hotels recommend him to their new brides planning their event because they are used to him and most likely because he had little competition. My planner told me that when she met him he flat out told her that “there was not enough room in this town for the both of us” and I’m pretty sure he was not suggesting that he would step aside and move shop. She seemed a little upset but all I could hear when she told me this was the old western movie whistle when Clint Eastwood was getting ready for a showdown. I asked her if he whistled and spit tobacco on the ground – then we both laughed. I told her not to worry, he’s just a “lack thinker” and is threatened by her. He may try to stir up trouble but if she stops focusing on him and just focuses on her clients, and does a great job for each of them she’ll win out in the end. Well, we were her first clients in town and our event was quickly snapped up to be published in a wedding magazine – so she certainly heeded my advice.

These individuals and companies are what I call “Fear Based” or “Lack Thinkers”. They fear competition, they **fear promoting other experts and companies** as they fear that they will lose their customers - when history proves over and over again that just the opposite is true and that if a customer is interested in a topic they will buy information from several sources. On top of that, companies that refer others become a great resource in their customer’s eyes which builds trust and loyalty as you make the lives of your customers easier.

These dog-eat-dog companies will find it very hard to compete in the marketplace long term as the landscape of business is changing to one that

is more responsible, more personal (individual) and seeks out what I call “Company Soul”.

I have a form that customers fill out when they want to apply for my Millionaires In Training Mentoring Program (www.MITProgram.com), this is where I teach entrepreneurs how to create 6-7 figure businesses based on their expertise, and on almost every application when asked why they are buying from me instead of anyone else they consistently answer by saying, “well you’re the first marketer in a long time that seems to really personally care about my success”. There are a lot of great marketers out there but I thought it was interesting that my customers would say that about their experience with me. I have been marketing with heart for my entire career and I teach others how to do that and have been able to watch many of them succeed beyond their imagination. I think this new public demand for accountability, for true “service” oriented business during this new Era is fabulous. I teach how to put Company Soul into your business in my Millionaires In Training Program. It helps you move from a place of “selling” to a higher place where you begin “serving”. When you “serve” versus “sell”, your reward is so much greater as is the reward to your clients.

Side Bar: I actually debated writing this manifesto and discussing the advantages of Company Soul for some time as I feared that other marketers would see this information as a great new angle and try to fake it in their copy and approach. For a split second I thought, “Would I stand out anymore? Maybe I should let them continue their shark marketing talk.” But then, I remembered I’m an “abundance thinker” and I don’t make decisions based in fear, I make them in service, gratitude and confidence. By circulating this I may help some amazing entrepreneurs with incredible hearts, minds and businesses to succeed and that is worth it to me.

THE LANDSCAPE OF BUSINESS IS CHANGING.

There are several reasons why business is changing now.

Impacting Factor One: Culture Shift

To begin with, for the first time in History, people 40 and older are the adult majority in North America. This is very significant because these individuals bring with them a wealth of life experience and maturity. They have already worked hard, and now they are searching for time, activities, jobs, and lifestyle choices that mean something more than just immediate profits. They want to believe in something. They want to contribute to a greater good and they want to make a difference and have their life matter. Because of this, they are drawn to work with companies that they believe in. For example, they would likely choose to work with a passionate and caring entrepreneur over the hyped up “big guy” in town. When money isn’t the primary motivating factor suddenly everything else matters! This is GREAT news for small businesses – and we’ll talk more about how this works in conjunction with the #1 Marketing Strategy on the Planet (and most powerful Business Trend in History).

They care about where this world is heading, they have begun to teach more grounding personal values to their grandkids and they want to take their money and spend it with companies and products that are aligned with their own beliefs, that are good to the environment (green companies) and/or their customers, or they line up with their personal value system. I am not yet 40 or older but I would argue that perhaps their influence has

spilled over to the rest of us, either that or **I am just tired myself of entrepreneurs and companies that seem to be built for speed and greed.** I actually spent over a year custom building a business called The Private JV Club so **that entrepreneurs and small business owners could take advantage of the new era in business and work cooperatively in business – help promote each other and grow with each other versus at the expense of each other.** I was tired of the few big guys who seemed to have their own “elitist” private club and shunned the rest of the world. Even though many of them hadn’t shunned me, they shunned some of the “little guys” I know – including many of my own customers. Even though I am a marketer and have had my own business for several years teaching entrepreneurs, I started in the business helping “Guru’s” make even more money. This was fun and exciting and many of them are truly great people, but I had an experience one day that made me realize something about my own values.

You see I was booked to speak at a conference. I was very excited as I admired the line-up of speakers I was to be showcased with on stage. You can imagine my excitement especially since I was the only female speaker. But one night shortly before the event many of the speakers were sitting around chatting in a bar and one of the speakers said to the rest of us “I bet that I will out-sell all of you!” This brought on a challenge and then the shouts and bets started coming in over top of each other wagering who would get the best “numbers”.

Now let me ask you, between you and me, **have you ever been in a room or group situation and suddenly felt like an alien?** I suddenly felt certain I didn’t belong and began wondering if I was the crazy one. I actually like healthy competition and feel there is nothing wrong with that, but I was repelled by the use of the word “numbers”. When I returned to my hotel

room I called my staff and without explaining why I just said “if I ever talk about my clients or customers as “numbers” please take me out of this business –not matter how big we get, let’s be small enough to care”. We have big enough hearts, I figure there is a lot of room still available for many more awesome people.

The next morning I took my turn on stage between the other speakers and oddly enough **one of the speakers that was making bets on his “numbers” began hovering near my booth.** When he saw people buying from me, he actually changed his flight plans (as he was planning on leaving after his talk) and decided to stick around. My staff noticed and then several new clients actually came up to me and said “you know I think ‘Mr. X’ is nervous of you”. This speaker was probably unaware of how transparent his actions were at that moment but between his actions at his booth and a comment he made about me on stage, he was clearly unmasked as “a lack thinker”, someone who believes that if people buy from me I’m taking money directly out of his pocket. I am just the opposite, I actually believe those statistics that tell us that people buy more than 1 product on their topic of interest, that there is room enough for us all in the business world – but the funny thing was our product was different than his offering and yet he remained fearful.

I learned 2 invaluable lessons that day – One, I don’t care if it’s fashionable or not, I’m actually going to care about my customers. Secondly, I only want to do business and collaborate with “abundance thinkers”, people who are relaxed, who work with cooperative theories in business and will not rip my heart out as soon as I turn around. There is too much to do in life to be constantly looking back to keep a watch for daggers in the shadows.

While these were great lessons, I was actually very sad coming home as this gentleman was a speaker I had met years ago and had actually admired (from afar). I was so happy for his success – but now when I show success, I realize that there are those who fear any success other than their own as if there is a planet ration or something (fear based thinkers) and there are people who will be genuinely happy for you (my beautiful abundance thinkers).

Those are the only types of people I now attract in my life and work, and I tell you I am having a ton of fun with them, everything feels safe and easy and many of them know other people who are just like them and we've banded together inside the JV Club I've built, it's become like our meeting place.

Impacting Factor Two: An Invention that Changed the World

Every so often an invention comes around that changes or revolutionizes, the world. **The second major influence to this social transformation of capitalism is the invention and proliferation of the Internet.** Ever since **Tim Berners-Lee**, a curious 25-year old invented the World Wide Web in the 80's, this free tool has been accessed in over 75% of homes in America and it continues to grow at an unprecedented pace today. In part because Tim decided not to profit from his invention and wanted it to be accessible to anyone, **this has actually shifted the balance of power from Big Companies and large advertising agencies to the individual.** Before, consumers would rely on mass advertising campaigns to dictate which company was better than another, which product was HOT and so on. If you had a great product but remained unknown to the world or did not have a massive advertising budget then you would likely stay very small, sell only locally or go bankrupt in a short time.

Now with the power of the internet small businesses can sell their products to anyone around the world. People can work at home much more easily and many people can begin new businesses quite quickly. My Joint Venture Club works so well with this concept as businesses can get the word out about their product or service immediately to people around the world and also find marketing partners who will help them advertise, expand or even enter new territories on a global scale. The internet has indeed shrunk the world!

The internet has also given people unprecedented access to information. They can research products and companies on their own and are no longer solely relying on subjective marketing campaigns. Now with blogs, e-books, podcasts, webcasts and interactive elements, **not only do the masses have more power but so do individuals.** People are now interacting with each other, giving and receiving opinions, rants and referrals democratically between everyone with access to the Internet.

