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(www.clickbank.com) or some other payment service. If anyone knows how to do this on Paypal please let me know!

In any case this will probably cost and the whole point about JV's in my view is that they're easy to set up and can be over and done with in a couple of days, cash in your bank and a smile on your face!

I will say that I've never had a problem with a JV either when I've been the one taking the money or my JV partner has been the one taking the money. Just split everything 50-50 at the end of the venture and there'll be no problem. Success is based on honesty (unless you're a politician).

I take a screenshot of my PayPal account (download *ScreenPrint32* from www.download.com - it's a great free utility) and send it to my JV partner as proof of earnings.

Earnings from each individual JV you undertake can be easily separated from each other by firstly adding an email address to your PayPal account (PayPal main screen – Profile – Account information – Email – Add), then accepting payments to this email address only from the PayPal button you use in your JV. Once the JV is over you can see all the payments that have been received to *that* email address by going to (PayPal main screen – History – Payments received to – your new email address)

It's not necessary but it's a nice touch. I also set up a counter on my website to show how many people have accessed the download page. This isn't totally accurate as many people download more than once if the download is interrupted or occasionally pass on the download link to a friend to get the product without paying. This is rare though and a counter does give a *reasonable* idea of how much money has been taken.

You can set up a free counter by going to www.statcounter.com

It's invisible to your customers and you can share login details to the statcounter website with your JV partner so he can see for himself how many download page accesses there have been. That way he'll have a rough idea of how much money to expect.

Once the payments have come in, total it up, deduct any fees then send your JV partner half. If you're declaring your income to the tax people then get a receipt from your JV partner for the money you send. Otherwise when you do your yearly accounts it'll look like you earned £2,500 in two days rather than half that amount and you'll have to pay tax on it.

As a buyer their email address then goes onto my list.

The other way is just to offer the package from eBay.

I list the auction as a 'BUY NOW' type with 100 or more 'available'. If I'm offering a good package for £1 it's not unusual for 80 or 90 to sell over a ten-day period. If you list four or five auctions you're taking a lot of names.

The main thing is to get those email addresses added to your list. You could easily take 500 names in 2 weeks. Sounds a lot? Look in your address book now. How many of those could you legitimately add to your list (without spamming)?

When you buy a new PC from PC World or a new pram or Digital Radio don't you get emails following up the sale and offering their latest deals? Amazon and EBAY do this a lot. Why can't we?

In case you're worried it seems (and again the law IS hazy) that if you have a pre-existing business relationship (i.e. they've bought off you in the past or have opted in to your list) then it seems you're NOT spamming. Of course the ultimate responsibility lies with you.

Here's where you can see what Microsoft says about the matter.

http://www.microsoft.com/smallbusiness/resources/marketing/online_marketing/the_11th_commandment_thou_shalt_not_spam.mspx

It seems that if you keep your customers happy and they know who you are when you email them, then you're less likely to fall foul of any spamming laws.

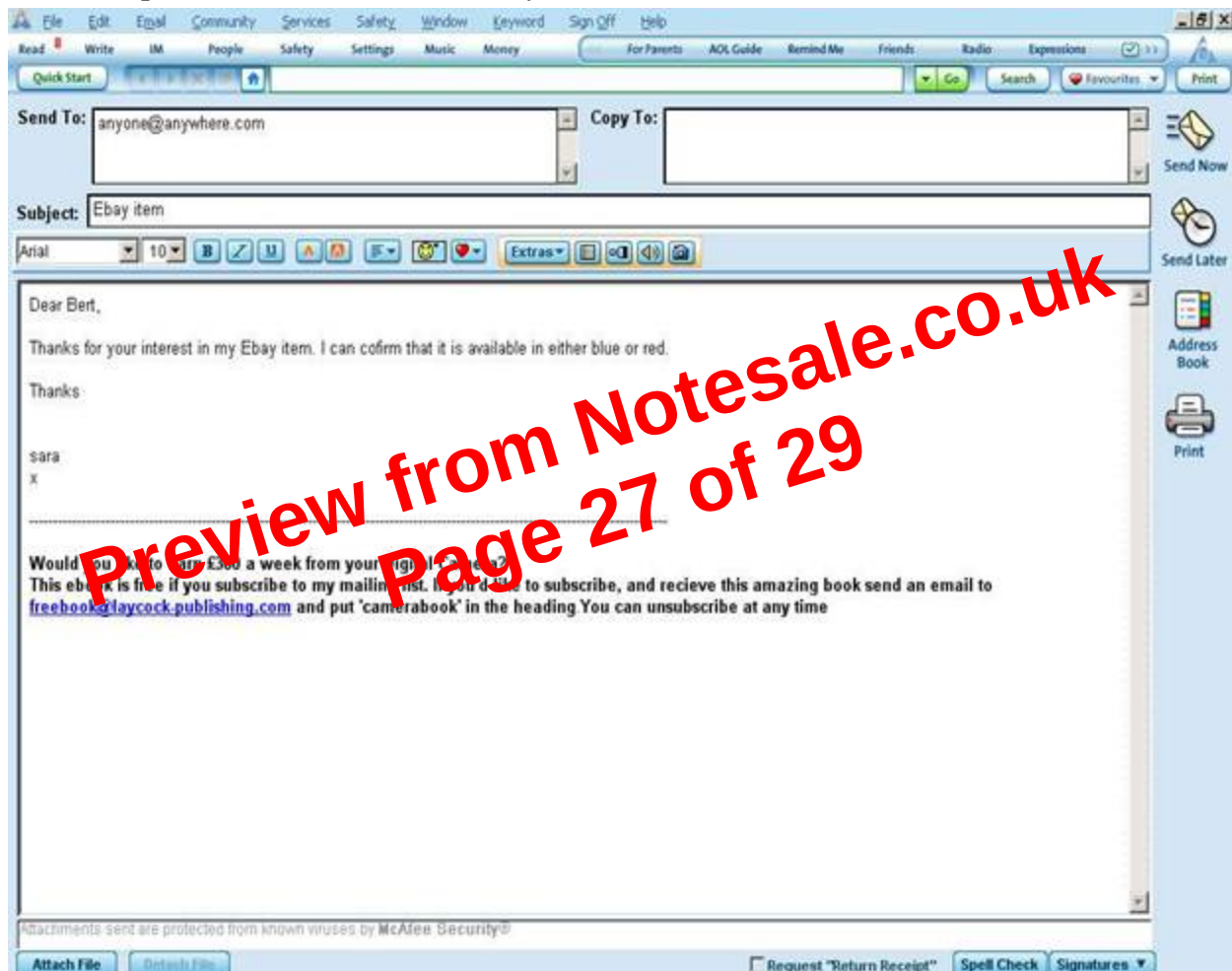
The rewards speak for themselves:

I also get manage to pop a free ad on the bottom!

Again you don't have to have a webpage they can download the free book from, you could use the free ebook share service I have mentioned in this book or you could just email them the free book as an attachment.

Using free giveaways is the best way of building your list in my opinion, but use every chance you get to boost your mailing list.

You could put a link at the bottom of all your emails such as:



If you put this attachment on every valid email you send, it's not classed as spam and you'd be surprised at how many people will join your list.