

BY TAMMY LAWMAN

HOW TO GET STARTED AS A ROCK STAR JOINT VENTURE & AFFILIATE MANAGER IN 5 EASY STEPS !

AND LAND YOUR FIRST CLIENT IN
ONLY 7 DAYS (MAYBE SOONER)



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INTRODUCTION

Hi! My name is Tammy Lawman and I've spent the last 20 years of my life honing my skills that have made me a Rock Star JV & Affiliate Manager. When I started my business in 2009, my primary focus was being able to set my own schedule and create the lifestyle I really wanted where I'd have the flexibility to travel with my husband, who is a teacher, during the summers.

But, I didn't realize then how fully my life would change in so many other ways ...

Being an entrepreneur and my own boss has given me so much more confidence, freedom, happiness, abundance and success than I ever imagined possible when I was working at a J-O-B on someone else's terms.

What I'm going to share with here in this e-book is how I created this success.



It's my proven formula that I've used to create hundreds of joint venture or JV partnerships that have generated over \$10 million in revenues for my clients.

And the best part is you can do it without quitting your job or taking up a lot of your time because I know how little free time you have when you're working full-time, especially if you have kids.

And I know how scary and stressful it can be when you're worried about having enough money to pay the bills.

That's why I'm going to share with you how you can create your own lucrative business so you have all the freedom and flexibility you want being your own boss, working from home and making more money than you imagined possible.

I'm going to teach you the surprisingly simple formula that has gotten me the biggest, most RELIABLE results, in growing my six-figure business. And I'll show you how you can use it without giving up your current job, taking a huge amount of risk or sacrificing the things that matter most to you, like time with your family

or your soul. In fact, you can apply this formula for success in many other areas of your life as well.

If you haven't heard of me, I'm not surprised. I'm a behind-the-scenes-making-the-magic-happen kind of girl. =)

I'm a highly sought after "Rock Star JV & Affiliate Manager," Social Media Manager, Launch Manager & Virtual Summit Producer in the personal development industry.

Since 2009, my **results oriented networking and negotiating skills** have helped multiple brands and companies hit the million-dollar mark (and beyond) during their product launches and double or triple their list sizes and revenues. And I've also helped several up-and-coming experts go from being barely known to building highly responsive email lists and becoming high powered players in the arena in as little as three months.

And, I've had the pleasure to work with top names in the personal development industry including New York Times Bestselling Author of The Art of Having It All, Abundance Expert & Life Coach - Christy Whitman, #1 New York Times Bestselling Author of Women's Chicken Soup for the Soul, Happy for No Reason and Love for No Reason - Marci Shimoff, Yes to Success Expert Debra Poneman, Creator of The Healing Codes and The Success Codes – Dr. Alex Loyd, Ric & Liz Thompson of Healthy Wealthy nWise, Ann Taylor of Inner Healing, Emmanuel Dagher, Dawn Clark, Lisa Nichols, Bill Harris Jennifer McLean, Mind Movies, John Assaraf, Dr. Joe Vitale, Mind Valley, Dr. John Gray, Jack Canfield, Karl Moore, Greater Minds, Hay House, Colette Baron-Reid, Evolving Wisdom, Learning Strategies and hundreds more!



Christy Whitman



Marci Shimoff & Debra Poneman



Dr. Alex Loyd

I've produced nearly two dozen virtual tele/video summits for clients including Successful Kids Revolution with Julie Kleinhans, Masters of Quantum Healing with Debbi Dachinger, Your Vibrant Health Secrets with Alison Heath, The Masters Gathering with Harrison Klein and Intention Events, Internet Marketing VIPs, Small Biz Blast with Ric & Liz Thompson ... and more.

I'm also the co-creator of **Wealth Secrets from the Cosmos**, a self-study program geared to helping people clear the blocks that are keeping them from the wealth and success they desire that are used by around 40,000 people worldwide.



I also want you to know that I believe in providing value and making every moment count. My hope is that every person, place or thing I come into contact with during my life comes out a little better than it was before as a result of my connection and interaction.

I believe in creating long-term relationships built on trust and integrity for the highest and best good of all. You can count on me to be honest, authentic and real, whether I'm sharing happy and successful experiences or talking about the obstacles and fears I've had to face and how I got past them.

