

BY TAMMY LAWMAN

THE 5 BIGGEST MISTAKES PEOPLE MAKE WHEN CREATING JV & AFFILIATE PARTNERSHIPS

AND HOW YOU CAN AVOID THEM!



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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 a small part of how I created this success.

I'm going to share with you the 5 Biggest Mistakes People Make When Creating JV & Affiliate Partnerships ... And How You Can Avoid Them!

My mission is to help you create valuable relationships with every potential partner.

This knowledge that I share is part of 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.

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 biggest mistakes people make when creating JV and affiliate partnerships and how to avoid them, 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 documents and it's very common. I collaborate on hundreds of successful joint venture partnerships each year through my clients and my own lists and programs.

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.

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. So here are the 5 biggest mistakes people make when creating JV & Affiliate Partnerships ... and how you can avoid them!

The 5 Biggest Mistakes People Make When Creating JV & Affiliate Partnerships And How You Can Avoid Them!

**Mission: Creating Valuable Relationships with Every
Potential Partner**

- 1. Failure to Seek Win-Win Solutions**
- 2. Representing a Person, Product or Program You Don't Believe In**
- 3. Failure to Align with Your Target Audience**
- 4. Failure to Connect with the Right People**
- 5. Sabotaging Your Efforts**

MISTAKE #1: FAILURE TO SEEK WIN-WIN SOLUTIONS

Every interaction and partnership you structure must be fair and be mutually beneficial to both sides or both partners. When it's fair to both sides, it's a win-win solution!

Failing to explore what's important to both sides or failing to outline how the other side can benefit from working with you and your client is a huge mistake!

I meet with every person who requests it and I always meet with someone new by phone or video on Skype so I can really get to know them and put a name to a face.

I want them to know I'm genuinely interested in who they are, what work they do, who they represent and what they want to accomplish.

Take a few minutes and get to know the person and how they interact. You'll be asking questions and mostly doing the listening.

Find out what's most important to them when it comes to their joint ventures and partnerships so you can determine if that falls in line with what your client wants.

Evaluate their personality and determine how they best like to communicate.

You may prefer email, but some people prefer text or a phone call. Others prefer Facebook messenger, LinkedIn or Skype. When you connect with them in their

preferred method, you increase your chance of response and it shows you've taken the time to get to know them and you respect their preferences.

Here are some questions to ask so you can find out all you need to know about their audience and their offer.

I usually let them go first and ask them about how they got started in their line of work and what they are up to now. That allows me to gather some information and maybe adjust my pitch if I need to, or to think about how I can create a win-win solution.

Ask if they have an affiliate program where they offer commissions and what they pay to an affiliate so you can evaluate if the percentage or amount is in line with what your client feels is acceptable.

Most people will offer 40% - 50% for programs under \$1000. For higher priced products and events, they may do a percentage like 20% or 30% or a flat rate.

Each person has to decide what their hard costs are and how much money they want to make off a product and how much they are willing to pay an affiliate for the referral.

If they didn't tell you already, ask about their client or clients and their top converting programs.

It's important to find out how long they've been offering the product and how their funnel works. For example, do they start with a free gift to warm up their audience, then do a webinar, then make the offer or how does it work?

I'll ask them to email me all the URLs in their funnel so I can review their pages, make sure the opt-in is all working and that the pages are professional and look good. I'll also review the copy and determine if it's compelling and if it sounds like something our audience would like or love.

The majority of people who have an offer will start with some kind of free gift to warm up the new lead and give them lots of value before they start asking them to buy something. This works a lot better than sending cold traffic direct to a sales page where you only have one shot at getting them to buy.

With a free gift, they opt-in, then get a follow-up email with something of value. Capturing their email address and getting permission to email them gives you time to build a relationship.

You give them time to review the content and pick out one or two things they can implement in their life right away to achieve their goal. Then they might get another email with similar or complimentary content a few days later, then an offer a few days after that.

Many people will present an offer on the "thank you" page after someone opts-in, which is fine, but the person is already assured of getting their free gift. They've just said "yes" by opting in for the free gift, so they may be ready to say "yes" to an offer as well.

