

Joint Venture Magic Letters and Forms

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1. Joint Venture Questionnaire Form

Name: _____ Business: _____

Address: _____ City: _____ State: _____ Zip: _____

Website URL: _____ Email: _____

Business Phone #: _____ Mobile #: _____

Tell me a little bit about your business:

Write as many keywords related to your business (as many as possible):

Total number of names on your mailing list		Are the name & addresses on the computer? <input type="checkbox"/> Yes <input type="checkbox"/> No
How much does the average client spend with you?		How often does your average client buy from you? <input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Yearly
% of people who purchase more than once from you	%	How often are your customers contacted? <input type="checkbox"/> Daily <input type="checkbox"/> Bi/Weekly <input type="checkbox"/> Bi/Monthly <input type="checkbox"/> Yearly
How long have you been in business?		Do you publish a newsletter or ezine <input type="checkbox"/> Yes <input type="checkbox"/> No
What is your monthly marketing budget?	\$	Do you have any products or services that you have ownership or the licensing/resell rights to? <input type="checkbox"/> Yes <input type="checkbox"/> No
Describe the products and services you have ownership or resell rights to:		
Do you have a merchant account?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Do you use direct mail? <input type="checkbox"/> Yes <input type="checkbox"/> No

Copy Writing Worksheet

1. What's the goal of your copy?

2. What's the overall goal you want to achieve six months from now? If this project could accomplish just one thing, what would that be?

3. What other goals would you like to reach with this project?

4. Is there anything about your product or company that lends credibility to your sales pitch? (This could include awards you've won, how long you've been in business, how many locations you have, etc.)

5. What product or service will you be selling?

6. What are all the benefits of your product? (Leave nothing out, put everything down)

7. What relevant facts and figures have been gathered about your product?

For example: Have any studies been made that provide facts and figures that will substantiate your claims?

Is there an industry trade counsel that can give you meaningful facts, graphs, charts and statistics about your product?

How does it compare to your competitors products?

8. What are the major benefits your client gets from your product?

9. What major benefits do your clients get from doing business with you rather than doing business with your competition? Develop your 'unique selling proposition'. What makes doing business with you "unique"? Why should a prospect favor you with their business instead of your competition?

10. What is your client's main concern?

11. Create a short, accurate profile of the type of client you'd most like to attract.

12. What type of guarantee do you offer?

13. What level of service and support do you offer?

14. Collect and analyze the marketing pieces and items listed below:

Sales Letters	Newspaper and magazine ads
Brochures	Radio and television spots
Catalogues	Press kits and news releases
Cards	Complaint letters from dissatisfied clients
Marketing plans	Back issues of promotional newsletters
Classified ads	Sales training materials
Telemarketing scripts	Feature articles about you or your company
Product sample(s)	Testimonial letters from satisfied clients

15. Now “sell” your product to a client as if they we’re sitting across from you.

Joint Venture Project Check List

Date: _____

Product/ Service Name: _____

Joint Venture Partner: _____

Company Name: _____

Address:

Phone Number:

Email: _____

Joint Venture Project Check List - 1

The Market	
<input type="checkbox"/>	I've identified the target market that I want to sell to.
<input type="checkbox"/>	The people in the target market own credit cards & buy things through the mail.
<input type="checkbox"/>	They've made mail order purchases similar in price to our item recently
<input type="checkbox"/>	I identified the "hot buttons," that motivate them to buy through direct mail.
<input type="checkbox"/>	I know what these people want to buy right now.
<input type="checkbox"/>	The age, sex, and general philosophy of our target market is perfect for our item.
<input type="checkbox"/>	The people in our target market open their own mail.
<input type="checkbox"/>	I have a good mailing list(s) of at least 1000 recent buyers for our target market.

The Product	
<input type="checkbox"/>	The market wants to buy this product
<input type="checkbox"/>	This product appears to be unique and high quality.
<input type="checkbox"/>	I'm the only product source (besides the owner) and it's available to me in quantity.
<input type="checkbox"/>	I can make a reasonable profit by selling this item.
<input type="checkbox"/>	The product meets my and the target markets requirements.

The Project	
<input type="checkbox"/>	Calculated Risk vs. Return ratio shows this project is worth my time.
<input type="checkbox"/>	Break-even point is low enough to recover our investment even if it isn't successful.
<input type="checkbox"/>	I can develop and test this project without borrowing money.(If speculative)
<input type="checkbox"/>	I have the time to commit to this project
<input type="checkbox"/>	All expenses research, development, testing and rollout of the project are tracked
<input type="checkbox"/>	I've outlined a timetable for implementing each phase of this project.
<input type="checkbox"/>	I contacted all the people I need to get this project working. I've contacted the: <input type="checkbox"/> List broker <input type="checkbox"/> Copywriter <input type="checkbox"/> Typesetter <input type="checkbox"/> Graphics artist <input type="checkbox"/> Print shop <input type="checkbox"/> Product source <input type="checkbox"/> Order taking service <input type="checkbox"/> Others
<input type="checkbox"/>	All the agreements have been signed and everyone has their own copy.