Life for me is a balance of work and play and both are a lot of fun!

I am so grateful for my husband, Reede, who has been my best friend and biggest fan for the last 20 years. I love my fur babies (cats), Hokus & Pokus and I love spending time with my family and friends.

We enjoy adventure and travel (we just bought a RV!), biking, hiking, skiing/snowboarding, kayaking and so much more. That's enough about me!

I'm going to give you the 5 steps, but before I do we need to cover some basic groundwork.

First, let me define what an affiliate is and then I'll give you a brief overview of what JV or Joint Venture means. This will really help you get a sense of the role you'd play as a Rock Star JV & Affiliate Manager.

AFFILIATE & JOINT VENTURE DEFINITIONS

What is an Affiliate?

An affiliate is someone who agrees to promote a product or service for someone else in return for earning a commission on their referrals.

What does Joint Venture (JV) mean?

JV or Joint Venture is two entities, companies or people who join together in a partnership to achieve a common goal and share in the profits.

Let me give you an example of what this might look like ...

I'm just going to use a very generic example here that has nothing to do with being a JV & Affiliate Manager but I think a simple explanation will help you more to understand how it works at this point.

Say you have one person who sells bird feeders and another person who sells bird seed.

Their products complement each other and the audiences are similar.

The two business owners meet and decide they like each other and they want to partner together.

Each person agrees to promote the other person's product by sending an email out to their list and to split the revenues in the form of a commission.

They have become [affiliates](#) for each other.

Person A will say to their audience, "Hey I know this person and her bird seed is the best quality. I trust her and you can trust her too."

Person B will say to their audience, "Hey I just met this guy who makes the best bird feeders and he has them at a great price."

They're taking this deal one step further and adding in the reciprocation element.

It becomes a joint venture because of the additional agreement to cross promote for each other.

If **A** decided to promote for **B** but **B** didn't promote for **A**, **A** would still get paid commissions on referrals from the promotion they would do, but they wouldn't get the added benefit of having **B** promote for them in return.

It may seem like a minor distinction but it can make a huge difference in the value of that partnership and the deal that is structured.

It's a mutually beneficial relationship because both companies have the opportunity to:

- 1) Add subscribers to their database by collecting names and email addresses on an opt-in page before they offer their product for sale

AND...

- 2) Make money on their promotional efforts in the form of a commission on sales from people they refer to the program.

This is not a complicated partnership. It's very simple and typically it's all agreed to verbally on the phone or over email. No one does legal docs and it's very common. I collaborate on hundreds of joint venture partnerships in a year.

WHY DO PEOPLE PARTICIPATE IN JOINT VENTURES?

Every company wants to maximize their marketing efforts and online companies spend a lot of time and money building up and engaging their audience or subscribers.

Companies will only send out so many emails in a week, month and year to that subscriber list. Every mailing slot a company utilizes is very important and they want to maximize the return on every exchange with their audience.

Most people send out a portion of content only emails to their audience to create a relationship with them and give them awesome value so they keep opening up their emails.

Even if they are sending a promotional type email for a joint venture partner, what they offer has to be of value and relevance.

That's a really brief overview.

My intention is to have you up and running as a Rock Star JV & Affiliate Manager in three months or less. In fact, it's possible to get your first client in 7 days or less. Here are 5 actionable steps you can take as early as today to get started.

I want to help you build a rock-solid foundation for your success and give you increased odds of achieving your goals and becoming a huge success while minimizing risk, bypassing costly mistakes and rebounding from failure.

Here's how this works ...

THE ROCK STAR JV & AFFILIATE MANAGER

5-STEP SUCCESS PLAN

1. Define Your Role
2. Choose Your Niche
3. Clear and Effective Communication
4. Build Your Network and Get Clients
5. The Secret Ingredient - Mindset

Here's a short summary of each step then we'll go into more detail further along.

1. Define Your Role – Get clear on what it means to be a JV & Affiliate Manager and how you fit into the whole scheme of things.

2. Choose Your Niche – Decide what industry, genre or niche you want to be a part of, a place where you'll be making significant impact.

3. Clear and Effective Communication – This is a very important part of creating an open, honest and effective dialogue with people and how to make people want to create partnerships with you again and again.