This is important for you to notice as it has given recommendations & referrals a much higher importance to the end user or consumer. This is why testimonials work and why you'll see more and more marketing campaigns and strategies trying to get on the good side of bloggers and mom & pop internet sites who have developed a following. This has also forced big corporations to be much more transparent as they cannot hide the way they treat their customers, the quality of their intellectual property, product or service nor their general attitude towards their customers. Empowered with this information, more and more customers are making up their own minds on what they should buy. They are less subject to the "herd" mentality, they are looking for what is best for them individually.

The Zen Approach To Capitalism.

People are beginning to look for companies whose ethics align with their own. They are tired of companies hyped up marketing campaigns and just want the truth. They are tired of CEO's from big corporations (like Enron) conducting business unethically, embezzling money or supporting outrageous salaries while it's the consumer that suffers.

In turn, many CEO's have adopted a cooperative attitude as well as begun to look at how they can increase value to the customer and/or do their part to help with the environment. Green is the new black! *(sorry little joke there)*

Throughout history, rarely has it been the governments who have created fast positive change, as they have committees, governing bodies and their own economics to consider before implementing anything. Therefore, **major change has been sparked by an adventurous entrepreneur** or forward thinking company and in some truly inspiring cases, one or two courageous individuals. Because of this I actually believe that **companies and entrepreneurs are the ones who have the ability to create greatness and great change the world.** I hope this inspires you as a business owner to rise up and become a leader too.

This all sounds nice – but can good ethics make money?

The great news is that there is substantial overwhelming evidence that companies with good ethics seem to be the ones who outlast their competitors. They are around for the long-term, their stocks are higher and their employees make more money – all while the company is making a larger bottom line than its competitor.

In fact, according to research (Wharton School of Publishing, *Firms of Endearment*) **over a 10-year analysis of stock price performance, companies with ethics outperformed those without by more than an 8-to-1 ratio!**

Isn't this great news? The dog-eat-dog era is over. In fact, only the companies who cling to this mentality will be fighting each other in a small back yard, while the rest of us "abundance and cooperative thinkers" are enjoying business and life again! Frankly, they can keep their dog-fighting to themselves as far as I am concerned!

Not only does this allow for the return of fun in business and a greater sense of fulfillment individually, but statistics show that these companies are outperforming others by huge margins.

An example of this is Wal-Mart's Sam Club & Costco. Both companies have similar goals, sell low priced items in mass quantities, but that is pretty much where the similarities end.

While Wal-Mart has a reputation for underpaying staff to people in areas where employment is scarce, rumors of people being fired or departments closing (if they hear an employee discussing joining or starting a union) are perpetuated, plus local businesses have been driven to close their doors, unable to compete with the giant. In some cases, towns have been in an up-roar, picketing and demonstrating publically, when new stores are proposed. Costco has taken a different approach, 180 degrees different in most cases.

Costco still wants their shareholders to make money, of course, but they have sworn to put people above profits. Their shareholders understand this and work cooperatively with the stores goals. Costco pays their employees approximately 40% more than Wal-Mart, as a result their employees are happier at their jobs, in turn they promote these good feelings towards the customers and the turn-over rate of employees

remains very low, which saves the company money. Costco treats their employees and suppliers well which helps all parties succeed, plus communities tend to become excited about new stores entering their city. So did they make less money than their lack-thinking competitor? The answer may surprise you. While Costco's stock and earnings has risen over the years, Wal-Mart's has become stagnant or fallen.

One of my good friends, Natalie Pace (NataliePace.com) told me over dinner one night a few years ago, that the way to pick stocks for any beginner was to buy what you know, pick familiar companies and to use your own eyes and ears. For example, if you walk into a store and it is poorly stocked or the service is non-existent than this may be a company on the brink of decline. She knows what she is talking about as she has a history of pinpointing breakout companies, including Google, MySpace, Genetech, etc.

Impacting Factor Three: Global Economics

The Comeback of Community...

All in a day's Network! The most valuable asset in your life is your network, the people in your life. Your network provides nourishment in many ways; emotional support, motivation & brainstorming, teamwork, experience, connections and friendship.

Many of us have **forgotten how powerful human and peer connection can be** partly because while technology has eased our lives in many ways it has also made it so that we don't have to be right in front of people in order to interact with them – we can email, text, tweet, call or fax them. Because of

this, we have lost many of the benefits that came along with face-to-face interactions.

We've lost the sense of support, that sense of connection, so now we try to do everything ourselves.

We've lost precious time from our working days. Even though there are many benefits, **technology can also create more pressure** and has sped up the pace of life. We can't get enough done in a day. With email, people struggle with getting work done as they can't even begin until they spend an hour going through their email.

When we used to leave a phone message we'd expect a returned call within 24 hrs, but with email, we expect our response in seconds, so instead of focusing the rest of the days tasks we are at the mercy of who needs us at each moment. Business people are caught in the tight grasp of their electronic leashes.

Human interaction has also suffer somewhat. Communication has become shorter, and less polite as you don't need "small talk" in emails. We have cut our beautiful, colorful language down to a series of acronyms, LOL, ASAP, WYSIWYG, IMO, ROFL, TIA and hundreds more. With the lovingly nicknamed crack-berry (BlackBerry), cell phones and iPods and smart phones, how often have you seen people using their technology and shutting out the rest of the world, sometimes even their own date at dinner.

Interestingly enough, **we have lost the endorphins** we received when relating to others and 'hanging out'. Evidence shows that being part of a community helps balance body levels, makes us more relaxed, makes us happier and we tend to live longer.

Now having said ALL of that, I love our new technology as much as anyone, so I'm not suggesting you give it up at all. I only want you to observe what is happening around you and why many people today feel stressed out, exhausted, and isolated. Technology has simultaneously made us more "connected" and left us more alone than ever before.

The fact is **humans NEED community**, we were created as communal beings.

It's also very interesting how much research there has been on how your ability to earn has been tied to your immediate community. **Your Net Worth is directly influenced by your Network.** Individuals average the annual income of those in the closest proximity to them – who you relate with. There may be mystic, complicated or very logical explanations as to why this phenomena occurs, but it is easy to see that if you are a 'lack thinker' surrounded by other 'lack thinkers' your world has no chance of expanding. On the flip side if you surround yourself with people who welcome others, share trade secrets, help each other grow financially, spiritually and otherwise, you will grow from their well-earned experience and even see solutions where you could not otherwise have found yourself.

This need for community and connection with others again fits very nicely into the "Most Powerful Trend in the History of Business". Through the power of Joint Ventures and Community you do not have to do everything yourself, you gain emotional and practical support and you have more fun in doing business together with like minded individuals. Through the Private JV Club (www.PrivateJVClub.com), we have embraced this NEW Evolution and combined people who have business ethics, a strong sense of community and helping others, with powerful and effective joint venture marketing strategies for your business.

THE NEW EVOLUTION OF BUSINESS.

The Tide is Turning!

This leads me to unveil WHAT this new Era or Evolution of Business is...it's been called 'The AGE of Transcendence' (FOE, Wharton School of Publishing), a 'Society-wide Moral Renaissance' (John Perry, Former White house Speech Writer), 'Capitalism with a Conscience' (Ira Jackson, Former Harvard Business Scholar).

Well whatever you want to call it – there IS a NEW Evolution of Business forming *right now* and I can tell you its NEW Economics; its NEW Currency is: **RELATIONSHIPS**.

As we drawn out of the Information Age with information overload, now it is more important than ever, to consumers, to find a business or company or expert that they can trust to receive a great product, service and most important of all – content. If they find a company that fulfills their needs and matches their values then they will become a loyal customer for life. Trust only comes when a relationship is built, this is why it is vital that individuals position themselves as experts in their fields and build their businesses in ways where they foster trust and build strong relationship with their customers.

Through joint venture *relationships* with other companies you can take your business to new heights. A simple joint venture can help you distribute your product or gain exposure for your business. You gain instant credibility when partners introduce your product or service to their customer base, you piggy-back on their already strong relationship with their customers. (I'll discuss why many companies do this type of joint ventures on a regular basis bit later). When company A introduces

company B to its database, company B is actually gaining instant “trust” through a simple referral and the power of association. Since Company A has already spent considerable time building a relationship with their customers, then company B can actually sell more product or service as they are selling to a ‘warm market’. Company B goes from being an unknown stranger to a new friend.