I'll ask about the conversion rate on the opt-in if they have one and EPC (Earnings Per Click). These are good overall figures that will give you an idea of how well this program is converting.

It will also tell you right away if they have a funnel and if they have tested it. This is important because your clients may be very selective about promoting for proven offers versus something new and untested.

They would only have opt-in conversion percentages and EPCs if they have completed their funnel and tested it or if others have promoted it.

In the personal development arena, a good opt-in conversation rate is around 30%, but most people like to get it to 50% or greater.

Larger affiliates who are very selective about what they promote prefer to earn at least \$1.00 EPC on promotions. I've found many offers that meet this criteria and many others who are less. Anything higher is even better, but that doesn't mean you should not promote for something with a lower EPC.

Your audience may respond differently than their audience or the audience that they tested the offer with. Your audience may perform better or worse. You won't know for sure until you send it out.

I also like to ask if they can share who else has promoted in the last month or two and what kind of results they saw. Hopefully this is someone in a similar industry or with a similar audience so it will give me a chance to evaluate if we feel this program will convert for my client's audience.

At this point, you're making assumptions on whether or not you think it will work and you can compare this offer, the funnel, the program to others that your client has promoted in the past to make a judgment on whether or not to promote it.

Ask them what their list size is and what offers usually work best for their audience. They should have some indication if they've been doing any kind of promotion for any time.

List size is not always an indicator of how well a list will perform, but it's a good number to know. For example, someone's 40,000 list may perform better than another person's 100,000 list. It just depends on how they built the list and how well they have cultivated and nurtured that list.

Some people are better at connecting with their audience than others and I feel those people who do make that connection and have a better relationship with their audience tend to have better converting programs and their promotions tend to do better because the audience knows, likes and trust that person.

People like to work with and buy from people they know, like and trust.

After they have given out all the information on their program and offer and I've asked all of my questions, I'll tell them about my client and give them a short description of my client's program with some details.

I tell them they can take notes if they want but I'll follow up with an email so they have it all in writing and then they can check the URLs and review the info more in-depth after the meeting. And I ask them to do the same for me.

Shortly after each meeting (same day or next day) I will follow up with an email outlining what we discussed and following up with any action items (things I promised I would send to them). Some people will also ask for review access for a program so you can determine ahead of time what your client prefers to give out and set it up so you can quickly follow up with that information.

In some cases, your potential partner may not be interested in cross promotion. They may only be looking for affiliates to promote for them so that's something to take into consideration and it may or may not work for your client.

When I talk about promoting for each other, I'm talking primarily about email promotion, where each side sends an email out to their list recommending the other person. Some people are open to cross promotion with solo emails, others will prefer to send a newsletter promotion or only social media. There are other ways to promote for someone, but these are the most common methods you'll encounter for joint venture and affiliate promotion.

Solo emails are preferred and what that means is that the only thing the person talks about in the email is the other person and their offer. There is no other competing content that is going to divide the reader's attention.

In general, solo emails get a higher response and send more traffic than a newsletter email where there are 2-10 parts or more with some content and short promotional blurbs.

When you put more than one offer or idea in an email, your reader's attention is divided and you force them to make a choice. If you only have one piece of content or one offer in an email, there's only one place where they can put their focus and that usually gets a better response.

When people send emails out to their lists, they plan out a combination of content versus promotion. They decide on how often they mail their list and what combination is content versus promotion. It all depends on their beliefs, philosophy and how they have trained their audience.

For instance, some authors or experts are really great on video and send out a lot of video content to their audience and their audience responds well to it.

So they may prefer to send an offer or interview with video content because that's what their audience is trained to do – watch a video and respond to an offer.

Others may not be keen on video and their audience may have been trained to receive short, concise text only emails from them, so they may prefer very simple text copy with no images that send to a PDF or ebook.

Others may prefer a combo of text with images or text with video or long versus short copy.

These are all reasons why it's important to meet with your potential partner and ask questions. Hopefully, you are starting to see the need to really dig into the other person's offer and make sure it's a good fit for both sides.