4. Build Your Network and Get Clients – I'll show you how I started building my network of people and a great technique for identifying and targeting your ideal client.

5. Mindset – This is the secret ingredient to your success in any area of your life, not just in business. You absolutely CANNOT succeed without this. You may achieve some level of success without this but eventually your fears and doubts will make you stall out long before you get to where you really want to be.

Now, here's more detail about Step #1 of your **Rock Star JV & Affiliate Manager 5-Step Success Plan**.

STEP #1. DEFINE YOUR ROLE.

What do I mean by this?

You are a culmination of your life's experiences and you play many roles in your life as a mom or dad, sister or brother, daughter or son, caregiver, peacemaker, assistant, teacher, massage therapist, accountant, or other based on the type of work you do now.

You're also the creator of your own destiny and you get to choose your role in your career. It's all up to you what you want to do and become.

You'll find if you're living life on someone else's terms or working at a job because your parents or other family members think that's what you should be doing, you won't be fulfilled or happy for any length of time, so it has to be your choice.

As a **Rock Star Joint Venture & Affiliate Manager**, you become a mediator and advocate for your client and you will reach out to other companies where you've determined they are a good match, seek ways to collaborate and create partnerships between them that are nothing short of magical.

The reason why I call it magical is because these partnerships that you are responsible for creating can be life-changing!

You are helping people become aware of products, processes and methods that will help them make positive changes in their lives. You can help your clients make a lot of money and help them grow their business in terms of revenues and audience list size. What you help them create will multiply their chance of success by leaps and bounds, much more than they could do for themselves on their own.

A lot of people are great at creating content and marketing themselves and their products, but the majority are not and most don't even like doing that part anyway. They prefer focusing on the creative part and the teaching of their method or training. You are there to free them up to focus on what they enjoy most about their work while you help them execute tasks that are critical to the lifeline of their business.

You become a rainmaker for them and can turn the faucet on like it's a little drip or full out like a fire hose. I've even had clients come to me and ask me to slow

things down at certain times because they couldn't keep up the pace. And my current clients' promo calendars are booked at least six months in advance.

You set the tone and the pace depending on what you are helping your client accomplish. You hold the space for them to reach their goals.

Everything you do for your clients affects their bottom line in a good way – by increasing revenues! This is why they'll come to think of you as their rock star!

At the same time, you become the owner, founder and CEO of your own company. You are in charge of your career and your destiny!

You get to decide what hours you want to work and how many hours a week you want to work. You can work full-time or part-time. You can decide what type of industry you want to work in.

My heart is in personal development, but if you love health or fitness, or any other niche, you can go that direction. This type of work can be done in any industry.

You can go from working in a job you hate to where you love waking up each day to go to work.

And... you don't have to even GO anywhere, if you want to work at home, like I do. My commute is a very short walk to my office and sometimes, I am not ashamed to say, I spend my days working in my pajamas or work-out clothes.

You can go from working for a boss you loathe to working for yourself and creating a career that is joyful and fulfilling.

Defining my role as a JV & Affiliate Manager was one of the best choices I've ever made. And now the choice is here for you to make too!

"The Universe
conspires with
you."
~ Paolo Coelho

Paolo Coelho writes in *The Alchemist*, "The Universe conspires with you."

What that means is, once you get clear on what role you want to play, the right doors open for you ... the right people show up in your path ... the right opportunities come along and nudge you along the way.

Let's move on to Step 2 so I can give you more information and you can decide later if this is the right path for you.

STEP #2. CHOOSE YOUR NICHE.

A niche is just a fancy word for the field or industry where you want to spend your time.

When I decided to start my business, I knew right away I wanted to work in the personal development niche. I was already devouring all the books and programs I could get my hands on and I wanted to learn as much as I could from the awesome people, authors, teachers, speakers and so on.

As a JV & Affiliate Manager, you have the opportunity, in most cases, to get access to the programs, products and books you are going to be promoting for FREE. Not only do you get to read and use all the content to improve areas of your life or business.

Plus, it's a smart thing to do to make sure the beliefs and values in the program are in alignment with those of your client.

How can it get any better than that?

I would've easily spent \$40,000 or more on those programs if I'd had to buy them all myself.

You can choose to work in a field or industry that you really enjoy and even love!

Then each day feels more like play and less like work.