**Understanding Joint Ventures & building the right Connections can
literally *transform* your business overnight!**

HOW IMPORTANT ARE CONNECTIONS IN BUSINESS OR LIFE?

I would venture to say that connections help shape our destiny. Think about this for a moment – did you ever meet anyone that told you a story or perhaps inspired you to change your life? Maybe even put you on a whole new career path? Or maybe you needed something (like a truck to help you on moving day) and a friend said, “hey I know a guy who’d let us use his truck for a pizza or case of beer”. Or maybe you are in business and the difference between a recommended accountant versus one you found at random actually meant you were able to save money towards your kids’ education. Heck, I met my own spouse through a friend, so I can state that connections greatly shaped my life and future.

Let’s face it, knowing the right people can open doors for you – you can get into the right schools, get phone calls returned from prominent or hard to reach people, get a nice freebie, a great upgrade, get help with a promotion for your company - if you knew people who would help you that had great databases and could make an email blast for you.

Another common saying is that your income is a reflection of the average of those you hang out with the most. Wouldn’t it make a difference if one day 3 or 4 people introduced you to 3 or more new people who were all successful CEOs or multi-millionaires and they not only opened your eyes to their world, but gave you a nudge or support right when and where you needed it? And said – **“you can do it, stop just thinking about and do it”**.

They have said that everyone is 6 degrees from someone they want to meet. Now **because of the internet and the rapid way people are connecting it is down to 1 or 2 degrees.**

I created the Private JV Club (www.PrivateJVClub.com) – and our slogan is **Because Connections Matter.** Look, we're human beings and not only do I think knowing the right people will help you personally, financially and spiritually, but I also know that when we feel "Unconnected" to the world – our world just gets that much harder.

I think connections in *all senses of the word* matters (connection with self, connection with what you do and connection with others).

What's mind blowing is that after you understand the power of connections and how to use them in marketing strategies, like Joint Ventures, you will find out that going from a zero income to a \$300K a year income is not a big leap – or at least it is closer than you think. You might just be unaware of a few key things that are missing in your plan. I can say this, because working behind the scenes I have seen it over and over. One small tweak can mean the difference between mediocre and spectacular success.

The worst place to be is *knowing* that you have a great product or service but NO one knows about it or you have NO cash flow. That is major frustration.

We are going to turn that around and learn about the powerful marketing strategy that is the #1 strategy successful marketers use to sell their products in launches, gain brand new leads overnight, and generate

monthly cash flow – I'm not telling you about the 9th or 10th best strategy - we're going straight to #1.

What is the #1 marketing technique or strategy that makes the most impact? Hands down, the #1 most effective and fastest way to find more customers, sell a ton and launch your product is **Joint Venture Marketing**.

#1 Marketing Strategy TODAY

.....is **Joint Ventures!**

1. **Putting Connections into Action**
2. **Two people/companies working together for a specific purpose for a common goal and to create a win/win.**

JOINT VENTURE MARKETING IS SIMPLY PUTTING CONNECTIONS INTO ACTION

Do you want to get MASSIVE EXPOSURE for your business or product & find GLOBAL Marketing Partners – but are short on time and money? *Then you need to learn the no-cost, no-risk marketing strategy that has literally built mega-empires – joint venture marketing (JV's). It's that simple.*

A JV can simply be two people (or companies) working together for a specific purpose, they create an informal win/win.

The Days Of The Lone Pioneer Are Over !



Gone are the days of the Lone Pioneer, the Struggling Entrepreneur, the I've got to do it all mentality.

There is a new Evolution of Business: Working together, the collaborative spirit, co-operation. In this business model Everyone wins, it's even OK to help your competitors.

New Evolution Of Business:

1. Working Together
2. Expansive Thinkers
3. Everyone Wins

There are many different ways to do a joint venture and I will list several ideas for you along with some steps you can take, but if you just grasp the concept of this no-risk no-cost marketing technique, you're miles ahead of the game.

Joint Ventures are valuable because they can bring customers to you overnight and in the most cost-effective way – which is important if you don't have a huge advertising budget or none at all.

“Joint ventures are probably one of the most underused strategies for building an online business and it's a shame as they're one of the most effective. Nothing can improve an online business's bottom line faster.”

- Joel Comm

Many of the big internet gurus built up their databases through JVs and continue to use JVs for free leads, and to sell out their products even though they can afford big marketing budget's, this remains their number one strategy – so what does that tell you? It should tell you to Pay Attention.

Let me make this clearer for you, let's say you are someone who has a great product or an idea for a product, but no customers, no leads or database, and no money to spend on advertising, no budget to hire a publicist or buy ads – you are completely unknown. Imagine this is you, at your home office alone wondering what the heck do I do? How do you sell products with no list, no money, no credibility.

Simple –**you borrow what you don't have** – JVs allow you to borrow another companies database of customers, to borrow their trusted credibility through reviews and recommendations to borrow the entire marketing vehicle. You only pay a commission on sales – if and when you sell. There's no money up-front and no –risk – that's why it's so cool.

Let me give you an example, you have likely already seen a very common JV technique that comes via email. This is where you see 1 new ebook getting released, or a product or software launching and you receive 5 or 6 different emails from 5 or 6 different companies or marketers telling you about it – all during the same day or time period? It is called a “timed campaign” or “timed email campaign”. You do this type of campaign to drive a book to best-seller status or to sell out a product at its launch. This is a very common JV technique and for most people it is the only one they know, that's a pity as, in the Private JV Club (www.PrivateJVClub.com) your trainers will teach you not only how to pull off a timed campaign for yourself to launch products but also over 20 other rarely known JV techniques that:



- Generate rapid, massive cash flow
- Create inflows of new leads
- Build your list rapidly
- Dramatically increase traffic to your website

- Help you co-create products
- Give you exposure
- Open you to new markets

And all are no-cost efforts. I say that because it's important you know there are many different types of JVs – that will each serve to magnify your success in unique ways.

John Assaraf, best-selling author of *The Street Kid's Guide to Having It All* and contributing expert on *The Secret* (movie), used joint venture strategies to help propel his book to the Best Sellers List and also to launch his products. John has made millions in profits with his investments and companies, so he can afford to buy advertising time - but still he prefers JV's.



I took part in this type of joint venture myself when I was launching a product and asked 2 companies to let their customers know about my product. We sold close to \$88,000 of product in 30 days – all it took was 1 orchestrated promotion with 2 partners.

You can get these same results, anyone can. The most important investment is yourself and with that, you can begin now to learn how to master this strategy and begin building those same relationships, to create those contacts. Doing so will put you in a stronger position to go back to them, when you are ready to launch. The best part is once you put the JV partnerships together - if you treat them right – they're with you forever. In fact, I've made deals with people where they regularly sell my product, because it is a good fit for their customer.

It is very important to me that you realize one thing ...

“You are closer than you think”

Joint Venture marketing is simply putting connections into action

You are closer than you think to building a huge database, to generating a colossal increase in cash flow, to meeting that business partner that will help you distribute your product to the masses, to that one connection that opens the world up for you (your big break), to reaching new customers – you could be 1 joint venture relationship away. That's why joint ventures are so powerful.

WHY ARE JV'S SO VITAL FOR ENTREPRENEURS?

Let's reveal some of the other ways we can use this no-cost, no-risk strategy in our business.

The number one reason most businesses fail is because of lack of cash flow. In order to get cash flow you need to sell your product or service –so if you can use JVs to dramatically increase or even predict sales that would be great wouldn't it? And if you can save your cash, and find marketing techniques that don't cost you anything upfront, where you only pay if they are successful that will put you ahead as well won't it?

Let's look at the common problems entrepreneurs face and how Joint Ventures can solve these problems:

- You've got a Product but no-one to Sell it to
- You feel isolated and alone in your business
- You need a Product
- Small or No Budget
- Need Credibility & Exposure
- Need Predictable Cash Flow

1) You've got a product but no-one to sell it to.

Through JV's you borrow another person's customer list. To find those who you think may have a relationship with your intended customer already. See I said "relationship". You have a greater chance of selling your product through the recommendation of people who have build a solid trust in their customer's mind already. You appear a stranger even though you are. JV Partners win because they get to offer a great new product to their customer base (that they didn't have to create) and quickly earn commissions for very little effort – you win because you have instant access

to a warm market, get recommendations and make lots of sales and new leads.

