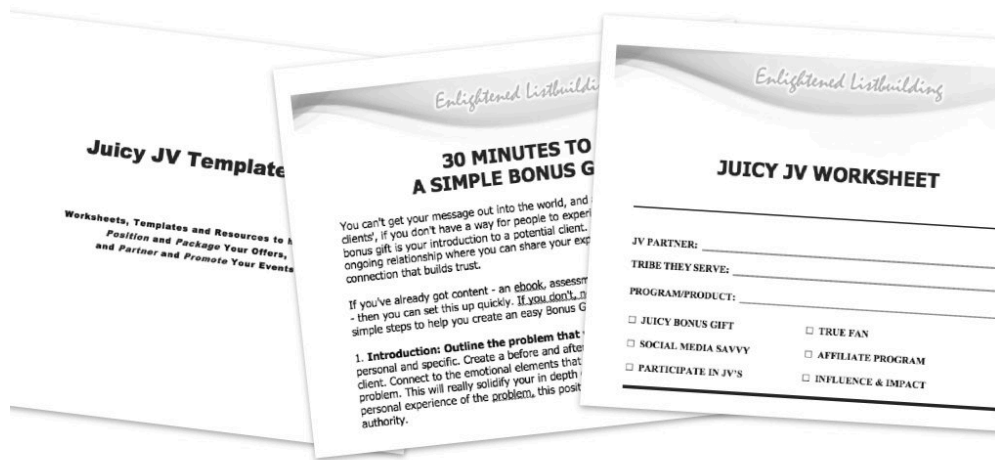


Juicy JV Template Kit



Worksheets, Templates and Resources to help you
Position and Package Your Offers,
and Partner and Promote Your Events



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If you want to partner with others to grow your business you need to (1) be clear on who you serve, (2) share remarkable content, (3) provide targeted solutions, and (4) make more offers.

You can fast track your list building, income and influence if you partner with others who serve the same Tribe as you. This is the quickest way to drive considerable traffic to your events and offers... and share your message with more people.

Many of the tools in this kit will not be new to you. Do yourself a favor and go through them anyway.

Here's how I suggest you do this:

- 1. Take the ['Are You Juicy JV Ready'](#) assessment and find out what's missing in your Joint Venture Strategy or Infrastructure.**
- 2. Go through and complete the worksheets and exercises in the Juicy JV Jumpstart Workbook. You can find ALL of them in this kit.**
- 3. Find a power pal on the Facebook Group and share with each other what you've discovered.**

Your Authentic Message cannot be fine tuned in your head, or your website, it must be tested in the real world with your Tribe.

By the end of this program, you should be able to complete your Juicy JV Profile, on the next page.



Juicy JV Profile

Your Tribe

Tribe Problems

Expert Solutions

Your Authentic Message:



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YOUR FREE OFFER (BONUS GIFT)

YOUR BONUS GIFT LINK: _____

YOUR FEE OFFER (PROGRAMS, PRODUCTS, SERVICES)

YOUR OFFER PAGE LINK: _____

LONG AND SHORT BIO LINK: _____

Link to Your Photo: _____

Link to Image of Your Product: _____



30 MINUTES TO A SIMPLE BONUS GIFT

You can't get your message out into the world, and align with your 'perfect clients', if you don't have a way for people to experience your expertise. A bonus gift is your introduction to a potential client. It positions you in an ongoing relationship where you can share your expertise and create a connection that builds trust.

If you've already got content - an ebook, assessments, handouts, calls, etc. - then you can set this up quickly. If you don't, no problem. Here are 5 simple steps to help you create an easy Bonus Gift:

1. Introduction: Outline the problem that you solve. Make it personal and specific. Create a before and after picture for your potential client. Connect to the emotional elements that are a consequence of the problem. This will really solidify your in depth expertise. Share your own personal experience of the problem, this positions you as a credible authority.



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2. **Body: Identify specific strategies that you use to solve 'the problem.'** Share 5 or 7 tips and pick juicy and bold titles with benefits in them. Write one paragraph per tip and give some great 'how to' information. You don't have to give away the store, just enough to get them inspired and in action.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____



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3. **Closing: Wrap up with the promise of your message.** Paint a picture of how their world will be different once they've implemented your tips. Illustrate in specific details the benefits and results they will experience.