Think about what gets you excited. Look at your hobbies and where you enjoy spending your time and then do some research online to find out if there are other business, sites and communities that are built around that industry.

Here are just a few niches or fields that you might be interested in and don't be afraid to hone it down and be specific. You can always start right where you want to be and broaden it.

Here are some broad niche examples:

Arts and Crafts

Health and wellness

Personal Development

Internet Marketing

Entrepreneurs

Meditation

Gardening

Sports

Travel

Landscape Design

Business Opportunity

Parenting

Coaching

Finance

Wealth Building



Meditation is a niche that you might be interested in!

And here are some more specific examples:

Anxiety & Stress

Brain Training

Tapping or EFT

Energy Healing

Weight Loss

Growing Tomatoes

Survival

Yoga

Artistic Landscape Design

Website Traffic

Marketing Funnels

Life Coaching

Meditation

Business Coaching

Baseball

Law of Attraction

Stock Investing

Gold & Silver Investing



Here's a beautiful photo that I took at Chihuly Garden and Glass in Seattle. If you're passionate about landscape design, gardening or glass art (or a combo), this might be a niche to consider!

You get the idea ...

You can narrow this down to a very specific area or niche or you can make it as broad as you like.

Now, get out a pen and paper or your laptop or computer and make a list of all the areas you are interested in and narrow them down to your top one to three.

After you're finished, you're ready to move on to Step 3.

STEP #3. CLEAR & EFFECTIVE COMMUNICATION

I polled many of my colleagues in the industry about what they look for in a **Rock Star Joint Venture and Affiliate Manager** and the MOST important thing they talk about is clear and effective communication.

This is so important, especially in an age where you are communicating with people by phone, email, text, Skype, Zoom – all digitally, where they can't see your face or the emotion behind your words.

I've had a couple of bad miscommunications over the years where conversations took a wrong turn in record time and left me wondering what happened.

People got upset because they thought I meant one thing when I actually meant something else. These types of interactions can suck the energy right out of you, cause discomfort and create doubt and uncertainty in yourself and in the relationship.

And it takes time and energy, sometimes many phone calls or face to face meetings, just to get back to ground zero.

I want to help you avoid any situation like this because when you are effectively and clearly communicating with someone, everything is in flow. Responses back and forth flow easily, it's all positive, you're building up goodwill in every keystroke and that helps you create incredibly mutually beneficial partnerships with the person on the receiving end of your communications.

4 KEYS TO COMMUNICATION SUCCESS

1. Do what you say you're going to do - under promise and over deliver.

This means you're being honest with people, managing expectations and keeping them updated on progress so they know what's going on.

When you under promise, that means you are being 100% authentic, open and honest with them about everything. Be honest about your client's list size, how much traffic they can send, how much support they can return and the timing of when a deal can be made.

Then when you come back to them with better news of how you can return more traffic than you thought or can mail for them sooner, you become someone who has done more than what was expected of you. Under promise and over deliver and you'll be a hero every time.

When situations turn out less than expected, as they sometimes do, take responsibility for what happened, apologize if necessary and do everything you can to salvage the exchange and make things right.

2. Speak and act with the intention that it's coming from your heart, from a place of love and gratitude.

Yikes ... I know that sounds weird to bring love into this ... we're talking about serious business, right?

You're not trying to say I love you or write a love letter.

But, if you keep it in the forefront of your thought that you're going to say and do all things with special care, love and gratitude, you are setting yourself up for positive and happy interactions.

People really can tell when you care and it makes a huge difference. They feel your energy, they can tell by the tone in your voice or the look on your face if you are being genuine and if you really care.

3. Listen more than you talk.

Whoa! I can feel some of you scratching your head here. Not all of you, because I know many people are natural listeners, but if this doesn't come naturally to you, I challenge you to test this out.

Think about the last time you were at a family get together or a party with friends or the last meaningful conversation you had with someone. Who did most of the talking? How did you feel? How did they feel? Do you remember details from the conversation? Do you remember the person's name?

The next time you run into a friend or you're at a party and getting to meet someone new, try listening more than you talk. Try asking questions to get to know that person better and I think you'll find that you learn more about that person and they will connect with you on a deeper level because you've taken the time to really get to know them and taken an interest in their life.

