JV Partnerships Quickie Set Up

What Is It?

This is a joint venture partnership with somebody in your industry who serves your ideal client in a non-competitive way. For example: You’re selling accountant training services and you partner with an accounting software company.

You serve the same people and can help each other.

When Should It Be Used?

If you have been in business for a while and have an established reputation and track record of client results. If you are well connected with other people who serve your Sooper Dooper Focus and are able to arrange a Souls Value Event for you.

You might like to begin by offering the potential partner something that will benefit them. Then when they are ready to share more about what you do and explore if they can arrange a Souls Value Event for you.

What Are Its Pros And Cons?

Pros: Leverage somebody else’s name, authority and list, very effective, fast results, hot leads

Cons: You must have a reputation/track record of delivering client results to gain JV’s trust.

Steps to Work with a JV Partner

1. JV Partners are the people who are in your industry with a complimentary service or product. For example, if you are in the weight loss industry and focus on mindset and nutrition, partnering with a fitness coach, yoga, personal trainer might be a good fit and complimentary as you potentially have clients with the same need.

2. Figure out who you want to JV with or if someone approaches you, then evaluate if it’s a fit or not. Look them up on the internet, see their reviews and then ask yourself:

* Are you fit for each other?
* Are your visions & values aligned?
* Are your skills complimentary?
* Have they built up a good reputation and reviews?

*The JV Partnership is based on trust and friendship and not based on money first. It should benefit mutually to both and it is safe to recommend each other to their tribe.*

3. If it’s a good fit and you feel guided by your intuition, connect with them.

Examples of messages to establish rapport and connect

1. Establish rapport by making it about them first

*“I loved learning about you and how you help women to lose weight with fitness and yoga. I also help women to lose weight by falling in love with their bodies with a program of nutrition and weight loss mindset. I feel we could be a good fit to support each other and I would love to let my database know about your services. How does that feel?”*

1. Explain how you add value to them first and not the other way around.

*“We have women who would love to learn yoga for weight loss, and I see this is what you do and would love to let my database find out about you. I would welcome learning more about you and how you work.”*

4. As they get interested then share your success stories, take them through your presentation and your approach and ask for the same from them and do your own investigation. Ask them if they would be open to hosting a Souls Value Event, for example a Complimentary mini seminar.

5. When it feels ready you can discuss financial terms too. For example,

* Country partnership 50:50
* Per consultation call ($20 - $200)
* For each client booked (10 - 20%)
* For clients provided to our alumni (70%)
* No financial agreement – cross promote

6. Create an e-mail or message for them to send to their database with the call to action being the Souls Value Event. Let them introduce you and do the same for them.

Example of e-mail to be sent by JV partner to their group

Dear [NAME]

As you know I am passionate about helping women lose weight and reshape their mind and body.

So I jumped at the change to introduce Nutritionist [NAME] who helps women lose weight by inspiring them to fall in love with their bodies and supports them in making healthy nutritional choice. She also support them to let go of past negativity and beliefs that prevent weight loss to feel empowered healthy and happy. So I am excited to invite you to a free mini-seminar on

LOSE WEIGHT AND NOT YOUR MIND

*The Psychology of weight loss and how the mind plays a vital role*

**DATE:**

**TIME:**

**BOOKING LINK:**

**ABOUT NAME:** A small paragraph on the speaker

7. Have a follow up message ready thanking your host and the attendees providing additional “free” resources.

What’s the Process or Workflow?

1. Look for potential JV partners who serve your clients in a non-competitive ways, make a list.

2. Find their email address or Facebook profile and message them directly floating the idea of a JV promotion.

3. Don’t start conversations around money. Maintaining trust and delivering value before money.

4. Agree on a pricing model or revenue split that works for both.

5. Schedule a time to do the Souls Event. Partner introduces you at the start then you do webinar.

6. The Souls Value Event follows the same principles as Soul Power Activities where the call to action is schedule a call.

What Resources Support This Method?

1. Group Live Calls Quickie Set Up, Week 4
2. Souls Presentation Template, Week 4
3. Attracting Clients Lesson, Week 5