Here are some other ways you can structure partnerships:

1. Trade Clicks Only

In this situation, each side promotes for the other and they agree to each send a designated number of clicks to the offer.

For example, you may decide to trade 1,000 clicks. Person A sends 1,000 clicks (approximately) to Person B and Person B sends 1,000 clicks (approximately) to Person A. Then each side is responsible for converting those clicks and each side keeps 100% of the revenues generated from that traffic.

The numbers are never going to come up exactly. It might be a little over or under and that's totally fine. I've had situations from time to time where the number was way off and I talked to the partner and they scheduled more emails to make it more even. And in some cases, my client had to schedule more mailings to make the exchange even. It's all about both sides being happy with the exchange!

2. Trade Clicks and Commissions

This is where both sides promote for each other and you agree to send a certain number of mailings where clicks may vary or you can agree to trade a designated number of clicks. And both sides also earn commissions on any sales that occur as a result of their referrals.

3. Interview

In lieu of a traditional solo email, someone might want to promote by doing an interview with the other person to send out to their audience. The interview is primarily awesome content for the audience and at the end, they could offer a free gift or possibly a paid offer, depending on the host's preference.

This may still go out as a solo email with just the interview being the only content or they could use it as part of a newsletter or in some other way, so be sure to ask questions and get clear on how the interview will be used and, if possible, find out how many people it will be going out to and when.

4. Social Media Promotion

Some people may only be able to do social media promotion. In some cases, this will work for your client. If it's for a book launch, this is generally acceptable. But if you are open to sending a solo and they can only do social media, that won't be an even exchange. The solo email will send significantly more traffic than a newsletter promo or social media promotion.

As you can see, it's important to stay flexible and explore a wide variety of options. The beauty of a joint venture is you can set it up any way the two of you feel is mutually beneficial. It's not a set contract or way of doing things so you can get creative and explore your options.

Sometimes, a phone conversation goes so well and we set everything up right then and there and that's great when that synergy happens!

But if you don't have a clear picture in your mind, that's okay, just let them know you'll review all the info and discuss it with your client and you'll get back to them in a few days or a week or whatever time frame you feel you can respond in.

Just make sure you do respond in the time frame you promised... even if it's to let them know you haven't had a chance to fully review everything or you're waiting for a meeting with your client or whatever the circumstance may be.

Always under-promise and over-deliver on your word.

MISTAKE #2: REPRESENTING A PERSON, PRODUCT OR PROGRAM YOU DON'T BELIEVE IN

It's critical to your mental health and success that you always fully evaluate each person you are thinking of representing along with their programs and services and be sure it's something you believe in!

You want to get into their head a little, find out what's important to them, go with your gut instinct on if it's someone you want to be associated with and represent.

You are essentially lumping your reputation in with theirs and saying to people "I really believe in what this person is doing" when you represent them. If you don't believe in what they are doing or that their products are of great value, you may get some success initially, but you won't be putting your whole heart into representing them and eventually you'll get bored or the results won't be there and you'll have to decide whether or not to move on.

I've stayed with my clients for one year up to 8 years and I've been very fortunate to have a very close working relationship with all of them. In some cases, we have also become good friends and we have a wonderful rapport that comes from working together day after day, year after year.

I encourage you to take the time to get to know your potential clients and really review their sites, ask other people in the industry how it is to work with them before you commit. You'll be spending a lot of time together.

Sometimes you may get a gut instinct after only talking to them a few minutes that the person is awesome and you feel a huge pull to work with them. In other cases, they may say something that causes you to take pause or throws up a red flag for you.

Or maybe you've even already identified this person is on your wish list of people to work with and it won't take any time at all to say "Yes, this is absolutely going to be great!"

But if you hesitate at all during your initial meeting, listen to your instincts and take some time to think about it. It's a big pond and there are so many amazing clients out there who need a Rock Star JV & Affiliate Manager like you. You can afford to be selective!

I've worked with absolutely brilliant people who were incredible at creating methods and writing books, but were terrible at managing their time, delegating tasks or even communicating with their team. And when you sign on to work with someone, you are signing on to work with their whole team. Be open to what's possible, but set your boundaries and manage expectations upfront.