Joint Venture Project Check List - 2

The Offer	
<input type="checkbox"/>	The offer corresponds with market demographics.
<input type="checkbox"/>	The offer is easy to follow, understand and compels reader to read it.
<input type="checkbox"/>	The offer hits the target markets “hot buttons” and makes the reader want to buy.
<input type="checkbox"/>	The price is right for this market. (Don’t insult them by underpricing the product)
<input type="checkbox"/>	There’s a money-back guarantee.
<input type="checkbox"/>	The offer includes at least one free premium and increases the perceived value.
<input type="checkbox"/>	I’ve removed all obstacles/reasons that would keep people from buying the product.
<input type="checkbox"/>	The phone number to order is highly visible, easy to find and is correct.
<input type="checkbox"/>	The return address is on the envelope
<input type="checkbox"/>	I have a back-end product available with this product.

Fulfillment System	
<input type="checkbox"/>	I shipped the product to myself, and I’m satisfied with how it looked when received.
<input type="checkbox"/>	I have a procedure to fulfill and track each order that comes in.
<input type="checkbox"/>	I am ready to accept phone orders for this product.
<input type="checkbox"/>	Everyone taking orders knows about the product and offer to build client confidence
<input type="checkbox"/>	The phone lines will be answered during the hours customers most likely will order.
<input type="checkbox"/>	I can process Visa, MasterCard, and American Express.
<input type="checkbox"/>	I have enough boxes and packing materials to ship this product.
<input type="checkbox"/>	I know the exact cost to ship this product. It is factored into the break-even analysis.
<input type="checkbox"/>	<input type="checkbox"/> I am paying shipping <input type="checkbox"/> The customer is paying the shipping (its clear in the offer)
<input type="checkbox"/>	I have checked the quality of the product and it isn’t likely to have many returns.

Joint Venture Project Check List - 3

Project Test	
<input type="checkbox"/>	The mailing list is on disk so I can verify the list before I mail to it.
<input type="checkbox"/>	The test mailing is at least between 1,000 - 5,000 pieces over multiple lists
<input type="checkbox"/>	I'm mailing the test First Class.
<input type="checkbox"/>	The order entry people know that the test is about to begin.
<input type="checkbox"/>	They have enough materials and order forms to take orders.
<input type="checkbox"/>	I'm mailing the test on <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday

Analyzing Test Results	
<input type="checkbox"/> Yes <input type="checkbox"/> No	Did I get any orders for the product?
<input type="checkbox"/> Yes <input type="checkbox"/> No	If not, am I going to figure out why it didn't work, fix it, and test again?
<input type="checkbox"/> Yes <input type="checkbox"/> No	Did I reach the break- even point?
<input type="checkbox"/> Yes <input type="checkbox"/> No	Were there any order taking or product fulfillment problems?
<input type="checkbox"/> Yes <input type="checkbox"/> No	I discovered hidden costs I didn't figure on in the test.
<input type="checkbox"/> Yes <input type="checkbox"/> No	There were questions customers frequently asked about the offer? (If yes, I need to put them in the offer.)
<input type="checkbox"/> Yes <input type="checkbox"/> No	Am I being honest about the test results?

Rolling Out the Joint Venture Offer	
<input type="checkbox"/>	I'm following up the successful test with a substantial mailing.
<input type="checkbox"/>	I'm mailing all the offers at the same time, or. . .
<input type="checkbox"/>	I'm spreading out the mailing, so I don't overload the order/fulfillment resources.
<input type="checkbox"/>	If the response rate on the roll-out is substantially greater, I can handle it.
<input type="checkbox"/>	I'm still tracking the income and expenses from this project.
<input type="checkbox"/>	I have set aside money to take care of possible returns.
<input type="checkbox"/>	I'm creating a plan to work and profit from the back-end?
<input type="checkbox"/>	I'm ready to look for the next joint venture project?

2. Joint Venture Contract Letters

This section contains copies of all the contact and endorsement letters from the manual.

01/01/2009

Jim Smith, President
Quality Products Inc.
123 Moneymaker road
Anytown, USA

Dear Mr. Smith

I was visiting at your website, store etc., and want to tell you that your product/services look great!

(Talk a little about their product/service and how much you like it or it interests you.)

You seem stable in business and I know you've been in business since _____ with a level of success in what you're doing. I want to share a concept with you that I believe will make you a very generous second stream of income while requiring very little effort or time.

My name is _____. I have Talk briefly about your business. I think my customers would be just the right prospects for your business and vice-versa.

Since your product is noncompetitive, but it's needed and wanted by customers like mine. I would like to offer your product to my customer list, I believe you'll do rather well so I'm prepared to absorb all risk and monetary costs.

When you call me between ___ & ___ one day this week, we can talk about the details. It will only take about 10 minutes of your time and it can mean thousands of dollars in your pocket.

My number is 555-123-4567 and just tell whoever answers I'm expecting your call.

Sincerely,

Name

P.S. If you prefer I call you, just reply to this message with your telephone number and the best time when I can reach you. Let your assistant know to expect my call. Make sure you reply with your name in the Subject line so I can notice it from the many other emails I receive.

