



Product Pipeline System Module #9

How To Co-Author A Paid Special Report

By



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Introduction

One plus one does not equal two. If you do it right, it adds up to three, four, five or even ten.

Now before the math fans who're reading this report pop a blood vessel, let me explain:

I'm not talking about straight math, of course. Instead, I'm talking about how your efforts are multiplied when you work with a "joint venture" (JV) partner. In other words, **what you accomplish together is much more significant than what you can accomplish on your own.**

This applies to just about any kind of joint venture. However, for the purposes of this report I'm going to focus on one special kind of JV.

Namely, you're about to discover **how to co-author a paid report with a partner while making money both on the front end and backend.**

To accomplish this task, you'll complete the following steps:

- Find and approach a suitable partner.
- Create a short report together that you'll sell for around \$10.
- Sell this report, split the profits and take advantage of backend selling opportunities.

That's a quick overview of the process. Now let's walk through it step-by-step...

Finding a Prospective Partner

Your first step is to find someone with whom you can co-author your book. Here are some of the characteristics you're looking for:

- ✓ **Prospective partner is already successful in the niche.** Look for someone who has already demonstrated success, such as having other bestselling products, name recognition and influence in the market.

- ✓ **Prospective partner is already an author.** Since you're looking to co-author a book with this person, you want to find someone who's known to write. Maybe this person is already selling books and reports. Maybe your prospective partner maintains a popular blog. Or perhaps he or she publishes content in other ways, such as via a newsletter. The platform doesn't matter so much as the fact that this person puts out high-quality information.
- ✓ **Prospective partner has a platform.** Not only do you want your prospective partner to be an author, but you also want a prospective partner who's a marketer. That's because you want this prospective partner to help you promote the book. As such, look for someone who has a way to reach a large number of prospects. This might be a popular blog, a big newsletter list and/or a large following on social media sites.
- ✓ **Prospective partner has a good reputation.** Last but not least, make sure your prospective partner is respected in your niche. To determine this, you'll need to run a series of Google searches for his or her name, product names, websites and any other identifying information you have (like email addresses or a phone number).

You may find a few negative bits of information, perhaps from disgruntled customers. This happens, even with the biggest and most well-respected businesses.

However, what you need to determine is if overall this person has a good reputation for putting out quality products and offering good customer service. If so, add him or her to your list as a prospective partner.

So how do you find these prospective partners? Like this:

- **Search Google.** Simply search for your broad niche keywords to reveal those who hold the top rankings in your niche (as well as those who're buying the right-side sponsored AdWords ads).

Example: If you want to write a book about weight loss, then you could do broad searches for words such as "weight loss," "dieting" and "fat loss." All of these searches would lead directly to some of the top marketers and authors in your niche.

To make your search even more effective, you might want to run a search to uncover those who own successful platforms.

Example: If you were writing a book about organic gardening, you might search for "organic gardening blog" (don't use quotes in your actual search). You might also search for other platforms, such as "newsletter," "ezine" or even "forum."

- **Check Amazon.com.** Here's a way to directly find the authors – just go to www.Amazon.com and search for your niche keywords in the "books" and "Kindle marketplace" section. You can sort your search by "popularity" and "avg. customer review" to find the most popular and bestselling books in your niche.

Keep in mind, however, that not all Amazon authors are marketers. Some of them just write books and let their publishers take care of the marketing end of things. That's why you'll need to do research to see if the authors have platforms, like their own blog.

Tip: You can start by checking if the author links to an Amazon Author Page in his or her book listing. If not, then go to Google and search for the author's name. You might also search for the author's name alongside the word "blog" in order to quickly determine if he or she has a blog.

- **Visit digital marketplaces.** Yet another place to find prospective partners who're both authors and marketers is by going to sites which sell digital goods, such as www.Clickbank.com , www.JVZoo.com , and www.DigiResults.com . Again, you're looking for popular products. In most cases, the marketers behind these popular products will have built big platforms (e.g., a big newsletter list). But always double check the author's site just to be sure he or she has a good presence in the market.
- **Ask for recommendations.** Finally, a simple way to seek out prospective partners is by asking for recommendations from other people. For example, visit a busy forum in your niche and ask the members about their favorite niche-relevant books, blogs, marketers and authors. As usual, do your due diligence to make sure that these people have good reputations and influential platforms.