2) Entrepreneurs need Help to be successful – 1 man operation –

One of the biggest challenges service professionals and entrepreneurs face is the isolation & lack of resources that come with being a 1 man/woman operation. This leads to a “stuck” feeling, exhaustion, frustration, and an inability to grow as fast or as big as they wanted too. Look, I have literally seen people turn their yearly income into their monthly income just by adding JV Marketing. You’re not doing it alone anymore & you get to have way more fun in the process.

3) Entrepreneurs need Products –

But often don’t have the cash flow or expertise to put their own together right away. You can co-create a seminar with other experts, or create a CD product simply by interviewing other experts on a subject and recording it, even over the phone – at no cost, all because people like to be interviewed as an expert – good for the ego, but also good for their business when it gains exposure to new customers. Have you seen those products that are just interviews of other people? They can sell for up to \$1000. Or another option is you can find people who offer a great product and suggest they sell it to your customer list and you earn a commission on their sales.

4) Entrepreneurs need Advertising but don’t have a Budget –

How many people can afford to spend \$10,000 on an advertisement in the paper for their workshop or product or business’s service? And you pay for the ad even if it doesn’t generate any activity for you. That is the opposite of a JV, where you pay only if the advertising pulls in paying customers. In fact, I dare you to call up any paper in the country or TV network and see if they’ll make that deal with you. The “I’d gladly pay you Tuesday for commercial time today” approach just won’t fly. The Guru secret for doing this very thing is - JV Marketing. Get the result of major marketing campaigns without spending a dime. And it is fun!

5) No Exposure – no-one has Heard of You -

Gain instant credibility through association and referrals. **Increase credibility & exposure** by aligning with someone well known. All businesses, especially start-ups struggle with building acceptance within their market and customer base. A key alliance with a larger known person or company can dramatically improve your credibility in the eyes of your customers. Those alliances can expose you to thousands or tens of thousands of their customers in as little as 1 day. You get massive credibility and exposure.

6) Entrepreneurs need Predictable Sales and Cash Flow –

Maybe you have a wedding coming up that you need to pay for, or your car is on its last legs, or you're simply determined to make money this year. You're tired of doing everything yourself, feeling weight of world on your shoulders. You can set-up a product launch in a few weeks through Joint Ventures. You can pick the day you will make money = the day of the launch. You can have a team around you in a product launch, people mailing out for you to their list, people interviewing you, people giving you bonuses to beef up your product offer – making it more attractive to others.

As I said, you are closer than you think to reaching your goals, you just have to learn the formula for these JV's, build relationships, then just do it. It doesn't matter what your product or service is – you will benefit from making JV partners. Whether you have an online business, retail or service business, think of JV's as your powerful, silent business partner, the one who keeps putting cash into your pocket.

The fact is, Joint Ventures are happening all around you, yet you may never really notice them. Job one – start noticing them. Heck, visit the grocery store and you can see a coupon on the back of the cereal box for a free gift or prize, maybe a give away for a free exercise CD. That's a JV! What does cereal have in common with an exercise CD? They share the same target market and business message – we help people lose weight.

THE RIGHT PATH TO NEW BUSINESS - JOINT VENTURES

Roxanne Batson is a managing partner of womencorp.org online, which is a multimedia magazine for women and she is also an owner of Clicker Girls, an offline classroom performance systems company. She is a big believer that the right path to new business is joint ventures.

Here is what Roxanne has to say when asked if joint venture really work:

"Clicker girls (<http://theclickergirls.com>) is an off-line business selling response systems to schools. This allows teachers to capture students' responses without embarrassment by clicking a remote response pad. We created a joint venture with a company that marketed electronic whiteboards, which is a complementary product to our clickers. Together we go after school districts where we can show them a better solution for schools. We win more business together and the results were amazing. This last year in the clicker girls produce over \$1.3 million in sales versus \$330,000 the year before.

So if you ask me, yes, joint ventures do work I'm living proof. Try joint ventures they really do work!"

The First Thing to Know

So the first thing to know is **what is your target market**. Who is your customer? Think of them as a whole being. What do they buy? Where do they hang-out or what do they like to do? Thinking this way will expand your JV partnership possibilities. What business services or products do they use before or after they come to you? The companies offering those services should become an immediate candidate for a JV partner for you. An example is FedEx and Kinko's. One makes the copies and one ships them out, a perfect marriage.

- Need leads
- Enter new Territories
- Market with the help of someone who has experience in that market
- Get products distributed for free
- Exposure
- Distribution

One author created a Joint Venture with a Champagne company. She was an author of a book on *Toasting for Parties*. The deal for the public was that when they purchased 2 bottles of Champagne they received her book free. The author benefits as the Champagne Company literally sold her product for her and she made money without lifting a finger. The Champagne Company benefits as they increase their sales without expensive advertising costs and the customer benefits as they get a free and appropriate bonus item. Have you ever seen this concept on a cereal box or other packaged products?

Some Examples of the Fun and Profitable Types of Joint Ventures you can do are:

- **ADD CONTENT, COLLECT LEADS, ADVERTISE FOR FREE**
Find places to add content, collect leads, and advertise for free on member's websites and in their newsletters. Trade Links with targeted sites to increase traffic to your website.
- **OFFER A FREE LEAD GENERATING PRODUCT**
Offer a lead generating product e-course or e-book to a JV partner to pass on to their customer (free bonus when people buy their product). You collect free leads when new customers visit your webpage. You keep 100% leads and 100% profits – no commissions.

- **FREE REPRESENTATION AT TRADE SHOWS**

Renting a booth, buying nice clothes, paying for ads in trade show flyers can add up. What if you offered a free CD or Book or Report or Coupon for your services to other companies that share your target market yet offer non-competing products? The companies attending a trade show benefit from this form of Joint Venture as they now have incentives and enticements encouraging people to visit their booth – they look like heroes offering free items that actually didn't cost them a dime (but no-one knows that). You benefit from such an arrangement as you receive free representation at a trade show or convention that you are not even attending. New leads, prospects, and future customers are leaving the trade show with your free product or coupon for service. You can even provide your JV Partner with a little sign-up sheet and ask people to enter their info to win a prize or receive your free gift.

- **GOING GLOBAL WITHOUT STEPPING ON AN AIRPLANE**

Life or Business Coaches for example can create alliances with other coaches that have common levels of training or expertise all around the world, join forces through advertising and even work under a shared company name. Imagine a coach working part-time or full time at home, suddenly telling their customer that they have a division in England or Spain or Africa. Could Accountants, Lawyers, Financial Advisors, Real Estate Investors or Brokers and so many others do exactly the same thing? You bet!!!

- **SELLING GLOBALLY WITHOUT THE AIRLINE BAGGAGE**

The Internet is changing the way business is done because now you don't need to be known all over the world to sell your products or services all over the world, you just need to be known in your particular field or niche. For example, you can often sell your product or service over the Internet to people who literally search for your topic in their search engines, people you have never and may never meet. Imagine companies or marketing partners that sell only to your

specific target market (pregnant women, children, business men, baby boomers or bald men) which are looking for new products to offer them. Imagine having your product added to their “catalogue” of items that are offered to their customers. They provide the sales people, the Internet catalogue, the distribution channel and you just ship the “sold” items to their customers and provide your JV partner a pre-negotiated commission. Heck, they might even translate your product or advertising into the local language to open up markets you haven’t even thought of entering.

- **HOLD A VIRTUAL SEMINAR, PRESS CONFERENCE.**

Imagine being an Author, Speaker or Expert on a subject and having someone contact you to speak at their seminar event in another country. Imagine another person asking you if they could interview you for their internet radio show. Imagine someone with a customer list that matches your target market asking if you could write a column on their website for their “Ask an Expert” section. Imagine if someone with a large database or customer list asked if you could offer a training session by phone or a “virtual” training session for their people. Imagine if you sold your products or services through each of these JV opportunities. What does your JV partner get in return – value for their customers. They may even charge their customer to come hear you speak. You don’t always need to offer a commission on the sale of your product. You receive sales through a very warm target market, free publicity, and added credibility. Can almost anyone do this? Sure, you just have to be really good at what you do. You can be a psychic, healer, handyman, or tax specialist.