I create a contract with all of my clients that clearly manages expectations, including the tasks that I will be doing, the time frame I'll be doing them in, my working hours when they can expect to reach me, results anticipated and more. I also include a clause that says either side can terminate the contract if they decide the relationship isn't working anymore for any reason with just 30 days' notice.

Bottom line is you have to be willing to stand beside that person and their product and say you really believe they are providing value and that their methodologies or programs work. You'll help them become more successful and

you'll become more successful in return. And you'll feel confident and fulfilled in representing something you believe in!

MISTAKE #3: FAILURE TO ALIGN WITH YOUR TARGET AUDIENCE

It's so important to identify your target audience and create partnerships with people whose audiences meet your criteria. Someone may have a 400,000 list but if they are an audience of primarily men who are interested in creating a successful online business and your client is someone who does energy healing, they aren't a good fit, and that offer won't convert.

Sometimes a program or client will be able to cross over into other niches, genres or audiences and do well and sometimes they don't. Many personal development programs work very well to fitness or health related audiences and vice versa, but not always. The same goes for personal development programs and business type audiences.

When you first start working with a client, you'll ask them about their audience and also their target audience for their programs so you'll know what niches to target and whether those programs are a better fit for older women or middle aged men, etc...

They will be able to tell you who they created the product for and how that person benefits by taking their program. They'll be able to tell you what problem they are trying to solve for their end user.

You can also look at basic demographics, including age, where a person lives, what type of work they do and what nationality they are helps to better target the correct audience. If your client has been using a shopping cart system, they

may have some of that data. If they are using social media, those platforms usually provide some data on this as well.

If the person or product is completely brand new and they don't have all of this data, start with what you know and build from there. You can re-write that idea of the target audience as you get feedback from your promotions and the client's overall marketing efforts.

If I evaluate a potential partnership and I get a feeling it might work, I might suggest we do a test run, maybe to a smaller portion of each audience to see how well it converts before doing a full solo email to the full list. This way you won't upset your whole audience if it doesn't work. And if it does work, that's great and you can schedule further cross promotion or support.

You always have to test because there have been times that I thought an audience was a perfect fit and the conversion didn't do so well.

Based on your relationship with your client and especially if you are thinking of setting up the JV in a way you haven't discussed or done before, you may want to run it your client first and make sure they are okay with it before you tell the potential partner.

After you have some history of running products and offers to your clients list, you will be able to evaluate the results and determine what works and doesn't work for your audience.

MISTAKE #4. CONNECTING WITH THE DECISION MAKER

It's important to connect with the right person who can make decisions about doing joint ventures or promoting for other people.

These days if I'm interested in speaking with someone, I can go to another partner who may know them and ask for an introduction.

But, sometimes it's not always clear who you need to talk to and you may not have someone else to connect you.

One method I used when I first started out and continue to use today to find new affiliate partners is using Alexa.com.