You'll see that above I keep referring to prospective partners (plural). You may certainly co-author your book with multiple people if you'd like.

However, for your first report I suggest you do this with one other partner only. It will make the joint venture go more smoothly, and it's easier to divide the profits when there are only two co-authors.

Now, the other reason I referred to the plural is because you will need to create a list of prospective partners. You'll whittle down this list yourself by doing your due diligence. Then you'll rank this short list of partners in order of your most-preferred co-author to least-preferred partner.

The reason for the ranking is because your first choice (or even seventh or tenth choice) may not agree to your joint venture. Sometimes the prospective partner is just too busy at the time, which means you may be able to secure a joint venture in the future.

That's why it is important for you to be gracious and professional with everyone on your list, even if they tell you "no" right now.

So, how do you approach these prospective partners to propose your joint venture? Read on...

Approaching Your Prospective Partner

I'm going to let you in on a little secret...

People like to do business with those they know, like and trust. Truth is, people like to do business with and favors for friends and acquaintances.

It makes sense, right?

You probably feel the same way. If a stranger walked up to you and asked you to help him clean his house, you'd hesitate at the request. You'd probably even think this person was a bit forward for making such a request of a stranger. But if your best friend asked you to help clean, you'd say yes. (And your friend would likely reciprocate in some way in the very near future.)

It's NOT all that different in the business world.

People are more likely to say "yes" to people they already know. And this is especially true of some of the bigger authors and marketers in your niche, simply because they

get so many requests in any given month. They simply can't do them all, so they have to pick and choose based on:

- **If they know the person.** If the prospective partner already knows at least a little something about you or your reputation, you'll have an easier time getting a "yes" from him or her.
- **If the JV itself is a good deal.** That is, does the proposed JV give you partner a good return on his or her investment of time? Will the partner get a nice payoff in terms of money, new customers, new subscribers and/or backend opportunities? If so, he or she is more likely to say yes.

So you see that you need to do two things:

1. First, if possible, build a relationship with a prospective co-author.

You can do this by:

- Interacting on forums with the prospective partner.
- Engaging the person on discussion on his or her own blog.
- Talking on Facebook and Twitter.
- Emailing the person to start up a private dialogue.
- Doing something for the person, such as sending a lot of traffic and sales his way via your affiliate link.
- Getting to know the person at offline events.
- Being introduced to the person via mutual friends.
- Making a name for yourself in the niche (which will make EVERYONE in your niche take notice of you).

You get the idea. Point is, make yourself known and start developing relationships. Yes, you can approach people "cold" without building relationships first, but it's easier if they at least recognize your name before you approach them.

2. Now, the second piece of this puzzle is that you need to make the person a good offer. You need to persuade this person that he (or she) will get a good return for a relatively small investment of time.

So what can you offer your partner? Here's the structure of the deal...

- **You and your partner will co-author the book.** Just a bit later I'll give you several ideas for ways to divide the actual work. The benefit is that your partner gets a product to sell, yet he only has to do part of the work. It's a quick and easy way to get a product created.
- **Both you and your co-author will get the opportunity to insert your own backed offers and links into this book.** This means you can insert product links, links to your blog, links to your squeeze page or whatever else you'd like to promote. Thus the benefit is that your partner gets a passive income opportunity.
- **You'll set up a Clickbank JV contract that gives your partner 50% of the profits for all sales.** This means that your partner gets 50% of the profits no matter where the sales come from. So even if you allow affiliates to promote the product or you use paid promotions, you and your partner will split 50% of the net revenue.
- **Opportunity to promote to the newly built list of customers.** Before you contact your partner, you need to decide how you're going to handle the customer list.

Example: Perhaps you're going to build the customer list, but you'll give your partner the opportunity to promote his offers to this list once per month. Or perhaps you'll include a permanent link to his website at the bottom of each email.

There are a lot of possibilities here. How you handle it is up to you. Just be sure to figure it out before hand, so that you can create your subscriber privacy policy in a way that reflects how you'll use the list.

Those are the main benefits. Depending on what you're creating and who you're creating it with, you may be able to offer additional benefits to a prospective partner.

Example #1: If you're already well-known in the niche, then your partner gets the benefit of having his name listed as co-author alongside your influential name.

Example #2: If your partner is the one who's incredibly well-known while you haven't yet really established yourself, then you may do

the bulk of the work just to get your name associated with this other person ("borrowed credibility"). Thus the benefit you can present is that your partner gets a product and the above benefits without having to do much work.