Dear Mr./Mrs. _____ ,

I have a proposition for you that I believe would generate a great deal of profit for you with absolutely zero risk.

My company _____ is (describe one or two things that your company does best).

I believe that our products are very complementary to what you offer your buyers. That's why I wanted to write and introduce you to an idea that could create another source of revenue for you while providing a valuable service to your customers.

Since my product is a non-competitive, but its needed and wanted by customers like yours. I would like to send a letter coming from you recommending my product to your customer list, I believe you'll do rather well so I'm prepared to absorb all risk and monetary costs.

I'll make this as simple and easy for you as possible, by writing the entire letter for you. Although, you will have complete editorial control over it.

When this sounds like a good idea to you, let's talk personally over the phone and go over some of the details. I'll give you a call next Wednesday at 10:30am. Please ask your secretary to expect my call. Or if you want, you can contact me at 555-123-4567 and I'll explain everything in full detail.

Sincerely,

Name

01/01/2009

Jim Smith
President
Quality Products Inc.
123 Moneymaker road
Anytown, USA

Dear Mr. Smith

I was visiting at your website, store etc., and want to tell you that your product/services look great!

(Talk a little about their product/service and how much you like it or it interests you.)

You seem stable in business and I know you've been in business since _____ with a level of success in what you're doing. I want to share a concept with you that I believe will make you a very generous second stream of income while requiring very little effort or time.

My name is _____ I have (talk briefly about your business). I think my product would be something that your subscribers/customers would be very interested in.

This product is non-competitive to your business, but it's wanted by customers like yours. I would like you to offer my product to your customer list, I believe that you will be able to receive some very impressive profits, also I'm prepared to absorb all risk and monetary costs.

When you call me between ___ & ___ one day this week, we can talk about the details. I will only take about 10 minutes of your time and this can mean thousands of dollars in your pocket.

My number is 555-123-4567, just tell whoever answers I'm expecting your call.
Sincerely,

Name

P.S. If you prefer I call you, just reply to this message with your telephone number and the best time when I can reach you. Let your assistant know to expect my call. Make sure you reply with your name in the subject line so I can notice it from the many other emails I receive.

01/01/2009

Jim Smith, President
Quality Products Inc.
123 MoneyMaker road
Anytown, USA

Dear Mr. Smith,

My name is your name. I'm a marketing consultant that specializes in uncovering the hidden assets in businesses and creating immediate additional cashflow at literally no cost to you. I have a number of intellectual property concepts which have been proven to increase cash flow almost immediately by using little known and overlooked techniques.

The concepts that I want to introduce to you have been tested and profited from by people in almost every industry. I have studied your business and from what I gather, I feel I can create a large amount of cash for you.

I'm very contingency oriented. You will not pay me, unless you get paid first. I've already found the perfect deal for you. I will put my money into the marketing of the concept, so there is no expense to you.

I'll do all the work, and you'll reap the benefits. I'm very selective in the clients I pick to share this incredible concept. I must ask you sign an "Intellectual Property Rights Agreement" before I can tell you the details of the deal I have in mind for you.

I will call you on _____ at _____, to discuss this in greater detail. If this isn't a good time for you, all I ask is that you call my voice mail, state your company name and specify the day and time that's best for you so we can get together. I have other businesses I'm working with, please call right away so I can fit you into my schedule on the day you request.

Sincerely,

Your Name

PS. If the dates I've specified are inconvenient for you, go ahead and call just to let me know you are interested. I'll try to arrange a time that is mutually convenient, since the deal I have in mind for you is rather significant.

October 5, 2009

Dear Clients,

A couple of days ago, I was looking for a holiday card to send you, to express our appreciation for your patronage.

There were so many different holiday cards to choose from Christmas, Chaunneka, Kwanza, Etc. We couldn't find one card that expressed our caring and appreciation for you as our client. It is people like you, that have helped us to build our business to be one of the most profitable _____ in the area. So finally, I chose instead to say thank you in a very special and different way - with our actions, instead of our words.

Let me explain. My friend _____ owns a _____ business, with the (largest, fastest, strongest) _____ in the area but more importantly, he has a fabulous method of _____ that lets him save a fortune. While we were having lunch, I mentioned that I was going to give a great gift to my clients this holiday. I was going to give you a gift that would express my appreciation for your business. I also told him I didn't want to just send a card or something I wanted to do something a more meaningful.

After some talking he agreed to allow you, my clients to bring in this very letter to his store, during your holiday shopping, and you will get a 30% discount! The offer is good for anything you want to buy this year. So by doing this, I'm saying "thank you" in my special way. Since he will be giving you finest quality _____ I feel that you'll continue to buy from him for years to come.

So, go ahead and take this letter to _____ anytime from now till December 31st, 20____, so that you'll get the "special discount" of 30% off anything you buy and incredible VIP treatment from _____.

Because so many people buy _____ during the holidays, I figured this would be a much better thank you than any card we ever could send.

Enjoy, and Happy Holidays

Name

PS. By the way, _____ asked that when you come to his store if you would "pass this letter" to him in an discreet way so his other clients won't feel bad. Because they are not getting the VIP discount you are getting. Please do this favor for him when you go in.