- **CO-CREATE AN EVENT**

You could approach other companies or individuals who are either great at what they do, or can offer value by working together through a sales or distribution channel, or by speaking or making a presentation on a topic your target market would enjoy, or possibly by just being well known for organizing or promoting events. You

could use any or all of these approaches to form a Joint Venture event, where you share all the costs and the revenue. You could even approach radio stations, newspapers, or printers and cut costs on advertising through joint ventures with them.

- **GIVE A PRODUCT, GAIN A PRODUCT**

Incentive Marketing is a technique by which you can add your product to a product that someone else is selling, bundle the offer giving the consumer the added incentive he or she needs to purchase the item.

This goes back to the example of the JV between the Champagne Company and the author of the book about Toasting for Parties.

“ Most people don't realize how many different ways you can cross promote and actually profit from working together. Business owners need to be educated on how to properly create Strategic Joint Venture Relationships and then they need a place to find the opportunities. ”

- **IT WORKS BOTH WAYS**

Entrepreneurs can also offer complementary products that other people created to their own customers. The joint venture partner can ship the product directly to the entrepreneur's customers. The entrepreneur makes a commission on the sale. Speakers do this when they need to sell a product at the back of the room for an event when they have not yet created a product of their own. Many websites are built that find products targeted to one specific market and then add a mall or catalogue of other products or services.

Use JV's for Product Development Help:

- Research your product, ask for critique/feedback/reviews on products, ideas, services etc. (before you even create your product – people do that in the club a lot). While you do that, you can ask those

entrepreneurs to endorse your product, or give you a testimonial for your product, or write forward in your book. Many people trade their endorsement for free advertising in the book. This is how entrepreneurs get testimonials for products they have not sold yet. Their endorsement, name, and website URL appears on the book jacket or website. Both parties gain recognition, but also credibility through simple association.

- Expand globally or internationally when you find global partners (UK or Singapore). Find untapped markets, which are hot selling markets because no one is selling your product or service yet.

Joint venture opportunities really are limited only to creativeness and an ability to find the right partner to launch a JV. This is really only the tip of the iceberg. The sky is the limit as far as whom you can partner with and what you want to get out of it and that's why this is so exciting. And, the best part is with many of these JV's is once you set them up, they will feed you for life.

START THINKING LIKE A JV PARTNER

Now, what you need to do is think of potential JV partners for your business. Please look at the questions and answer them – give yourself about 15 minutes – they will help get you started. If you have time, perhaps you can write down some ways you can already see of creating your own JV's.

What Do You Want?

Why did I ask what do you want?
Because JV's have jobs, all the things shown in the chart on the right, and more, that have to be done for your business. Can you do it all? Do you want to do it all? Or would you rather do what You want and Partner with others that are doing what they want?

JV 's Have Jobs.

- Rapport
- Exposure
- Credibility
- Outsource
- Additional Profit Center
- Increase Product Value
- List Builder
- Entice Sales.....many more.....

Putting This Into Action... Examine Your Target Market

- Who are They?

- What do They Buy?

Learn from real JV examples

- Where do They Hang Out/Like to do?

- What Businesses also Serve them, Before or After You?

- What Else Does your Customer Need/Want/Use

- What Do you Want....

Who do you JV with?

- Affiliates
 - Click Bank
 - Your Website

- Paydot.com
- Partners
 - Private JV Club.com
 - Your Website
 - Existing Relationships
- Customers

How do u find them?

- Forums
- Guru.com
- Seminars
- ASK everyone
- Ask Partners
- Charities, Organizations

How do you find them?

- Make yourself known in forums, answer questions, be helpful
- Enlist yourself on guru.com
- Attend seminars and build relationships, pick up business cards
- ASK everyone (6 degrees of separation)
- When you get 1 partner ask for 3 contacts from them
- Charities, organizations

Following these simple steps will have you thinking like a JV Partner and you'll soon be seeing opportunities to attract new customer everywhere you look.

WHAT'S THE MOST IMPORTANT FACTOR IN CREATING A SUCCESSFUL CONNECTION IN BUSINESS?

The New Economy is TRUST & Relationships.

Everyone has heard the Saying: *It's not what you know – it's WHO you know.* We can teach you how to master JV's but if you have no way, or no real effective way to start building relationships – you're screwed.

New Economy:

**TRUST &
Relationships**

Jay Darang wrote that we are in a "Relationship Economy" – *So how NETWORKED in are YOU?* Are you investing time to get to know people who you may one day do business with or are you just planning on approaching them when you want something from them - because believe me they can smell that a mile away.

Most people make that mistake, they wait to build relationships because they aren't ready. Well while you're waiting, I assure you someone else is building a relationship with them. Begin now, talk to them at seminars, or respond to their blog, let them know how much you loved something they just wrote or their terrific product, or join a network that supports relationships like the Private JV Club (www.PrivateJVClub.com) where you can get to know them better. Build a relationship before you are ready to JV– show them you are a person they can relate to, not just some random email in their inbox. This is not only the easiest way to become successful

at JVs it is fast becoming the only way, as more JV offers are entering people's inboxes.

How do You get Partners on Board – walk before you run ... first you date them. One thing you need to know about Joint Ventures is that it's a lot like dating. Single or married - either way you're right back into the dating world in business.

So what are the rules in dating?

Well for one, you first need to "court", create trust, and get to know them better – correct? You wouldn't

approach someone across the room, by rushing up at them, telling them which house you're going to buy together, when you're getting married, etc. They would think you are crazy. Well people do that very thing when they send them an email that says 'Hi my name is John and if you do this JV with me you'll make \$\$\$\$ and I have everything all planned out... blah, blah.' Just like dating, they need to decide if they like you or not in a relaxed atmosphere. You need to be their "type". They have to like who you are, what you stand for first – before the offer.

They are picky, and you should also be picky, don't date just anybody, have standards, you have to have some guidelines on who makes a good JV partner for you. You will make more money with a few quality JV partners who really get behind you than just seeking mass quantities of JVs. Great relationships built on respect will go that extra mile for you. Before you approach anyone – decide if they are a good match for you. Do they have a great reputation, good customer service? What are their company's goals? What is the mutual benefit? Does what they say match what they do and does all that align with you and your goals?

How do you get partners on board:

You date them!



Read their blogs, newsletters, website copy, ask around if anyone has done a joint venture with them – how did it go? This helps you see if there is synergy between your businesses or not and it also allows you to show them you've done your homework. Nothing angers potential JV partners more than someone contacting them that doesn't really know what they do or what their business is about.

The Key is To:

- 1) Build relationships
- and -
- 2) Know what you're offering besides money.

What's your **value** to their customers? What do their customers need that they don't provide but you can? How can your JV help them with a personal or business goal? Value, personality, and money wins over just money every time. What is the synergy between them and you (products, goals, or the way you do business)? **If you can find the synergy – you've found the value.**

Do a lot of listening on your first date. Keep the conversation open, they will see a fit or not, you might even ask them how *they* see you working together and supporting both your goals. As you get to know your new potential partner they may see opportunities to collaborate that you never thought of, be open. The more you can get them excited about working with you the better. Then come up with a plan to move forward. Should you book some dates for your JV and/or find out if there is someone on their staff you should deal with directly for the details (an assistant) or should you set another date to bounce some ideas around ?

Sometimes you can find the right partner but the timing isn't right (*so don't take anything personally*), but if you build a good rapport, then in 6 months you might do a huge deal with them. Your goal for your first date is to build rapport that is it, if people feel too pressured or sense that you're desperate on that first date, they will run. You need to be open and listen to

what they are looking for – if your product doesn't fit right now – tell them and thank them, keep in touch, if after a couple of dates you still think it fits, then pursue it.

How do you approach JV's?

One thing not to do is send out a bunch of standardized letters. JV's want to get to know you. They want to know you are inspired by your mission and to find out if your mission inspires them. They want to know if you are both on the same path. The number one reason others will JV with you is You. Only after that is settled, does making money come into the equation.

How to Approach JV's...

Number 1 reason most people JV is: You

Number 2 reason is: Money

In order to have successful JV's – you need to build a relationship. So even if you don't feel you are ready to do JV deals, now is the time to learn all you can about JV's so you get ideas on how to work with other companies, and just start connecting, getting to know people. It is often an even better strategy, as you are not asking for something from them right away.

Are you excited about the possibility of doing some joint ventures?