The point is, you simply don't approach every prospective joint venture partner in a "cookie cutter" fashion. There is no one-size-fits-all way to approach prospective partners. That's why it's a good idea to build relationships first.

Of course you don't always have time to build relationships. Maybe you're the kind of person who gets an idea and wants to move forward on it right away. As the saying goes, "money loves speed." So it's a good idea to take action when you feel inspired.

In that case, since you're not building relationships, then you need to spend some time researching your prospective partner. Read his blog posts. Follow him on Facebook and see how he interacts via social media. Read his newsletters. Take note of his discussions on forums and other niche communities.

You want to do this to better understand the person. You want to get inside his head. See if you can uncover what motivates him (money, prestige, exposure, passive income, new subscribers, etc).

Example: Maybe you see this person on a marketing forum. If his focus is on money, then your JV proposal might slant towards the monetary benefits. If, on the other hand, your prospective partner is always talking about the importance of building a list, then you might focus on the backend opportunity, where you partner can insert a link to his newsletter subscription page if he chooses.

You get the idea. Just try to understand your partner, and you'll have a better sense of what to include in your joint venture proposal.

Now, even though your proposal should be unique and tailored to your prospective partner, I'm going to give you a template to work with. Here it is...

Subject line 1: I'd like to help you create your next book (for free)

Subject line 2: Picture it: Your name on my next book cover...

Subject line 3: I've got an idea for your next book...

Note: If the person you're writing to knows you, then you can use an informal subject line such as: Hey [first name], it's [your name]. But only use this sort of relaxed subject line if you've had some communication with the person in the past.

Hi [first name],

My name is [your first and last name]. You might know me from [explain how the person might know you, such as the fact that you have a well-known blog in the niche, you're an affiliate for this person, you frequent the same niche communities, you've created a successful product, etc. Keep this part extremely brief - one sentence should do it.].

The reason I'm writing today is to give you the opportunity to get a new product and enjoy a new profit stream with only a fraction of the time and energy it normally requires to get the benefits.

How can I offer this? Simple: Because I'm proposing that we co-author a report on the topic of [name topic].

Listen, you're the resident niche expert on the topic of [mention this person's area of expertise]. I'm known for [mention your area of expertise]. So together, we can create a valuable, bestselling book.

My goal is to give you maximum advantages for minimal work. That's why I'd also like to offer you these additional benefits:

- 50% of all front-end revenue. You read that right, you get a fifty-fifty split of ALL profits. That means you make money even from the sales that you don't personally generate.
- Passive backend income opportunity. You get the opportunity to include a link in this book. You can include a link to one of your great products, such as [name one of your partner's top sellers], a link to your blog or a link to any other page on your website.
- Opportunity to promote your products to the customer list. Not only will your website or product link go out in EVERY email I send to the customer list, but you'll also get the opportunity to send a solo ad or article to this list once each month.

That's a lot of benefit for just a tiny investment of time. Because all you have to do to enjoy these benefits is [very briefly describe what your partner will need to do].

To get started, just email me right now or call me at [phone number] so that we can start hammering out the details. I already have an outline - if you approve it, we can get started right away!

I look forward to hearing from you...

[your name]

P.S. You are my first-choice pick as co-author for this book, and I'm very excited to hear from you. Please let me know if I should set things in motion, or if you'd rather have me give the co-author spot to someone else.

Again, the above is just a template. Be sure to tweak it in a way that better reflects your voice as well as "speaks" to your prospective partner.

If you don't hear from your partner within a few days, then you'll want to follow up. That's because you need to know whether this person says yes or no. Because if he says no, you'll need to contact the next person on your list.

Here's a sample email you can send as a follow up in about three business days:

Subject line: Did you get my email, [name]?

Hi [first name],

Three days ago I emailed you about co-authoring a book together. In case you didn't get it, the original email is below.

Do me a favor and hit reply right now to let me know if you'd like to move forward if you'd rather I give this opportunity to someone else.

Thank you!
[your name]

[insert your original email here]

Some of your prospective partners will get back to you with either a clear yes or no. Others won't get back to you at all, which will leave you wondering if they got your email, if they're ignoring you, if their silence is meant to be a "no" or something else.

Thus you need to create a deadline – for example, if you don't hear back within five days after the follow-up email, consider that person a "no" and move on.