This is important in your communications because it will allow you to connect more deeply with people and it will give you clues to what's important to them and allow you to create joint ventures that are structured for success from the beginning.

4. Speak their language.

Remember back in Step 2 when you did research and looked at the different niches or industries you might be interested in.

You probably made some choices based on knowledge you already have so you may be really familiar with that niche or industry.

I'm guessing you may also have chosen an area where you don't have a lot of experience or background and you'll need to develop that knowledge.

For the niches or industry areas you chose, I suggest you visit several websites for top leaders, experts or companies and get more familiar with them.

For example, these are some key areas that will help you get to know your target audience better:

- Notice the language and lingo they use in their mission statements and bios on the “About” or “Company” pages.

Look for the gem or nugget in their “story.”

Is it something you admire, something you can relate to?

Just knowing simple information about them will show that you have taken an interest in them, have done your research. In fact, many people will agree to meet with you if you just tell them how much you are inspired by them and you’d love to hear more about their story and how you might be able to help them. It really is that simple to make a connection!

So many people are afraid to approach other people they perceive as big-wigs or bestselling authors who are well-known.

You don’t have to be afraid... One of my favorite things I like to say about the personal development industry in particular and one of the reasons why I love it so much is 99.9% of the people are so nice. Even when people are saying “no,” they are so nice about it and really do feel bad that they can’t do more.

All of those CEOs and bestselling authors, celebrities, experts, speakers ... They all started from the beginning, where they were not well-known and they had big dreams and ideas and they all had to put in the time, work and dedication to get to where they are now.

The majority of people remember where they came from and they will appreciate your courage if you are coming from a place where you are genuinely interested.

- Take a look at their products and marketing messages.

Do they use specific key phrases to attract their buyers or end users?

Can you relate to the products or services they offer?

Do you have experience with some of the heartburn issues their audience has?

How can you relate?

- Look for areas where they've honed their skills or expertise.

This shows you what they feel good about and where they want to spend their time. This is what they are most passionate about.

You may find some way to relate to them this way.

- Think about the specific audience or people they want to help and how those people benefit from using their products and services.
- Do you see a weak link or something they might have missed?

Do you have some knowledge that will help them improve their message, product or programs in some way?

Keep in mind, you don't want to start the conversation by telling them all the things they've done wrong. Nobody wants to hear that someone thinks their website or marketing message or product is crappy. They've spent valuable time and resources and they don't know you from Adam.

You can start by telling them many of the ways you love what they've done and delicately offer suggestions for how they might make it better.

People are always looking to make improvements and make whatever they are doing better.

You might even find an article or a blog with some tips that might show them how they might improve some aspect of their business in some way.

- Notice if they have affiliations or associations to different groups or charities. This is a great way to find a connection, especially if you have a similar affiliation or contribute to the same charity.

As you can see, there are so many ways you can approach and connect with people!

Whether you are looking to work with someone as a client or as a JV or affiliate partner, you will significantly raise your chances of success if you do the research ahead of time and you are speaking the same language as the person and come up with one or more specific reasons you would love to connect with them and how to help them.

4. Build Your Network & Get Clients.

I love this part of my work! It's so much fun for me to meet new people, connecting with them, find out what makes them unique and special and to be able to help them. That really inspires me!

Whether you're an introvert (like me) or an extrovert, you can really excel at the networking part of this career by being able to connect with people online, by email, Skype, social media and more.

In a face to face situation, I can sometimes be very shy, but I'm not afraid to try to connect with other superstars in this industry digitally.

You can do this! It's so easy ...

And you can do it with confidence knowing your communications are clear and effective, that you're providing value and creating and collaborating in a way that can only increase someone's bottom line. Plus, you'll find the majority of people are super nice and they love connecting and collaborating too!

We touched on it in the last step when we were talking about Clear & Effective Communication.

Here's what you have to do to build your network and get clients ...

You have to reach out to people and create a connection.

Now, you're going to create your own **"Rock Star Client Wish List."**

Here's how you do it ...

When I made the decision to start my own business, I sat down and made a list of all the people I could think of off the top of my head that I'd met and worked with in the past that I might be able to reconnect with. I looked through my LinkedIn network and my Facebook friends list to get ideas.

Then I thought of the companies and people I admired as authors and personal development teachers because that's the niche I wanted to work in and made a list of the people I thought I'd enjoy working with and why.