October 5, 2009

Dear Friend and Customer,

A few weeks ago a woman in New York contacted me and told me about a _____ that she's created. I've gone through lots of different courses, manuals, systems etc. so although I really wasn't that excited. She seemed very excited about it, so I asked her to mail me a copy of the course!

A week or so later it came in the mail. When I opened it, I decided to just browse and flip through it.

I ended browsing and flipping for about 5 hours. Amazingly it is actually some of the most powerful _____ information that I've ever read!

When I woke up the next day, I contacted her and asked for all the information about her course. She told me that she sells the course for \$317. I told her that I would like to let of my clients in on this course, but no way would I offer it to you unless she gave you a better deal.

After some negotiating back and forth for a while she agreed to include a special and video tape set which she sells for \$150 and give it to you at wholesale price of _____. I checked the set out, and it's just good as the course.

This new complete package I think is the perfect package for you. I've included some of the order forms that she sent me.

If you've ever wanted to learn about _____ or how to _____ then I suggest that you get this course right away.

She also said to tell you that if for whatever reason your not 100% satisfied with the course, you can send it back within six months for a 110% money back guarantee!

Sincerely,

Name

October 5, 2009

Dear Customer,

As one of our most loyal and special (customers or clients), I decided that I wanted to give you a really wonderful gift for Holiday/Occasion.

However, I didn't want to just send you a card or a box of chocolates, instead I figured I would give you something that would hopefully be more appreciated. A gift of benefit of your product/service (knowledge, prosperity etc.).

That's why I'm buying you a product/service.

This product/service normally costs \$_____, but it's my gift to you for simply being a valued customer.

(Describe the free gift along with the benefits.)

Just bring this letter into your local business name in city and you will get one free service/product.

There's no catch and there's no obligation at all to use their services again. This is just a gift I thought you would really appreciate and be able to use.

So go pick up the phone and call business name at xxx-xxx-xxxx. Tell them you're the person I bought the service/product for.

Once again I hope you enjoy this gift and next time you come to the store, please let me know how you enjoyed your gift.

Sincerely,

Name

P.S. Just a quick reminder, there are no strings attached at all for you to get the free _____
_____. This is just my gift to you for being a such great customer.

October 5, 2009

Dear Customer,

You are probably wondering why a your title/occupation would write to you about a Joint venture partner's occupation?

Well, the reason is because I feel it's important that you know about endorsed business. There aren't many businesses nowadays that can exceed your expectations, most barely meet your expectations. But, endorsed business name goes WAY beyond exceeding their customer's needs.

That's why I wanted to introduce you to owner's name, he/she owns (company name). Business Name/owner has explain in detail what they did for you and about the great work they did. They have been doing this for X years now,

I'm always looking for deals that would be of value to our valued customers and friends. So when I sat down with first name of business owner I asked her/him if I could do something special for you. After some light arm twisting, he/she agreed!

This is what we came up with. When you take this letter to Company Name, you will receive a (discount, free gift, shopping spree)!

So go on in right away and let them know that I sent you. You'll be glad you did.

Sincerely,

Name

Dear Mr/Mrs. _____ ,

I have a rather unusual proposition for you. It's something that I believe could provide a great deal of profit to you with absolutely no risk.

My name is _____ and I own company/product name.

(Mention one or two things about your company/product and what it does.)

As you can see, our (products/services) are complementary to what you offer. This is why I wanted to write and introduce you to an idea that can create another stream of income for you while providing a valuable service to my customers.

I would like to send a letter to my list of clients endorsing your products and also giving them a special discount/offer on your product/service.

Plus I'll make even easier for you by writing the entire letter. However, you will have complete editorial control of it.

What I would like to know is, for every one of my clients who takes advantage of this offer, would you be willing to give me ___% of the profit?

When this sounds like a good idea (and it really is), I'd like to discuss it with you over the phone, I'll give you a call next Wednesday at 9:00. Please ask your secretary to expect my call. Or you can call me at xxx-xxx-xxxx and I'll explain everything in detail.

Sincerely,

Your Name

Dear _____,

As you can see, I've attached a dollar with this letter. Why did I do this? Well, there are two reasons:

1. I have something very important to tell you and I needed some way to make sure this letter got your attention.

2. And, secondly, since what I have to tell you concerns money, I felt that some sort of financial eye catcher was appropriate.

I have a proposition I believe will generate more of these digital dollars for you with absolutely zero risk to you.

My name is _____, I'm a marketing leverage specialist with access to information that literally has produced millions of dollars in profits for businesses & professionals across the country.

I search for tangible & intangible assets, businesses aren't using & turn them into streams of ongoing income. I'm looking for business owners who promote non-hype marketing concepts in their company.

While visiting your website & looking at your great products. I noticed you've been in business for some time & have quite a few satisfied clients. Because you're using the internet to build & grow a reputable business, feel you might be a very good prospect for an opportunity of mutual profit and benefit to your customer base.

The products and information I have the rights to, are complementary to what you offer your buyers. Based on this, I want to share a concept I believe will generate for you a generous second stream of income, while requiring very little effort or time.