Here are a few other tips to keep in mind:

- ➔ **Always be polite and professional.** This means saying please, thank you and using those other niceties that your mother taught you. You'll want to maintain your professionalism, because you never know when you might get the opportunity to work together in the future. Which brings us to the next point...
- ➔ **Leave the door open.** Just because someone said "no" today doesn't mean they're giving you a "no" forever and for always. Often, a "no" means "not now." As such, you'll want to keep the door open by saying something like, "Thank you for getting back to me so promptly. While I'm sorry that we won't be able to work on this project together, I hope we'll be able to work on something together in the near future."
- ➔ **Take the contact as an opportunity to start a dialogue.** If you haven't yet start building a relationship with this person, this email is your chance to start up a dialogue. So even if the person tells you "no," you can use your reply as a basis to begin a relationship.

One way to do it is by asking the person a question. It might even be something personal.

Example: If the person blogged about being a new father, you might start off by congratulating him on his new little edition to the family. If this person has also blogged proudly about a dog, you might then ask a question about how the dog and baby are taking to one another.

See how that works? You're approaching this person as a human being rather than just as a prospective business partner. It's a great way to start building a friendship.

- ➔ **Extend an offer to help them.** Finally, whether the person says yes or no, you should extend a "no strings attached" offer to help them.

Example: "If there's any way that I can help you grow your business, such as by [insert something specific that's related to your talents or resources], please don't hesitate to ask."

If you've followed all the advice I've given you so far, the good news is that you're going to soon have yourself a co-author and marketing partner.

Read on to find out what to do next...

Creating Your Report

What you're looking to create is a short report, perhaps just 15-20 pages, something you can sell for \$7 to \$9.97.

Thus the actual creation of the report isn't going to take a whole of time or resources for either you or your co-author. Nonetheless, you need to determine upfront how you're going to divide the work.

As mentioned before, if you're working with a "big name" marketer in your niche in hopes of establishing your own name, then you might agree to do most of the work. After all, the benefits you'll get from having your name associated with a big player are worth far more than the couple extra hours of work you'll put in.

In most cases, however, you'll probably divide the work up more equitably with your partner. Below you'll find three ways to divide this work. You can approach your partner with your preferred method. Or you can toss out all three of these ideas to your partner and let him or her decide how to handle the work.

Here then are those three ways to divide the work...

Option 1: Each partner writes half of the report.

Here's a straight-forward way to divide the work: each of you writes half of the report.

Example #1: If the report is four chapters, each of you can write two chapters. The person who's writing the first two chapters can write the introduction. The person who's writing the last two chapters can write the conclusion.

Tip: Sometimes it's easier to think about this in terms of topics. For example, if you're creating a weight loss book, then you'll have two main topics: exercise and nutrition. You can simply decide which of you is going to write about exercise and which of you will write about nutrition.

Example #2: If the report centers around 100 tips, then each of you writes about 50 tips. Then you can split the work of the introduction and conclusion however you see fit.

Now, there are two ways to handle how you get credit for the piece you authored (this applies no matter which option you choose for dividing the work). Specifically:

- 1. You give yourself credit for the parts that each of you have written.**
For example, if you write the first half of the book and your partner writes the second half, then you'll mention this directly within the book. You might mention it in the introduction as well as creating bylines after the sections that each of you have authored.
- 2. You're each listed as co-authors of the book.** Period. In other words, the readers don't know who's written any specific section, as you leave the sections themselves un-credited. Rather, you're both listed on the cover and all marketing materials as co-authors.

That's one option. Here's another...

Option 2: One partner writes about the process, the other partner fills in the details.

The second option is to create the book based on your writing strengths. For example, if you're good at writing step-by-step technical instructions, then that can be your contribution to the book. Meanwhile, if your partner is good at adding details such as examples, tips and stories to engage the reader, then that can be his contribution.

Let me give you a specific example.

Example: Let's say you're writing a report about how to create a sales letter. You might offer detailed step-by-step instructions, such as:

- Step 1: Profile the target market.
- Step 2: Get attention.
- Step 3: Create interest.
- Step 4: Evoke desire.
- Step 5: Create a call to action.

Meanwhile, at each step your partner might offer additions, such as:

Step 1: The addition of a profiling worksheet.

Step 2: Headline templates.

Step 3: Tips and examples of how to tell a good story to hook prospects.