LEARN FROM REAL JV EXAMPLES

Stefanie Hartman - In preparation for buying a new house, I called up 2 joint venture partners and asked them to help me promote my Mentorship Program. With just these 2 partners sending out an email promotion for me and hosting a virtual seminar by phone, I sold over \$88,000 in products within 30 days of asking them. Plus they each made \$10,000 for basically clicking the “send” button.

Joel Christopher (www.masterlistbuilder.com) has been known to say his first JV project generated \$33,000 in sales over 17 hours.

Speakers/Authors: Drew Miles, Oprah Guest Cynthia Kersey, T. Harv Eker, Wendy Robbins, Mark Victor Hanson & Jack Canfield (Chicken Soup for the Soul Founders), Robert Allen (Nothing Down, Multiple Streams of Income)...the list goes on.



Joint ventures have been the key to my success. When I first started, my friend Alexandria Brown offered to do a teleseminar for my STOP Overwhelm program to her list (of 15,000 people). Not only did I make quite a few sales but the next thing I knew I had tons of clients, my list doubled in size and people came out of the woodwork to have me do a teleseminar for their list or speak at their event. It was like that one JV put me on the map. Creating win-win joint ventures can open doors and set off a chain of events that will skyrocket your success. In the last two years alone, I've done over \$450,000 in revenue from my key JV partners.

Melanie Benson Strick
Million Dollar Lifestyle Business Coach
www.successconnections.com



Joint Ventures are a big part of our business. Entertainment Engineering is an online magazine that caters to a technical audience. We are read by design engineers in a broad number of industries.

Because we're a magazine, the right circulation (opt-in subscribers) is key to our business model. In order for us to maintain visibility and increase our subscriber list we often partner (joint venture) with other companies. For example, we exchange advertising with certain association and business-to-business trade shows, groups like RoboBusiness, National Manufacturing Week, and IFPE (a fluid power show). They get ads in our magazine, while we get a one time mailing introducing our magazine to their attendees after the show. This works out great for both companies.

Another joint venture we have is with a print magazine. IEN (Industrial Equipment News) actually runs short clips from some of our articles inside their print magazine. Readers are then recommended to finish the article at our site. Again, we gain tremendous visibility for this exchange. We also exchange ads with IEN. They run our editorial every other month and run our ad on the off months. We in exchange, run their ad in our magazine.

All in all, joint ventures are a great way to do business. We'd welcome more partnering with video and podcast companies, printers, etc. As long as both sides feel as though they are getting what they want from the deal, it always works out and everyone is happy.

Terry Persun

www.EntertainmentEngineering.com

We knew we wouldn't be able to fill the room by ourselves for our first ever Soft Sell Internet marketing conference, "Bridging Heart and Marketing." So we made several Joint Venture agreements with people we already knew. And they referred us on to several other people who also did JV arrangements with us. The event booked up. Soft Sell Marketing became known as a "movement" of sorts. AND we now have amazing connections with a wide variety of people who will be willing to help us promote the conference every time we do it.



**Judith Sherven, PhD and
Jim Sniechowksi, PhD**

www.bridgingheartandmarketing.com



www.directsellingleaders.com

I can't imagine running any of my businesses without using joint ventures. I recently launched a new experts site completely built around the joint venture concept and we went from 0 subscribers to almost 1000 in less than a month. And these are highly targeted subscribers who really want what we have. I guess that is my favorite aspect of the JV model - we all work together to help each other build strong businesses. Stefanie Hartman has taught me so much about building strong, successful, and lucrative joint ventures - it really is the only way go!

Sarah Robinson – MIT STUDENT



Joint Ventures have been the cornerstone of my success. I launched my new book, ***The Power of Personal Growth*** with a very small database of people to market to and had very few sales. Thanks to Joint Ventures, I have been able to sell several thousands of copies of my books because my JV partners had very large lists. Now, my list is much larger, I can continue to promote to them and JV with others to support their missions. I LOVE Joint Ventures.

~ Manny Goldman, Founder, PersonalGrowth.com and Author, *The Power of Personal Growth*

Learn from real JV examples

"Being a part of MIT and in particular the Joint Ventures Club is quite literally all you'll ever need to succeed as an entrepreneur. Many people and businesses, particularly on the net, promise to make you a millionaire. Stefanie and her team deliver on that promise no matter what your starting point.

I was totally new to entrepreneurship and becoming a millionaire seemed a far away dream. The life changing material that Stefanie teaches and the incredible contacts that are possible through Joint Ventures and especially in her Private Joint Venture Club are literally staggering.

Throughout the MIT material Stefanie advocates Joint Ventures as they work so powerfully. The proof is obvious when you speak to Stefanie and her students and graduates.

I am a Life Coach & Counselor. Through working with Stefanie I am now a Columnist, Speaker, Trainer, have finished my first book, and I am set to explode my client base on a global basis. Her methodology of leveraging yourself literally means that I will have hundreds of thousands of clients instead of a handful. I get to make a difference to thousands of lives, my mission, and to become really wealthy too. How cool is that.

I am totally excited about Joint Ventures as through partnerships we create win-win for everyone, each other, and our clients and customers. Your dream awaits you in Joint Ventures and in particular Stefanie Hartman's MIT program and Private Joint Venture Club.

Thank you Stefanie for all you do for the little person to become a big league player, make a difference and become exceedingly wealthy."

Yvette Ryan – MIT STUDENT

Expert in Empowerment

www.empireofempowerment.com



I truly believe that joint Ventures are the wave of the future.... I think there are going to be **more joint ventures in the future than there ever have been in the past**. And we need them because a joint venture is sort of like a barter business -- it doesn't cost anything to get into it, **if you've got the right partners you can do magic**, because imagination will create the reality of the future. Right now the planet could not need more of us to make bigger and better promises than have ever been made. Because I'm an entrepreneur, everywhere I travel, I get to meet other **entrepreneurs** and they **all want to work together, it's an exciting time to be alive**. In Asia they teach the ying and the yang, the black part of the circle is the crisis and out of the crisis comes infinite opportunity and right now we have infinite opportunity and what we need is **entrepreneurial thinking to be the rocket fuel for opportunities in the future**. I couldn't believe that more.

Mark Victor Hansen, Co-Founder of Chicken Soup for the Soul Book Series



I was at a networking event when a business consultant approached me and said “I can easily sell what you do – all day long”... With a little brainstorming, we quickly realized that by combining our service offerings, clients received “advanced technology and employee accountability that yielded better profitability and higher customer satisfaction” (in addition to receiving instant double-exposure).

But, it didn’t stop there, by combining our seminars we intrigued five other business consultants, who informed all their computer consultants, who informed their software developers, which made my phone ring wildly with joint venture opportunities. My competitors started calling too, just to tell me “Your name is everywhere I go” – who are you, and how do you do that?

New clients repeatedly tell me: “My accountant told me to call you, then my computer friend told me to call you, even the software companies I contacted told me to call you, I never had a chance to call anyone else !!

You see, thru my joint ventures, I get three testimonials to one client’s office, before I pick-up the phone or send an email.

Not having joint ventures – would be a “death-wish”.

Dawn Scranton CQA
Accounting Directors Inc
accountingdirectors.com

Thanks to the power of joint ventures, I am taking the legal profession where it has never been able to go before by providing world class training, cutting edge technology tools, back office support, and the leverage of a national brand to small and solo firm lawyers who up until now have had to reinvent the business wheel with each new endeavor. I’d never have been able to provide any of this if I had not made strategic alliances with the best providers in each of these arenas”.

“Up until now, the leading lawyers in our industry have been notoriously unable to play well with others. As a result, the legal industry is stuck in an outdated business model that doesn’t serve clients or the lawyers themselves. By learning the joint venture secret, my company is well on its way to changing the way the world thinks about lawyers and creating a whole new paradigm of legal service.



Alexis Martin Neely, Founder & CEO of the Family Wealth Planning Institute and America’s Personal Family Lawyer

www.FamilyWealthMatters.com



As Success/Life Coach, Motivational Speaker, and Author of Life Improvement and Relationship Books, I realized that Joint Ventures would be the most successful way to target a specific and large Audience. Joint Ventures have drastically changed my business and my income increased by 700%. By teaming up with Organizations, other Coaches and different Businesses, I got numerous referrals for my Workshops, Seminars and Events. I would have never made the Connections, Customers, or Profits without doing these Joint Ventures.