At that time, the “why” was really clear to me. The people I want to work with inspire me and I wanted to learn as much as I could from them.

If you’ve thought of one or two people off the top of your head, already, go ahead and write those names down and why you’d enjoy working with them.

Also, take a few minutes to think about not just the exact person or company, but what qualities your ideal client would represent.

Here are some questions to help you walk through this process and you may not know the answer to these now but you always can come back to it.

- Do you want to work with someone who is honest and in integrity ... someone who walks their talk?
- Do you want to work with someone who is nice, who listens to your ideas and collaborates in a respectful way?
- Do you want to work with someone who pays on time?

There are a lot of other questions we can add to this list to more fully create that picture of your rock star client but that gives you an idea of some things that may be important to consider.

Next, think of the reasons why they might want to work you... Put another way this really means **“How will they benefit from working with me?”**

Because they don’t really know you yet... they don’t understand how organized and dedicated you are. They don’t know yet how you can change their business, so you’re going to tell them in their own language.

If you need to, go back and refer to the last section where we talked about researching their website and speaking their language.

This part only works if you are looking at how they benefit – think about what’s in it for them. Try to put yourself in their shoes, so to speak.

Here are some of the reasons I came up with for why someone would want to work with me. Most of these will apply to you too and you’ll likely be able to come up with a few more.

- To help them reach a bigger audience and maximize their marketing efforts
- To increase revenues and list size

- To create lasting, long-term close affiliate relationships
- To add an additional revenue stream if they aren't already utilizing affiliates (you'd be surprised how many companies don't do this already)
- That it's minimal risk on their part as we'd essentially be partners sharing in the revenues. You succeed if they succeed.

When you get clear on how they benefit from working with you, you're ready to sit down at your computer and write a short email to introduce yourself and get your first client.

Go back to your **"Rock Star Client Wish List"** and pick one person from the list who is the CEO or brand or author, someone you've seen a picture of and can picture in your mind.

Pretend you're meeting with this person at a restaurant or a hotel lobby over coffee and you're just having a casual conversation about the possibility of working together. You tell him or her a little about yourself, who you are and what you do. This should be a short version and not your life story – just a sentence or two. You might've heard of this before called an elevator speech.

Then tell them why you want to work with them, what attracted you to their organization.

And, then share those bullet points we mentioned of all the ways they can benefit by working with you.

Use your own words and simple language in your email. Keep it short and to the point as the person reading it will be busy and not have a lot of time.

Then ask if they are available to get on a 10-minute phone call within the next 3-5 business days to chat further about the possibilities of collaborating.

Everyone has 10 minutes and trust me, once they get on the phone with you, they will stay on longer. You've piqued their interest and they will be curious to find out more.

Keep your follow up emails short and to the point, clarifying that you'll initiate the call and then put a reminder on your calendar.

Every interaction you have with someone as a chance to plant a seed and create history with that person.

When I got laid off and decided to start my business, I told you that I put together that list of all my contacts and I reached out to them to ask for a reference, told them about how I was excited to be going out on my own and asked what they needed help with. I was laid off on a Friday and I had my first client the following Monday and I was thrilled!

I was laid off on a Friday and I had my first client the following Monday and I was thrilled! You can get your first client in 7 days or less!

Getting that first client was all about planting seeds along the way and creating connections to other people in the industry. I had previously created one joint venture exchange with this client and because of that exchange, the minute they found out I was looking they hired me right away.

Companies are eager to hire someone they've had pleasant experiences with and people are more apt to create partnerships with you if they get to know you and you do what you say you're going to do and you're nice to interact with and you make everything easy for them. Every interaction you have with someone sets the tone for the next one.

There are so many amazing companies out there looking for Rock Star JV & Affiliate Managers and you can get clients just as easily as I did!