The ideas and techniques I'll introduce & recommend will be so clearly viable, logical & intuitively verifiable the moment you hear them that you'll really appreciate the time we spent together.

When this sounds like something you'd like to learn more about, let's talk on the phone & go over the details. I'll call you next Wednesday at 10:30am. Ask your secretary to expect my call or you can call me at 555-123-4567 & I'll explain everything.

Sincerely,

Your Name

3. Sample Letter to Help Get You Started in the Referral Business

Dear Mr. Business Owner:

I'm writing as a service to alert you to the fact that my consulting practice is getting extremely full, and I'll only be able to accept maybe a dozen or so more businesses. But before I accept new people from the outside, I want to alert you, because if you would like to refer any of your associates or friends to me, I'll give you first priority. I ask only that you don't dally.

Give me a call and register their names so I'll know how many spaces I should reserve for you. I appreciate your business.

Sincerely,

Jason W. Leonard

4. Endorsement Letter of a Professional

Dear {First Name},

It is rare that I write to you, let alone write about somebody else.

But I wanted to share with you some of the exceptional things my {Lawyer/Accountant/Printer, etc.}, {his/her name} has done for me.

{Talk about some of the good things he/she has done for you and your practice}.

As a courtesy to me, {first name's} agreed to spend one full hour with you free of charge and dispense {his/her} best advice.

There is absolutely no catch and there is no obligation to ever use {his/her} services again. This is just something I persuaded {First Name} to do because I thought you could benefit from {his/her} advice just like I have.

Just give {Name} a call at {xxx-xxx-xxxx} to schedule your free consultation and let {him/her} know I sent you to get your free hour.

Sincerely,

{Your name}

P.S. Just last year {Name} saved me over {\$xxxx.xx} on my taxes. See what {he/she} can do for you.

Note: This letter goes out on your endorser's letterhead and their envelopes for maximum results

5. Endorsement Letter of a Retail Store

Dear {First Name},

Why would a {your occupation} write to you about a {business being endorsed}?

It's because I felt it was so important that you find out about {business being endorsed}. You know there aren't too many businesses nowadays that meet your expectations, let alone exceed them. But {name of business} has done just that.

And that's why I wanted to personally introduce you to {business owner's name}, the owner of {business}.

For {#} years now, {First Name} has {tell about what they've done for you and any exceptional work}.

And since I'm always on the look out for great deals for our valued customers and friends, I asked {First Name} if {he/she} could let me do something special for you. After a bit of "friendly persuasion" {he/she} agreed!

So here's the deal: When you bring this letter to {First Name}, you'll get a 15% discount off {anything in the store}! I've enclosed a brochure so you could see what {First Name} has to offer.

Take a look at it and then stop by {Business name} right away. You'll be glad you did.

Sincerely,

{Your name}

Note: This letter goes out on your endorser's letterhead and their envelopes for maximum results

6. Endorsement Letter of Your Services

Dear Customer,

As one of our most special and preferred customers, I wanted to give you something really wonderful for {Holiday or Occasion}.

Instead of sending you some card or a box of candy, I thought I could give you something, which hopefully, will be much more appreciated...a gift of {benefit of your product/service}.

That's why I decided to buy you a {product/service}.

These {products/services} are normally {\$xxx}, but it's my gift to you for simply being a valued customer.

{Description of free gift along with benefits -- A glycolic peel will help eliminate wrinkles, sun damage and other signs of aging. The peels are great, I use them myself and they really make a difference in my appearance.}

This letter entitles you to one free {service/product} at {your business name} in {your city}.

There is absolutely no catch and there is no obligation to ever use their services again. This is just something I thought you would really enjoy.

Just give {your business name} a call at {xxx-xxx-xxxx } and ask for {your name} to schedule your {product/service} and tell {him/her} you're the person I bought a {product/service} for.

Thanks again for all of your business this year.

Sincerely,

{Endorser's Name}

P.S. Remember, there's absolutely no strings attached to getting the free {product/service}. It's my gift to you for being a preferred customer.

Note: This letter goes out on your endorser's letterhead and their envelopes for maximum results

7. Sample Joint Venture Letter A

From: Mike Jones Marketing Technologies

To: Lorrelle Taylor -Web Profit Pro

Lorrelle,

My name is Mike and the more recent addition we wish to introduce to you, many are finding **very powerful** for advancing their business endeavors on and off the Internet.

As a **very reputable** firm in the uses of Internet for business growth, we feel you may be a **very good** prospect for doing a joint venture of mutual profit and benefit to your customer base. I particularly think your new e-mercantile.com site may be a great place to host our newest online educational resource.

Since we are seeking business owners who promote **proper** "non-hype" marketing concepts, to explain to their visitors the **importance** of understanding **all principles** of marketing in conjunction with the proven techniques you teach your customers, you are being contacted.

Endorsement offers **almost always** out-pull direct offers for us, and we think you can both do a noble service to your customers and create a nice stream of ongoing income for this new service we wish to share with you.

Please review the site at: <http://www.Jones.com> - and once you have a better understanding of my techniques and credibility, email me if you are interested in seeing the video/audio/reports area - we will send you a password and login information so you may make further evaluations of the password protected area of the site, to insure your audience will receive the value you and I both like to offer.