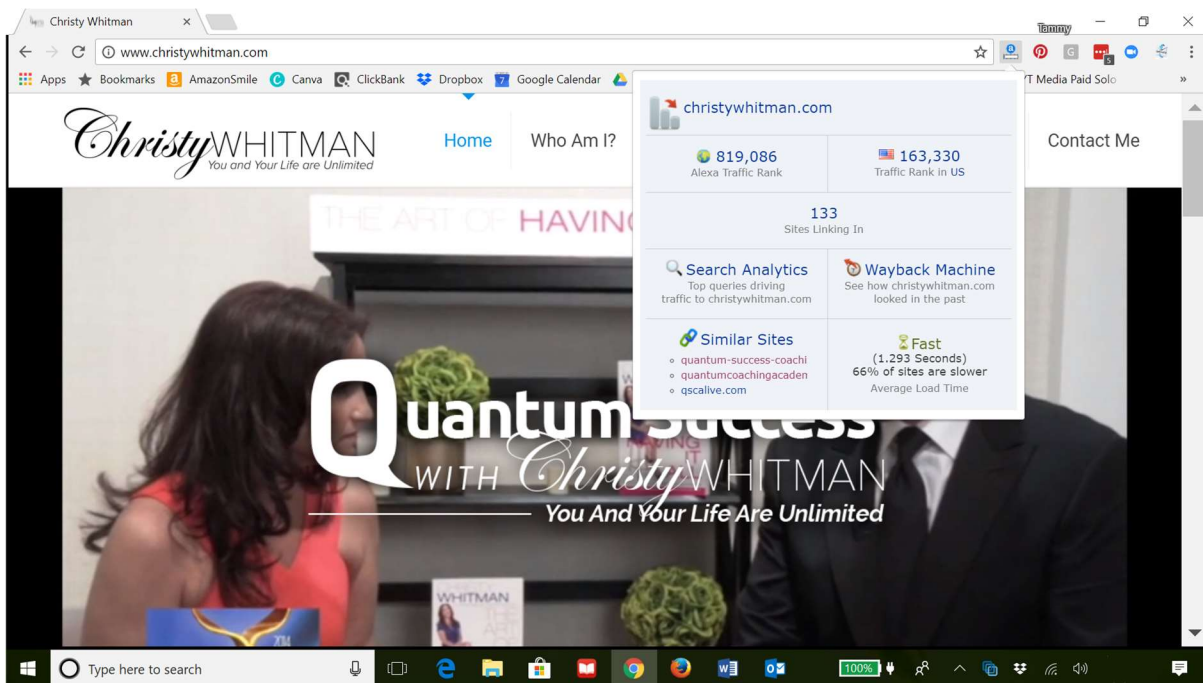
You can start with putting in your client's URL and seeing results for them.

I recommend the Alexa Rank Tool add-on for your browser. Anytime you go to a site, you can click on that tool to see:

- Their traffic rank in the United States – lower is better
- Their traffic rank overall in the world – lower is better
- How many sites link in – you can dig further to see what these sites are
- Search analytics – top queries driving traffic to the site

- Wayback machine – shows you how it looked in the past
- Similar sites – if you click on this, you’ll get a lot more cool tools to play with like Audience Overlap Tool, Keyword Research, Competitor Analysis, sites they recommend for Guest Blogging and Media Buying (all paid services)
- How fast the site loads and how many sites are slower

Here’s an example of what it looks like:



Back to the company’s site, look for a page labeled “Our Company” or “Our Story” or something similar. This is a company page where they will list the owners and other key players and employees with their titles or a description of what they do. Sometimes they will have email addresses and phone numbers there.

Look for these titles or descriptions for the person you'll want to connect with to discuss promotion:

- Joint Venture and/or Affiliate Manager
- Business Development
- Marketing or Online Marketing Manager
- Marketing Director
- Business Manager

If you don't see any of these titles there, you can look at connecting directly with the business owner.

On their About page, there's always a general email address and if there aren't any other options, you can send an email there to ask who you should connect with.

As you sign up for other people's affiliate programs and participate in launches, you'll get emails from them. During launches, a lot of people send out leaderboards so you can look there to see if there's someone new you'd like to connect with.

I still do that today and I'm always pleasantly surprised to find a new name.

Many experts and authors when starting out are doing everything themselves or they have an assistant.

If they are doing it all themselves, they may not have time to adequately respond to every email or they may not enjoy the promotion side of things so they may avoid your email.

As they grow, they may take on a technical person or a marketing person or specifically a JV & Affiliate Manager to manage that part of the business for them.

If I can't get an introduction directly to someone I'll email or call the brand person directly and give them a short outline of what I'd like to help them accomplish and ask to set up a short meeting. You'd probably be surprised how many people I've met and developed relationships with over the last 10 years just by contacting them by email, never having met them before.

In the personal development industry, people are very nice, very open to meeting with you to discuss possibilities.

Have a game plan in place where you can clearly and quickly outline what you want and how having them meet with you will benefit them.

And even if they say no, they do it in a really nice way, so gather up your courage and don't be afraid to connect with people!