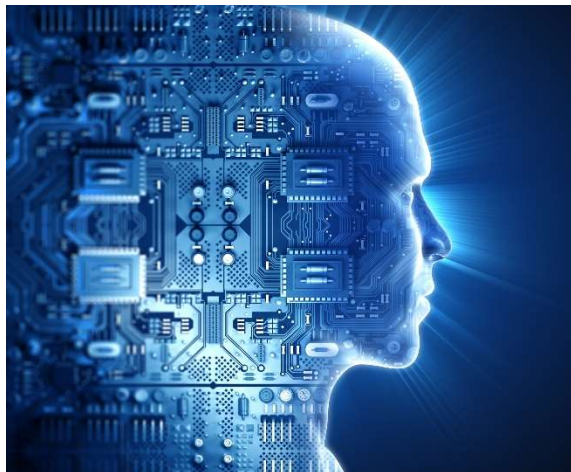
In fact, I've had to refer away dozens of companies over the years to other JV & Affiliate Managers in the industry because I didn't have the time or space to help them. It was really hard to say no, especially when they are awesome transformational leaders that I'd love to work with, including Ocean Robbins with Food Revolution, The Shift Network, John Assaraf & Neurogym and more.

Let's recap ...

At this point, you know to apply your keys to clear communication success by under promising and over delivering, speaking from your heart, and listening more than you talk. And now you know just who to target, so you're already on your way to building a business with amazing clients.

Now, for the most important part of this formula ... This is the one thing you absolutely cannot leave out or you will not achieve the **Rock Star JV & Affiliate Manager** success you really want!

STEP #5. SECRET INGREDIENT: MINDSET



This is the secret ingredient that will help you really create a solid, unshakeable, unbreakable foundation. It's called mindset.

Everyone develops their own mindset over time and it's a reflection of every experience from childhood on up. It stems from every interaction from watching your parents and how they handled success or money or relationships, etc... It's molded and shaped by every book you read, every tv show you watch and every person with whom you've had a connection.

As I mentioned earlier in this webinar, for the past 20 years I've dedicated myself to making strides in my business, life and personal development. I have read hundreds of books over the years by many inspiring personal development leaders and authors to improve my mindset because I realized how important it

was to my success. So, I have first-hand experience of the exponential power of what having the right mindset can do for you in your business.

The drawback is that most people have had some trauma or negative influences or experiences in their lives that cause them to be afraid, to not be open to taking risks, or to think they are not worthy of good things happening to them, like love and abundance.

The reason why I call this the secret ingredient is because with the right mindset you can achieve any goal, mount any obstacle and you can overcome any hardship in creating your own business.

If you have a negative mindset or one based in lack you may achieve a little success but eventually your fears or doubts might keep you from becoming the rock star you want to be.

When I say thinking based in lack, I mean that you focus on the negative or what you don't have or want instead of focusing on what you do want!

For instance, let's say you are worried about paying for next month's rent and all you can think about is I'm going to come up short... I'm not going to have enough ... what am I going to do?

You've put your focus and attention on the lack – not having enough.

Whereas, in order to make sure you do have enough, you change the way you think about it and focus on I will have enough money to pay the rent. You may even want to raise the bar and think I'm going to have plenty of money to pay the rent and have money left over. The more specific you are with numbers and details, the better your results will be.

You could change that thought to I'm going to have \$500 to pay the rent and have \$100 left over to start a savings account ... or something like that.

So what happens when you go to start this awesome new and exciting career and the lack mindset takes over?

Things may be going along great and you start with a client, then that little voice in your head that tells you you're not enough will pop up and you'll sabotage your chances.

LITTLE VOICE MYTH #1

That little voice might say:

“You can’t do this, you don’t have enough knowledge or you don’t know what you’re doing.”

But, I can assure you that you will get the knowledge and training you need and you will become more and more confident in your abilities.

LITTLE VOICE MYTH #2

It also might say:

“You can’t have it all or you’re not worthy of having a great life that balances career and family and friends.”

But, I’m here to tell you absolutely CAN have it all. You can create the reality and life you want and you can change your mindset so you feel like you are worthy and you deserve it!

LITTLE VOICE MYTH #3

That little pesky negative voice might also say:

“You don’t deserve to have nice things and a nice house or make a really great salary that allows you to provide for your family, take cool vacations and save money for retirement.”

If that kind of thinking is where you are right now, I can relate, because I felt like that at one point in my life too. I felt like I was always going to be stuck getting

paid less than I was worth because no one could see how much value I brought to the table. I even got to the point where I questioned my value all together.

I used to see the imagery of having the little devil version of myself sitting on one shoulder and the little angel version of myself on the other.