Helena Nyman, Success/Life Coach, Motivational Speaker

www.TheBalancedExecutive.com
www.HelenaNyman.com

When I think of joint venturing, one in particular comes to mind where I had to literally change the mindset of this person because I knew a joint venture would be greatly beneficial for us both, but mostly, his clients.

As a life and wealth coach, I have a particular tool that allow families to get rid of all their debt, including their biggest debt, their home in 1/3 to 1/2 the time of a typical 30 year mortgage with little to no alteration to lifestyle or day-to-day spending habits. This guy, being a mortgage professional, I knew it would give him a reason to get back in contact with every homeowner he ever sold a home to, provide his clients a valuable services, make him look good in the process and make a ton of money.



Other professionals he may have spoken with in the past are usually hungry. Hungry for prospects they can sell, regardless of what their situation may be. I changed his mind and perception of the joint venture by showing him I care - letting him know I'm not hungry for prospects to "sell" to. I'm hungry to enlighten, educate and empower people – to provide them practical, useful information way before the sale of anything is mentioned. Once I showed that I can teach him how to generate really big incomes and provide the most valuable service he'll ever be able to provide for his clients at the same time, I was able to breakdown the mistrust and it was on from there.

Once I became aware that it is not the best image I portray that is most important, It's all about the most value I provided to their clients, joint venturing became much easier for me to form.

Earlvin Harris – MIT Student

www.bullpassion.com

Perhaps the Greatest News ...

**The person doing it the least but yet could benefit the most is ...
YOU!**

**Small business owners, Entrepreneurs and Service Professionals...
handymen, mortgage brokers, accountants, financial planners, investment
advisors, caterers, stylists, coaches, counselors, doctors, healers,
naturopaths, to lawyers, consultants and CEO's – the list goes on and on. JV's
work for everyone, everywhere, all the time!**

You're in luck, The Private JV Club (www.PrivateJVClub.com) is a powerful Joint
Venture club that helps you **grow your business by creating strategic alliances**
around the world or in your local area.

Inside you will find the tools required to **take your business to new heights** as
well as a knowledge base ensuring that you know how to get every ounce out of
each idea, contact, or process.

Your membership in the Private JV Club (www.PrivateJVClub.com) has the
potential to **open to you the secrets, the tools, and the contact relationships**
that many of the most successful businesses use every day.

I have some really exciting news that will help you!

**We have JV Contests and I want to help YOU customize a JV deal with
a big time guru.**

Here's the deal, I will teach you everything I know about joint ventures, answer
ANY questions you may have and help you craft a customized JV proposal.

I will do all of this at no charge. That's right...you pay me nothing to train you, to
work with you AND you keep all the leads, customers, sales and profits (well
that's between you and your future JV partner). **This is a \$2000 value**

How can I afford to do this when I am turning down consulting clients?

I figured out a way....

When you become a JV Club Member through this promotion I am going to throw in my **\$2000 “JV All the Way to the Bank” Mentorship Program for FREE**. I will personally teach you all I know about JV’s AND answer any questions that you may have as well as help you craft your own proposals.

Meet people such as.... the newest faculty and star of the prestigious ‘Oxford Club’ (agora publishing), the founder of **Planned TV Arts**, a finalist on **Oprah’s BIG GIVE**, former **Oprah Winfrey TV producer**, marketing broker for a **billion dollar man**, even the spiritual advisor of **chicken soup for the soul** founder Mark Victor Hansen, plus the founders of spiritual cinema circle and the **celebrity public relations person to Deepak Chopra** and many more!

These people can be your FRIENDS in business! This is HUGE!

Find out more about the club and how we have blended the power of active community with joint venture opportunities below or log on:

www.PrivateJVClub.com You’ll also find several case-study videos.

WE BLENDED THE ‘MOST POWERFUL (AND PROFITABLE) MARKETING STRATEGY IN THE HISTORY OF BUSINESS’ WITH A DEVOTED COMMUNITY OF HIGH PROFILE GLOBAL BUSINESS CONNECTIONS...

The Result: Massive Business Profits & Way More Fun!



You know, I've worked 'behind the scenes' as the Marketing Strategist for some really famous (yes even an Oprah show guest) multi-millionaire experts as well as entrepreneurs (who you may never have heard of), helping them create million dollar campaigns and build multi-million dollar businesses.

More about [my background](#) here.

And I know that Big Business and wealthy individuals have been using a trade secret strategy for years to build their empires, make money quickly, and get new businesses off the ground fast that is referred to as...

Joint Venture Marketing & creating Strategic Alliances.

I can tell you that this is one of the most effective most effective and under-used marketing strategies to help you become known, get leads and make money fast - that I have ever come across!

Oprah does it...Multi-Million dollar companies like Pepsi, Universal Studios and so many more use it...

It's the bread and butter for Billionaires all around the world....and **it's perfect for Entrepreneurs** – yet sadly most don't even know about it or how to effectively implement it into their business.

**WE'VE BEEN CALLED THE NEXT BIG THING SINCE GOOGLE,
YOU'LL SOON DISCOVER WHY!**



http://www.youtube.com/watch?v=jtFiQc_n5Q

*What happens when you merge Facebook® and LinkedIn®? You get the **Private JV Club** except with a lot more value & incredible opportunities to develop & build your business to a whole new level! ~ Brandon London D. Klayman , Founder of Conscious Commerce*

We're bringing class & elegance back to business by being surrounded by the brightest minds in business where you can mingle and connect in a relaxed manner, knowing that every single member has joined because they are smart individuals who also happen to have a great heart and want to see others succeed. Our members are very successful in business but they also are 'abundance thinkers'.

*Don't bite the hand that feeds you
– shake it!*

We teach cooperative tools in business instead of competitive weapons. Every day members create win/win business deals where everyone gains & everyone goes away enriched. The dog-eat-dog world of business is the "old way" of doing business and will not be supported in this new Economy. Why "kill" your competition when you could both win? Drop the fear and have fun in business again.

*I am very interested in collaborating with others who have a perspective different from mine. The **JV Club** opens doors that have potentially been closed to me, and allow me to interact with **like-minded people** in order to create **new opportunities**. It provides a place to explore new ideas, and challenges me to **move my business thinking to the next level**. ~ Charrise McCrorey, Business Coach*

Our Members are:

- ❖ Businesses ranging in annual income of: \$200,000 - \$3 million per year
- ❖ CEO's and Entrepreneurs wanting to take their business to next level and/or looking for specific joint ventures for product creation, distribution channels, global partnerships etc.
- ❖ Corporate Executives wanting connections to help their companies grow
- ❖ Individuals wanting to learn high powered marketing strategies
- ❖ Speakers, Best-Selling Authors & experts (local and world-wide)
- ❖ Coaches , Consultants
- ❖ Affiliate Marketers, Super Affiliates.
- ❖ Ages 30 - 65

What our Members Say...



<http://www.youtube.com/watch?v=ZPYqrh-xNic&feature=related>

No other place blends fortune 500 business owners with small business entrepreneurs – all on equal footing, all working together.

Many of our members pay \$5,000 - \$13,500 a year in fees to other high-end entrepreneurial clubs, so even though the monthly payments are really low, your ROI is outrageously high!

Learn from real JV examples

*Even if people paid for 1.5 years, and they just got **1 great contact that is worth more than gold!** Every CEO should be doing this. ~ Wade Pearse, SEO Expert*

Through my work with Stefanie, I have been inspired to look beyond my traditional business and expand into a web based program that will soon be launching. A very important component of my plan for marketing this program is the creation of joint venture relationships.

The prospect of hunting down, negotiating and administering those relationships when marketing worldwide is daunting to say the least. Being the forward thinking advocate of entrepreneurial success that she is, Stefanie decided to make this easy for entrepreneurs like me. She has created a club through which these kinds of profit generating relationships can be sourced and negotiated with ease. This one resource will save me an enormous amount of time and frustration and will dramatically increase the probability of success for my new venture.

If you are thinking of doing business over the web, get involved in Stefanie Hartman's JV Club.

~Warren Coughlin, Canadian Coach of the Year Award (2005), The Top Performing Coach Award (2006) and as one of the top 10 coaches among the 1000+ coaches around the world.



The Hottest New Trend in the History of Business!