Step 4: Bullet point templates.

Step 5: Examples of three or four strong calls to action.

That's just one way to do it. Of course you can set it up in any way that both of you feel is fair.

Example:

- Partner 1 creates a detailed outline.
- Partner 2 writes the report.
- Partner 1 edits the report.

There's also another option. Since you'll need a website and sales letter for this report, you might also include in your assigned work these "set up" tasks as well.

Example:

- Partner 1 creates an outline, writes the sales letter, and edits the book.
- Partner 2 writes the book and designs the mini-site.

Again, split the work up according to your strengths and in a way that both of you feel is fair.

Tip: When in doubt, you should always do the bulk of the work. That's because you're the one who requested the favor from your co-author. You want to make sure he or she is happy with this arrangement, because it will make it easier for you to request another joint venture in the future.

Now let's have a look at the third option...

Option 3: You create the report together on the phone.

This is actually a fairly quick way to create a product together. All you have to do is get on the phone, talk about the topic, record the call and then transcribe the audio

recording. Naturally, you'll also need to clean up the transcriptions so that it reads more smoothly.

There are a few different ways to approach the phone call method. Namely:

- **One partner interviews the other partner.** You can also divide up the call so that you're interviewing each other. Let's go back to the diet book example. If you're the nutrition expert, then your partner can interview you about nutrition. Then you can switch and interview your partner about exercise topics.
- **The two of you just talk about the topic.** Here you don't have one person specifically interviewing the other person. Instead, you just get on the phone together and talk about the topics on your outline. You then transcribe the call, including only the best parts of your conversation in the final product.

No matter which option you choose, it's up to you as to whether you make it clear to your readers that the report is based on a telephone transcript. If you don't mind if readers know, then one advantage is that you can offer the transcript as a bonus to buyers.

If you decide to create the report without ever mentioning the phone call – especially if you want the report to read more smoothly – then you'll need to clean up the transcripts a bit. This means taking out the back and forth conversation.

Instead, just pull meaty excerpts out of the transcripts, tweak them for readability and insert transitions as needed to make the whole report flow more smoothly. You'll also need to create an introduction and conclusion for your report.

Again, it really doesn't matter which of the above three main options you choose. Maybe you'll even come up with an entirely different arrangement with your partner. Just pick something you both agree to and get report finished. Then move on to the next step...

Setting Up Your Joint Venture

Now that you've created your report, there are a few more steps you need to complete. Let's have a look at them...

Create the Website

If you and your partner have the skills to create a website, then this is just one more task that you can do together. Otherwise, you should take on the responsibility of creating the website. You can do it yourself, or you can hire someone else to do it (using a site like elance.com).

The reason why you should take on this task is because you're getting the biggest asset out of this partnership. Namely, you're getting the customer list. Unless you've come to some other agreement with your partner, you'll control this list – even if you do send your partner's promotions to the list from time to time.

Here are the pieces you or your freelancer need to create for the site at a minimum:

- **Design for the website.** You can buy a template and copy and paste in your sales letter, which will save you time and money.
- **Sales letter for the book.** If you don't know how to write good sales copy, then you may want to find a professional on elance.com or odesk.com to do this for you. You'll also need to copy and paste in your Clickbank.com payment button at the end of the letter. (Complete instructions for creating a payment button are listed in Clickbank's help files.)
- **Download page for the book.** This is where customers will land after they pay for the book. This page will include a link to the report. You may also include a backend offer, such a link to your and/or your partner's products.
- **Newsletter subscription form so that prospects and customers can join your mailing list.** Reputable services like Aweber.com and GetResponse.com provide full instructions on their site regarding how to set up a mailing list.

Insert Your Links Into the Product

One of the benefits for both you and your partner is that you can include links in the report to promote your other products, services, blogs, newsletters or whatever else you'd like to promote. That means that you have a chance to build your subscriber and customer lists plus make sales passively, on the backend.

If both you and your partner decide to promote products on the backend, then what I suggest is that you use each others' affiliate links (where applicable). So when your

partner promotes his products, he inserts your affiliate link. And when you promote your products, you use your partner's affiliate links.

That way, both of you make money whenever someone buys anything from within the report.

In some cases, you may also promote a product or service that doesn't belong to either one of you.

Example: If you were writing a report about how to set up a website, then you could promote a domain registrar, web hosting and even an autoresponder service.