Now that I know more about that little devil part, I've come to appreciate it. That voice is always trying to protect you in some way, emotionally or physically. In the past, it may have helped you tremendously, but if you're seeking out ways to make changes in your life, it's most likely not working for you anymore.

You can raise your mindset to one where you are very confident in your skills and abilities and you will think "I'm worth it. I deserve this. I love my life!"

Once you raise that bar, ideas and people pertinent to helping you create the success you want will automatically flow into your life.

The great news is that help is available if you'd like to go deeper and break through these barriers and make you an unstoppable force!

You'll be a **ROCK * STAR** in no time!



I hope you've enjoyed learning **How to Get Started as a Rock Star Joint Venture & Affiliate Manager in 5 Easy Steps and Land Your First Client in Only 7 Days (Maybe Sooner)!**

THANK YOU!!!!



And if you'd like to work with me further to create a fulfilling, fun and lucrative lifestyle and career as a **Rock Star Joint Venture & Affiliate Manager**, please keep reading below.



How to Become a Rock Star JV & Affiliate Manager

by Tammy Lawman

Are you ready to take control of your situation, open yourself up to new possibilities and get ready for an amazing career to unfold before you?

My clients and the people I work with genuinely appreciate me and tell me that I am a miracle in their life. The work that I'm doing makes a positive impact in the world and a big difference in people's lives. People have been asking me for years to share my knowledge and the model that I have developed through experience, trial and error.

Through my program, you can avoid rookie mistakes. Now is the perfect time, we need more experts, best-selling authors and people who are shining their light to get their messages out into the world.

You can be "the go-to person" that the world needs, you can create the future you want to live in, you can help others get their message out. This is an untapped industry, there are no limits to your success or prosperity. I spent a great deal of time crafting these training modules to save you heartache, money and time. I want you to have what I have!

Every one of us is gifted with a yearning to do good work in the world. It is your purpose to find out what that is, to shine your light and hone your talent. You may not be aware of what your exact gifts are yet, which is why I am here. It is my purpose to help people fulfill their destiny.

We will work together to discover your unique talents and develop them into a rewarding and fulfilling career as a Rock Star JV & Affiliate Manager.



In this program, you will learn simple skills and techniques that I have perfected over the last 10 years. We work together to build your brand, with your personality, customized for you. If you are interested in helping wonderful people grow their business and bringing in more revenue than you've probably dreamed possible.

You will learn how to build a solid foundation and get insider information in the personal development industry with 12 weekly 60- to 90-minute online training sessions.

You will receive daily guidelines, email templates, spreadsheet templates and step-by-step instructions to keep you on track every step of the way. All of the training sessions will be live so you can ask questions and get immediate answers and everything will be recorded so can go back and reference it anytime you need it.

When you sign up for the program you will get access to resources that I have used to build my financially successful business and I will personally help you get clients!

My business model is in such high demand, I am looking forward to getting it into your hands. There will even be an opportunity to work for me directly as a valued member of my "Dream Team."

This program also gives you access to my network of amazing visionaries, change makers and dream builders, both new and seasoned. These relationships have given me the expertise and excellent reputation that I will use to leverage positive introductions to help you build your business.

Together we can help other transformational leaders, speakers, and experts get their important messages out into the world. The more you discover your purpose and unique path in life, the greater freedom you have to create the life that you desire.

Doing purposeful work, and getting paid handsomely, while helping others doesn't have to be a dream. This work lifts the collective consciousness and continues to inspire me every day. For many years, I knew I had to train others and I finally decided to build a program to help others do what I do. It's important for me to give you the very best content and tools available.

You don't have to be afraid. I've been where you are, looking for answers. It's scary to set off on a new path. I became an entrepreneur in 2009 after I got laid off from a job that I really enjoyed. The only reason I didn't do it sooner was because I was comfortable, but the life I have now is so much more fulfilling and rewarding.



Your life may not be where you want it to be, you may be "just getting by," or you may have it pretty good and just want deeper meaning. This is the program that could help you live a life beyond your imagination. Join me and start again, you

have what it takes, all you have to do is take the first step. We are all in this together. Let me help you live your best life now!

I look forward to serving you on this fantastic journey!

Click the link for more details: <http://www.RockStarJV.com>

Wishing you all the best!

Tammy Lawman



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