<http://www.youtube.com/watch?v=LOBJGrGibtY>

I think therefore I JV

Savvy companies and smart entrepreneurs are outright copying the #1 Strategy that Internet Millionaires and Marketers use to launch their products, get thousands of brand new leads and make money virtually overnight! And until now the average entrepreneur or business owner had no access to the power of JV's – even though they can benefit from it the most!!! It costs nothing to do but can transform your business!

“Good-bye mergers and acquisitions. In a global market tied together by the Internet, corporate partnerships and alliances are proving a more productive way to keep companies growing.” Forbes Magazine

“This may be the most powerful trend in the history of business in the America's and fast becoming world-wide!” Thomson Financial.

**Joint Ventures can help you succeed - with No upfront Money,
No List and the best part...No Risk!**

... Even if you have no database to sell too – you can “borrow” that from your partners.

... Even if you have no money to spend on risky advertising or publicity – now you don't need it!

... Even if you have no time to research and find possible partners and hope they call you back – now you don't need too!

Joint Ventures is really the essence of growth now. PrivateJVClub gives a whole new meaning to Social Networking, if you have this understanding your growth is going to be amazing. People WANT to do business with people they like. This is a place where you can not only connect with well established Entrepreneurs / Business Owners but more importantly grow your business in half the time.

~ Joselin Mane, Social Media Expert, CEO LITBeL Consulting

Why this Club is so POWERFUL for you at any stage of business ...

This is a powerful club to belong too – even just to learn, meet, mingle and create powerful friendships and build relationships while you are creating your products, services or building your business.

It's not what you know, it's WHO you know or better yet who you have in your Network.

... Even if you have a best-selling book sitting in your lap, it won't become a best seller without the help of JV Partners.

... Even if you spent months creating a product...it won't sell like you want unless you have a network to help skyrocket your success.

...Even if you have a great service that you offer ... or a great website ... if no-one knows about it, they can't buy from you.

In this Club, you don't even have to leave your office to receive...

- ❖ *CEO to CEO deal making – **Get Business done faster!***
- ❖ *Joint Venture Marketing Training – **Hottest Business Strategy***
- ❖ *Hot Seat Calls – **Answers to your unique questions & strategy help.***
- ❖ *Peer to Peer Support – **Have fun again!***

Learn from real JV examples

- ❖ *Board of Advisors – Get answers when you need it.*
- ❖ *Prestigious Contacts – High Profile & great people access*
- ❖ *Insider Resources – Save time with tested experience*
- ❖ *Private Emails & Forums – Keep your privacy & connect in exclusive fashion*
- ❖ *Local Meetings where you learn & connect (ok you do need to leave your office for this one) Coming soon.*

Why we're like "E-Harmony for Business".



We combined **the advanced technology of our patent-pending B2B matchmaking technology** to help you connect with other companies that would be ideal partners for you. Once you fill out your profile, and what specific Joint Venture's you are offering or are looking for, this goes into our central database. Then matches get sent out twice a month to your own private homepage within the system.

Who you know matters, but who you become also matters.

We see the entrepreneur as a whole being. We know that Connections Matter, but on top of that, we are creating ways for individuals to feel more connected with themselves, (their goals, what makes them happy, why they do what they do), their business (with tools, lessons that help them grow), and other people (partners, new friends they will discover).

We also provide **Joint Venture Training** to introduce more than 20 ways that you can joint venture with other companies.

Learn from real JV examples

We combine that with **the latest training in business**, such as leadership training, web 2.0, marketing, publicity, online and in our local meetings.

We believe that helping you grow as individuals, becoming more focused, knowing who you are, what you want and feeling confident will help make this a better world.

Wow. What a great thing to write about! Joint venturing has been

exciting, exhilarating, a big stretch to my world, gained profits for me and the people I joint ventured with. We saved much money and gained services and resources. Helped get to customers I'm sure we could not have gained access to for a very long time, if at all. In fact because of joint venturing I am not even close to the same person I used to be and no longer a struggling business man!



The screenshot shows the PrivateJVClub.com website. At the top, it says "Because Connections Matter" and "Solo-Entrepreneurs to Fortune 500 Companies are Welcome. It's not the size of your business that matters, it's the size of your Heart!". Below that, it says "Become Connected...with your Business, your Dreams and the World." The main content area is titled "My Profile" and features a profile for Stefanie Hartman. Her profile includes a photo, her name, company (Stefanie Hartman Enterprises Inc. (SHE Inc.)), website (www.MITProgram.com), member since date (Thursday, September 21, 2006 at 12:10 PM), and last online date (Wednesday, July 2, 2008 at 11:52 PM). Her business description is: "I teach people how to make money online and offline by selling information you already have. How to get paid for your value rather than your time and how to become known as an Expert in your field. I hope you enjoy this club - it has been a dream of mine and quite a journey along the way. www.MITProgram.com www.StefanieHartman.com". Below the profile is a section titled "My Current JV Ads / Opportunities" which shows a table of ads. The table has two columns: "Title of Ad" and "Description of JV Opportunity". The first ad is titled "Become our Entrepreneur of the Month!" and the description is "Each month I put out an Internet newsletter and need to find great people with vision, ingenuity or hutzpah to highlight...". The second ad is titled "Trade 1 link: with me & Get Traffic:" and the description is "Improve your Search Engine Rating by becoming a link partner with...".

~ Curt McIvor, Curt Inc.

Joint ventures that are based on the intention of serving and the greatest good for all concerned can truly catapult your business into the next level easier and with more fun than you ever could imagine. Stefanie Hartman has created an amazing way to connect with others and create joint ventures that can serve all involved to achieve their goals. She also walks her talk and is a true spiritual-prenuer!

~Sharon Wilson, Founder The Coaching from Spirit Institute

We know it's just a matter of time that our club concept will be on the cover of **TIME magazine** saying this is **"The NEW way to do Business"**.

Are you ready too ...

- **Get advice** for your business or your product launch or what type of JV's you should do, from internet marketers and people who have done it all before, in our monthly Virtual Board Room Meetings.
- **Meet and Mingle** in our Virtual Cocktail Parties!
- **Build relationships**, tell your story and learn from others in our Private Members–Only Forum!
- **Find and create money** making Joint Venture Opportunities.
- **Take free Trainings** about how to better use JV's for your business or niche.
- **Gain exposure**, publicity, recognition and credibility by working with others.
- **Get JV partner matches** delivered right to your door (email inbox) of people wanted to work with you.
- **Surround yourself** with talented, amazing good-hearted people, so even if you work in a home office by yourself, you have powerful allies around the world at your finger tips.
- Finally **build your business**, with the free help of other entrepreneurs and professionals who care about you and what you offer the world.

I have a PHD in finance and I'm a professor of finance at a major university. One day my wife, Marisol, encouraged me to teach families like yours to straighten out their finances and become wealthy. I didn't know how to market and **I was tired of no-nothing marketers out there- who only make themselves rich.** I was just about to give up and throw in the towel when I met Stefanie. **My wife and I were so impressed with her sincerity.** I did everything she told me to do, even if I didn't understand why – and it all worked. She also urged me to write a book, and it got the attention of the largest newsletter company in the investment company in the world, the Oxford club. I sat down with them and we began working out a joint venture opportunity where I would actually create the first home study course for their corporation. **In the last six months I have been able to cash out my house.** That's right, many people dream of being that free but so very few do it, and **through application of the MIT principles and through the joint venture opportunities** that came about just because **by doing what I learned from Stefanie** it put my presence out there, it made me seeable to the people in the

Learn from real JV examples

industry. I was able to engage in activities that have transformed my financial life let alone what I do because of course **now I get to travel to very, very nice hotels and have conferences and workshops to large numbers of investor's**. Because of all this **I am now on the faculty of the Oxford club**. Stefanie is incredible and I would recommend her to anyone who is serious.

~Dr. Scott Brown, The Wallet Doctor, Oxford Club Faculty



This club is a DREAM COME TRUE for people with BIG IDEAS!

Says Dr. Pat Baccili, Aspiring Woman of the Year, Host of the Year, #1 in Seattle, #1 Show VoiceAmerica.com - The Dr. Pat Show.



Your membership is currently all-inclusive (for those joining now). Please Note: We do not share any leads you find, customers you make, or take any commission on deals you create.

We just want to help you....

Make Life Easier,

Make More Money,

Enjoy More Fulfillment!

You keep all the new leads, customers, profits and lifelong business friendships.



Join the club!

www.privatejvclub.com

Become a Private JV Club Member!

I THINK THEREFORE I JV