One other thing... I **really want** one of those "silk blankets" let's talk about that when you can call.

Take care, and give me a call once you are done looking things over.

Sincerely,

Michael E. Jones, Pres. Jones Enterprises, Inc. <http://www.Jones.com>

PS. Once you've taken an initial look at the site, give me a call at my private office line, 888-645-3597 to discuss the terms of the offer... I am sure you will be pleasantly surprised. I am prepared to make you an offer I think you will find "hard to resist!"

PS#2: Lorrelle, you may wish to read a report I wrote several years ago about the various JV's I do, and how **you** can make the most of this concept I've personally used to create 1000% greater sales working with you as I am proposing.

8. Sample Joint Venture (to List Owners) Letter B

Dear *[list owner]*,

My name is Jerome Chapman and I publish the *[ezine name]* Ezine. I would like to propose a mutually beneficial arrangement that will help you and me increase our number of ezine subscribers, and in turn, our profits -- for no cost whatsoever.

My proposal is this: I will include a referral for your ezine in the response that is automatically sent to my new ezine subscribers. The referral will tell subscribers about your ezine and how they can subscribe. In return, I would ask that you do the same thing for me -- include referral and subscription information for my ezine in your subscription response.

My recommendation to my ezine subscribers will serve to gain new subscribers for you, as I know your recommendation to your subscribers would gain new subscribers for me. This is a cost-free way for both of us to increase our subscriber bases, and to provide another valuable free resource for our readers.

If you'd like a sample of my ezine, please visit my website at *[URL]* or *mailto:[sample email address]*.

I am only extending this offer to three other publishers, so please let me know whether or not you're interested. If not, I'll contact someone else to fill your slot. I hope to hear from you soon.

Jerome Chapman
TopEzineAds.com

9. Free Offer Joint Venture Letter

Dear {Mr/Mrs. business owner},

I have a rather unusual proposition for you.

My name is {Your Name} and I'm a {your occupation} right here in {your city} since {date you opened}. During this time I've been lucky enough to serve {#} {customers/families}.

Just recently I was thinking of a way to market my {business/practice} in a cost-effective manner. And I realized I could do something that would be an excellent opportunity for you to gain enormous goodwill from your {clients/customers} while we both benefit.

I am in the position to let you give your clients a very valuable service from me which will greatly endear your clients to you without costing you a dime.

Let me explain.

I would like to send a letter coming from you giving your clients a coupon for a free {product/consultation/service} with me. During this time I'll thoroughly {explain benefits of free gift} This service normally costs {\$xxxx}.

Don't you think that would be a great thank you gift from you?

And it will not cost you a dime or take any of your time. In fact, I will pay 100% for all the postage and printing. Plus, I'll write the entire letter for you and you can have complete editorial control of it.

Please remember, this will in no way take away or be competitive with your services. I just figured it would make an excellent gift you can give away to your clients for their business and a way for me to get more people into my {business/practice}. There are no strings attached and your clients have no obligation to ever use my {product/services} again.

If this sounds like a good idea (and it really is), I'd be happy to give you a free {product/consultation/service} so you can see for yourself how great this {product/service} really is.

Just call me at {xxx-xxx-xxxx} and I'll explain everything in full detail.

Sincerely,

{Your Name}

10. Joint Venture Proposal Offering Percentage

Dear {Mr/Mrs._____},

I have a rather unusual proposition for you. It's something that I believe could provide a great deal of profit to you with absolutely no risk.

My name is {your name} and I'm the owner of {your company name}.

We're {mention one or two things about your company and what you do} and as you can see, our {products/services} seem very complementary to what you offer. That's why I wanted to write and introduce you to an idea that could create another source of revenue for you while providing a valuable service to your customers.

I would like to send a letter coming from you giving your clients a special {discount/offer} on {your product/service}. And for every one of your clients who takes advantage of this offer I'll give you {%} of the profit.

Plus I'll make even easier for you by writing the entire letter for you. But don't worry; you can have complete editorial control of it.

If this sounds like a good idea (and it really is), I'd like to discuss it with you personally over the phone, I'll give you a call next Monday at 9:00. Please ask your secretary to be expecting my call. Or if you prefer, you can call me at {xxx-xxx-xxxx} and I'll explain everything in full detail.

Sincerely,

{You're Name}

11. Simple Format to Use When Referring Other Ezines to Your Subscribers

Welcome to [ezine name]! Thank you for subscribing! Since you are obviously interested in [topic, such as *Internet marketing*], I would like to recommend some other ezines that may be of interest to you, and which also provide valuable free information to help you [benefit, such as *build your business*]. Please consider subscribing to each of these terrific ezines and trying them, as well!

[Ezine number one title] published by [publisher's name] can provide you with [weekly/monthly/daily] information on [topic, such as *website promotion, etc.*] Subscribe by sending email to [email address] or by visiting [website] address.

[Ezine number two title] published by [publisher's name] can provide you with [weekly/monthly/daily] information on [topic, such as *website promotion, etc.*] Subscribe by sending email to [email address] or by visiting [website] address.