MISTAKE #5. SABOTAGING YOUR EFFORTS

When you first meet with a client, you will want to ask them what their goals are and what's important to them when it comes to JV & Affiliate management so you know how to spend your time to get the maximum benefit for them. This will help you plan and prevent you from sabotaging your efforts.

Some people are most concerned with just getting their program started and up and running. Some people are looking for affiliates for a specific launch and time period. Some people will just have evergreen program so dates aren't as critical.

Most people (and I've found this to be the most effective) will have a combination of one or two launches per year and then also an evergreen funnel that runs year-round.

For example, one of my clients has launches each year in April & September. It's best to give people as much notice as possible in order to get on their promotional calendars.

Start six months in advance, giving out the dates to any past affiliates and then working on new affiliates.

You'll spend approximately 70% of your time on managing the current affiliate partners and making sure they are on board and the other 30% of your time seeking out new affiliate partners to bring on board.

If they are brand new to bringing on affiliates for a launch or an evergreen program, this will be a different scenario. You'll spend 100% of your time on developing new partners.

It's also important to determine their list size and what kinds of offers their audience responds to. We talked about that in a previous mistake as this will help you align with the right audiences.

Determine if your client has an expectation of how many affiliates they want on board and if they have a wish list of who they want to invite. Also find out if they have a preference for audiences of a certain size.

When people are planning out launches, they sometimes set revenue goals and you can work your way backwards to make sure you are extending your reach far enough to help them reach those goals.

And, you may need to contact 50 people to get 20 people to say "Yes," so that's what I mean by extending your reach far enough.

For example, say they want to generate \$1,000,000 in sales and the product sells for \$500.00. That means you need 2,000 people to place an order.

Pre-testing indicates a 50% opt-in rate for the free gift and then from there they convert 2% of the people to sales.

You can do the math and work backwards to determine you'd need to have a minimum reach of 200,000 people to reach the goal.

I usually input a formula in a spreadsheet and then play with the total reach number until I get to where I need it to be.

Example:

Emails go out to 200,000 (total reach).

50% of those people opt-in = 100,000.

2% of those people purchase = 2,000 orders.

2,000 orders x \$500 per order = \$1,000,000.

The quality of the traffic and how great the match of each affiliate's audience is to your client's target audience will affect those results.

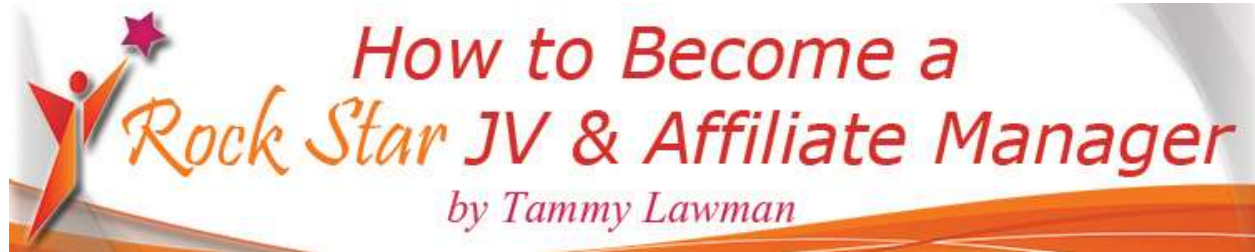
So if the audiences are a decent but not great match, you may need to expand your reach.

If you get a few affiliates with larger lists sizes that are good buyers, you may not need to expand the reach as far.

You'll be able to make a better judgment call on this as you get more experience but in the beginning it's always better to err on the side of having a larger reach and more traffic.

I hope you've enjoyed learning **The 5 Biggest Mistakes People Make When Creating JV & Affiliate Partnerships ... And How to Avoid Them!**

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.



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. If you are interested in helping wonderful people grow their business and bringing in more revenue than you've probably dreamed possible, then this is what you're looking for!

You will learn how to build a solid foundation and get insider information in the personal development industry with 12 weekly 45- to 60-minute 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. We'll also have live calls and a private Facebook group 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 also show you how to 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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2209 N. Conference Dr. Boca Raton FL 33486 | 561-212-5650 | info@rockstarjv.com | www.RockStarJV.com