



BUILD A PROFITABLE

ONLINE BUSINESS

WORKING FROM HOME

**15: How To Get Joint
Venture & Affiliate Traffic**



JVs & Affiliates

- Incredibly powerful traffic method
- Affiliates = Transactional relationship
- JV = Deeper, more integrated relationship
- Either way it works the same...

How It Works...

Affiliate / JV Partner



Promotes Product



Your Product



Commission On Each Sale

50% commission is common
but can vary **widely!**



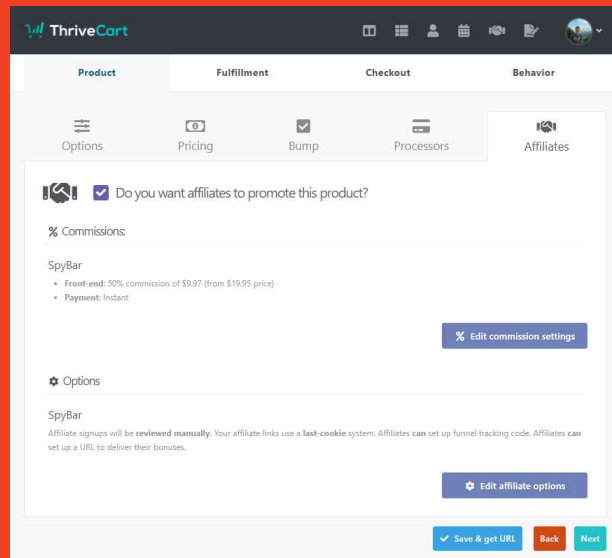
How To Find JVs & Affiliates...

- People you already have contact with
- Live events: meetups / seminars / conferences
- Facebook groups
- Course creators (Udemy, Skillshare, Lynda)
- Google find people in your niche



Technical Stuff

You need a shopping cart that has a built in affiliate platform.



- ThriveCart - My preference
- Groovesell
- Clickfunnels
- Clickbank
- JVZoo
- iDevAffiliate



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Approaching Potential Partners

#1 RULE FOR SUCCESS:

Have A Great Product That Is Super Desirable



Approaching Potential Partners

- Be yourself - friendly, open, business-like
- Send short & concise message
- Follow up
- Give free copy of the product, sales page + any promo details you have
- *“Do you think your audience would be interested in hearing about this?”*



JVs & Affiliates Pros & Cons



Pros

- No financial risk: no sales, no commissions
- Warm traffic = higher conversions

Cons

- Other people aren't always reliable!
- Expensive? E.g. \$500 commission on \$1,000 course... could you acquire customers for less?



find your
EQUILIBRIUM