[Ezine number three title] published by [publisher's name] can provide you with [weekly/monthly/daily] information on [topic, such as *website promotion, etc.*] Subscribe by sending email to [email address] or visiting [website] address.

Thank you, again, for joining! We hope you find this information useful and we look forward to a long and lasting online relationship!

Jerome Chapman
TopEzineAds.com

12. Endorsement Letter

Do you have someone prominent or prestigious in the community or in a well-respected field that can endorse a letter for you? Your accountant or attorney, perhaps? If so, try sending this letter to prospects:

Mr. John A. Businessman
ABC Corporation
1365 Industry Boulevard
Portland, OR 00000

Dear Mr. Businessman,

I don't ordinarily endorse anybody, as you know, but when I meet someone who has helped my clients double their incomes and increase their sales, I feel like I owe it to the rest of my clients to tell them about it

There is such a man and his name is Jim Williams. Here is what he did for just one of my clients:

(Insert example)

He's done as much for my practice and for others, too. Best of all he's willing to talk and, he's taking on a few new clients right now, totally on a contingency basis.

I've taken the liberty of telling him that I have written to you and have asked that he give you a call. I think the two of you should know each other. It could be tremendously profitable.

Sincerely,

Anthony Phelps Michelson, Phelps, and Bagdonovich Accountancy Corporation

13. Letter Agreements and Contracts

NOTE: I'M NOT A LAWYER, THE ADVICE AND HELP I AM PROVIDING YOU IS RESTRICTED TO BUSINESS SITUATIONS ONLY! HIRE A LEGAL PROFESSIONAL TO HELP YOU WITH ANY AGREEMENTS AND DEALS YOU ARE GETTING INTO. THE SAMPLE AGREEMENTS THAT ARE IN THIS MANUAL ARE JUST MODELS FOR YOU TO FOLLOW. CONSULT WITH AN ATTORNEY WHEN YOU ARE FORMING AN AGREEMENT!

NOTICE

The information in this document is designed to provide an outline that you can follow when formulating business or personal plans. Due to the variances by many local, city, county and state laws, we recommend that you seek professional legal counseling before entering into any contract or agreement.

Letter Agreement

This agreement made this 12th day of July 2009 by and between XXX here and after referred to as client and (Your Company) agree as follows:

1. Client has developed and established _____.
2. (Your Company) has the marketing and promotional experience that would compliment the ideas and concepts that client has created.
3. (Your Company) will put together the necessary documentation and operational plan to bring the ideas and concepts of client to the _____ market in the form of _____ (Sales letter, classified ad, etc.)
4. Client and (Your Company) agree to split the cost of developing and promoting _____, that will be known as (product/service name)
5. (Your Company) will mail out letters to _____'s Mailing list.
6. _____ agrees to receive the orders and fulfill the delivery of the product. All orders will be sent to Client for credit card processing.
7. Client agrees to process the credit card orders and split the gross profits with (Your Company).
8. Length of Venture. This venture will start _____ and continue for five (5) years unless it is terminated by the parties.
9. All financial records and documents related to this Joint Venture, are to be made available for audit by either M4 Consultant or Client.
10. Neither party may assign nor otherwise transfer any rights under this agreement.
11. This letter of agreement may be revised from time to time by agreement of both parties to update any changes that may take place.
12. Both parties can end this deal at anytime.

{Your Name}

{Your Company}

Name

Name

Non-Disclosure Agreement

(Prospect Company Name) _____

I agree that any information disclosed to me by Your Company Name .

This Joint Venture Concept is considered proprietary and confidential, including all information dealing with any of the company's business opportunities, research, product design or development, activities, and personnel.

Confidential information will not include information previously known to me, the general public, or previously recognized as standard practice in the field.

I agree that for a time of _____ years, I will hold all information told to me in confidence and will not use such information except when authorized by Your Company . I understand and acknowledge that disclosure of confidential and proprietary information could cause damage to Your Company . I agree that when requested, I will return all written and descriptive matter, including:

And along with any and all supporting documents to Your Company .

Accepted and agreed to by:

Signature _____ Date _____

Name Title Company

Want to take a look at an example of a bigger, longer more complex Joint Venture Contract?

Here's a Joint Venture Contract that you can use and make your own.

JOINT VENTURE AGREEMENT

THIS JOINT VENTURE AGREEMENT (the "Agreement"), made and entered into as of this _ (1) _ day of _____ (2) _____, 20_ (3)_, by and between _____ (4) _____ of _____ (5) _____ (hereinafter " _____ ") and _____ (6) _____ of _____ (7) _____ (hereinafter " _____ ").

ARTICLE I - GENERAL PROVISIONS

1.01 Business Purpose. The business of the Joint Venture shall be as follows:

(Describe Business Purpose)

1.02 Term of the Agreement. This Joint Venture shall commence on the date first above written and shall continue in existence until terminated, liquidated, or dissolved by law or as hereinafter provided.

ARTICLE II - GENERAL DEFINITIONS

The following comprise the general definitions of terms utilized in this Agreement:

2.01 Affiliate. An Affiliate of an entity is a person that, directly or indirectly through one or more intermediaries, controls, is controlled by or is under common control of such entity.