4. **Call to Action: Include a call to action where they can get more of your expertise.** It can be a blog post, an upcoming/ongoing teleseminar, newsletter subscription, product or program, or a strategy session, etc.



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5. **Bio. Include a brief bio and pic with your web link.** Your bio copy should establish and emphasize your credibility and expertise relative to the topic of your gift. It shouldn't be more than 3-4 sentences.

Save your document as a PDF and it's ready to upload to your site and set up in your autoresponder and start sharing your message with more people and offering them your gift.



JUICY JV WORKSHEET

JV PARTNER: _____

TRIBE THEY SERVE: _____

PROGRAM/PRODUCT: _____

☐ JUICY BONUS GIFT

☐ TRUE FAN

☐ SOCIAL MEDIA SAVVY

☐ AFFILIATE PROGRAM

☐ PARTICIPATE IN JV'S

☐ INFLUENCE & IMPACT

JV PARTNER: _____

TRIBE THEY SERVE: _____

PROGRAM/PRODUCT: _____

☐ JUICY BONUS GIFT

☐ TRUE FAN

☐ SOCIAL MEDIA SAVVY

☐ AFFILIATE PROGRAM

☐ PARTICIPATE IN JV'S

☐ INFLUENCE & IMPACT



JV CHAT CHECKLIST

Before you schedule your call with your potential JV Partner, make sure that you're clear on the five elements of your Joint Venture Conversation. Your JV Partner will know they're in good hands when you navigate the JV conversation masterfully. Here's how:

1. Establish Rapport. Identify what you love about their work, a comment on their newsletter, teleclass or social media, or ask them about their current projects. Make sure to also share a bit about you, in the same vein.



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2. Determine the Hot Topic. Come to the conversation with specific thoughts on which JV Partner Model you'd like to explore. The topic must be timely..

3. Identify the Best Offer. Determine if the offer will be a paid product, or a 'free gift.' It could be a program, product or service, just make sure that the topic and offer are in alignment. Cover price points (i.e. \$47 - \$197). Explore whether you can experience the product to give an endorsement.



4. Clarify the JV Agreement. Once you've determined the JV Model and Offer make sure to also cover the following elements:

- **Clarify Potential Reach (Mailing List Size).** _____

You can gracefully touch on **this topic by saying something like, "Would you mind sharing your list size? I'm looking to get a sense of our potential reach."**

List size used to be the determining factor for successful joint ventures. That is NOT the case today. List size is important, but many folks with 'small lists' (3-5,000) do fabulously well! Today, it's more important to determine list engagement and responsiveness!

- **Determine the Solo Email Date.** ____/____/____

At a minimum one SOLO email to their mailing list, with social media promo a plus. Make sure to provide them with ALL the marketing copy (3 solo emails, social media posts, newsletter notice and blog post). Your partner may feel inclined to do more.

- **Confirm Affiliate Fee.** _____

Standards in the coaching and consulting industry: Products 50% and live programs 15-50%.

5. Square Away the Administrative Details.

- **Decide on an Emergency Contact Strategy.** Stuff happens, bridgelines are flakey, partners lose the bridgeline number, etc. It's



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best to either get a private phone number or a skype contact so that you can connect should there be a last minute problem or issue.

Phone Number: (____) _____ - _____

Skype Address: _____

- **Put event in your calendar! Date:** ____/____/____

If you are pre-recording an interview, set the interview date. Also put the promotion/launch window in your calendar.

- **Determine Contact Follow up.** Will you follow up with your JV Partner, their JV Manager, or Virtual Assistant? Now is the time to find out.

Name: _____

Email: _____

- **Identify What Your Partner Will Send**
 - **JV Model Information.** What your Partners sends you will depend on which JV Model you partner on. It could be: Topic Title & Description, Short Bio, Picture, link to Opt in Page (if it's a free offer), link to Affiliate Program (if it's a product, program or service). Often they will already have promotional copy for their offer and will happily share it with you.
 - **Bonus Gift Information.** Bonus Title & Description, Image of Bonus, \$ Value of Bonus, and link to opt-in page.