How you handle this is up to you. Here are a few options:

- 1. Split the profits.** One of you can create a new affiliate account for the express purpose of promoting a product or service from within your report. The other person will get access to this affiliate account, so that he or she can check the statistics. Then the owner of the affiliate account pays 50% of the profits whenever he or she gets a commission check.
- 2. Alternate who gets credit for promotions.** If you're promoting two third-party products or services within the report, then you can be an affiliate for one product and your partner can be an affiliate for the other.
- 3. Choose two-tier affiliate programs.** In this case, you both automatically make money whenever someone buys from a link within the report. However, usually the referring affiliate makes the most money, so it won't be a 50-50 split.

Again, it depends on what you and your partner decide to do. However, in most cases (where you are true 50-50 partners), option #1 is the best option.

Now, whether you're just promoting your own products or you slip in a third-party affiliate link, let me warn you: don't load your report down with links. Your customers didn't pay to read an advertisement. And if your report is full of links, it cheapens the perceived value of your product.

The key is for you to be very selective. Since your report is likely only 15 to 20 pages, I suggest you promote your links once in the beginning, once in the middle and once again at the end of the report. That way your report holds its value while your reader doesn't get overwhelmed by too many choices.

One way to do this is to "soft sell" your offers in the beginning and middle, and then put forth a more aggressive call to action at the end. Two examples of a soft sell are something like these:

Examples:

- "Click here to download your free organic pest control report."
- "How do bodybuilders quickly and easily cut fat before a contest? Click here to discover their secrets..."

A soft-sell seems more like a suggestion, and it's usually only a sentence or two.

At the end of the report you can be more aggressive by telling your readers more about your offer.

Example: "Don't go to your next bodybuilding contest looking soft! Now you too can discover the secrets of quickly and easily shredding the fat with perfect timing, so that you hit your peak physique on the day of your contest. Don't even think of entering another bodybuilding contest until you download your copy of "Fat Shredder" by clicking here. Do it now, because you deserve to WIN your next contest!"

See the difference? It's a little more aggressive. But once a reader is at the end of your report, you've developed a relationship with that reader. So they're ready to hear more about your offers.

Install a Clickbank Contract

Clickbank allows you and your partner to set up a joint venture contract. This allows your partner to get 50% of the profits automatically, meaning neither one of you have to worry about paying the other person, keeping track of revenues, etc.

You can find complete instructions for setting up your Clickbank contract here:

<http://www.clickbank.com/help/account-help/account-tools/joint-venture/>

Be sure to choose the "Traditional JV Contract" option.

Promote the Report

The final step in this process is that both you and your co-author should promote this report. If you chose your partner wisely, then you have a partner who has a platform, such as a responsive list or a popular blog.

The key here is that you need to specifically remind your partner to promote the report (hopefully not just once, but multiple times). You may even create a solo ad, graphics and other sales materials that your partner can use to promote your report.

Of course you'll need to promote the report too. You can do it in a number of ways, including:

- Blogging about it.
- Telling your newsletter list.
- Promoting it to your social media contacts.
- Including a link in your forum signature file.
- Commenting on other blogs in the niche and including a link to the report.
- Using affiliates to promote the report.
- Sending press releases (use PRWeb.com).
- Utilizing video marketing (use YouTube.com).

And any of your other regular promotional channels.

Now let's wrap things up...

Conclusion

You now know how to quickly create a paid report by enlisting the help of a co-author. You then use Clickbank's JV contract to split the profits 50-50. You also both get the benefit of inserting backend offers into the report.

Let's recap the steps:

- 1. Find a suitable partner.** Be sure to do your due diligence on any prospective partner, because your name is going to be associated with this person's name for a long time to come.
- 2. Approach your prospective partner.** You're more likely to get a positive response if you build a relationship first. But if you haven't yet done that, then you can use the email template and tips I provided to you.

- 3. Create the report.** Here you learned how to divide the work. You can each write your fair share, or you can get on the phone to create the report together.
- 4. Set it all up.** Finally, this is where you discovered how to set up your joint venture through Clickbank, how to set up the site, and how to insert your promotional links inside the report.

Point is, you now know exactly how to create a report with a co-author, perhaps even one of the "big dogs" in your niche!

So your next step is take action... because the sooner you do, the sooner you'll start enjoying the benefits of this slick product-creation and promotional strategy!