2.02 Capital Contribution(s). The capital contribution to the Joint Venture actually made by the parties, including property, cash and any additional capital contributions made.

2.03 Profits and Losses. Any income or loss of the Partnership for federal income tax purposes determined by the Partnership's fiscal year, including, without limitation, each item of Partnership income, gain, loss or deduction.

ARTICLE III - OBLIGATIONS OF THE JOINT VENTURERS

_____ (8) _____ is responsible for all operations and decisions of the Joint Venture and will be compensated for providing various services.

ARTICLE IV - ALLOCATIONS

4.01 Profits and Losses. Commencing on the date hereof and ending on the termination of the business of the Joint Venture, all profits, losses and other allocations to the Joint Venture shall be allocated as follows at the conclusion of each fiscal year:

_____ (9)_%

_____ (10)_%

ARTICLE V - RIGHTS AND DUTIES OF THE JOINT VENTURERS

5.01 Business of the Joint Venture. _____(11)_____ shall have full, exclusive and complete authority and discretion in the management and control of the business of the Joint Venture for the purposes herein stated and shall make all decisions affecting the business of the Joint Venture. At such, any action taken shall constitute the act of, and serve to bind, the Joint Venture. _____(12)_____ shall manage and control the affairs of the Joint Venture to the best of its ability and shall use its best efforts to carry out the business of the Joint Venture. _____(13)_____ shall not participate in or have any control over the Joint Venture business nor shall it have any authority or right to act for or bind the Joint Venture.

ARTICLE VI - AGREEMENTS WITH THIRD PARTIES AND WITH AFFILIATES OF THE JOINT VENTURERS

6.01 Validity of Transactions. Affiliates of the parties to this Agreement may be engaged to perform services for the Joint Venture. The validity of any transaction, agreement or payment involving the Joint Venture and any Affiliates of the parties to this Agreement otherwise permitted by the terms of this Agreement shall not be affected by reason of the relationship between them and such Affiliates or the approval of said transactions, agreement or payment.

6.02 Other Business of the Parties to this Agreement. The parties to this Agreement and their respective Affiliates may have interests in businesses other than the Joint Venture business. The Joint Venture shall not have the right to the income or proceeds derived from such other business interests and, even if they are competitive with the Partnership business, such business interests shall not be deemed wrongful or improper.

ARTICLE VII - PAYMENT OF EXPENSES

All expenses of the Joint Venture shall be paid by _____(14)_____ and shall be reimbursed by the Joint Venture.

ARTICLE VIII - INDEMNIFICATION OF THE JOINT VENTURERS

The parties to this Agreement shall have no liability to the other for any loss suffered which arises out of any action or inaction if, in good faith, it is determined that such course of conduct was in the best interests of the Joint Venture and such course of conduct did not constitute negligence or misconduct. The parties to this Agreement shall each be indemnified by the other against losses, judgments, liabilities, expenses and amounts paid in settlement of any claims sustained by it in connection with the Joint Venture.

ARTICLE IX - DISSOLUTION

9.01 Events of the Joint Venturers. The Joint Venture shall be dissolved upon the happening of any of the following events:

- (a) The adjudication of bankruptcy, filing of a petition pursuant to a Chapter of the Federal Bankruptcy Act, withdrawal, removal or insolvency of either of the parties.
- (b) The sale or other disposition, not including an exchange of all, or substantially all, of the Joint Venture assets.
- (c) Mutual agreement of the parties.

ARTICLE X - MISCELLANEOUS PROVISIONS

10.01 Books and Records. The Joint Venture shall keep adequate books and records at its place of business, setting forth a true and accurate account of all business transactions arising out of and in connection with the conduct of the Joint Venture.

10.02 Validity. In the event that any provision of this Agreement shall be held to be invalid, the same shall not affect in any respect whatsoever the validity of the remainder of this Agreement.

10.03 Integrated Agreement. This Agreement constitutes the entire understanding and agreement among the parties hereto with respect to the subject matter hereof, and there are no agreements, understandings, restrictions or warranties among the parties other than those set forth herein provided for.

10.04 Headings. The headings, titles and subtitles used in this Agreement are for ease of reference only and shall not control or affect the meaning or construction of any provision hereof.

10.05 Notices. Except as may be otherwise specifically provided in this Agreement, all notices required or permitted hereunder shall be in writing and shall be deemed to be delivered when deposited in the United States mail, postage prepaid, certified or registered mail, return receipt requested, addressed to the parties at their respective addresses set forth in this Agreement or at such other addresses as may be subsequently specified by written notice.

10.06 Applicable Law and Venue. This Agreement shall be construed and enforced under the laws of the State of _____(15)_____.

10.07 Other Instruments. The parties hereto covenant and agree that they will execute each such other and further instruments and documents as are or may become reasonably necessary or convenient to effectuate and carry out the purposes of this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first above written.
Signed, sealed and delivered in the presence of:

_____ (16) _____ (17) _____

_____ (16) _____

_____ (16) _____ (18) _____

_____ (16) _____