



JV Marketing

Planner

JV Insider Circle™

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JV Marketing Planner for Coaches, Authors, and Speakers

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www.JVInsiderCircle.com

Product

Creating a hot-selling product JV partners will want to support

- What specific problem does my product solve? (Your product must laser-focus on a big and specific problem your target audience is already seeking a solution for in order to be a great seller for you and your partners.)

- Does it have a catchy name? (The name has to quickly capture the attention of potential customers and JV partners, and get them excited; generic names are boring, think of how to make your product stand out with just the name.)

- Is it a buzz-worthy product that will attract attention? (Your product must solve a current and trendy problem for your market, and you must have a clear and exciting angle for it; simple how-to products no longer get people excited, you truly must position your product as a head-turner.)

- What makes my product unique in the market? (Your product must clearly stand out and be the obvious choice for your ideal customers; think back to why you decided to create “another product” on this topic, and you’ll find a great unique angle to use for unique positioning.)



- What's my offer? (A product alone is not enough to be a great offer; you must package it with great bonuses, attractive guarantee, and a strong promise; so the price becomes irrelevant.)

- Is there an upsell or an add-on offer? (Think about what else you could offer right away to enhance your core offer; usually when people are in the buying mood, they're more likely to say yes to another relevant offer.)

- Is there a recurring monthly component? (Think "continuity"; could your upsell or add-on product be a monthly value?)

Target Audience

Tapping into existing communities to reach ideal clients

- What target audience makes a good fit for my product? (There may be several, but your goal is to identify those that are easy to reach for you, they already exist and communicate with one another, and recognize the value of your solution.)

- Who's already reaching the same target audience? (List people who are already building communities of your target prospects, they're the movers & shakers in your industry, or they're up-and-coming entrepreneurs – list as many as you can here.)



➤ **What else is my target audience investing in? (List any products, programs, tools, or solutions your target market is buying to solve problems other than the one your product is solving.)**

➤ **Who is on your wish list to partner with? (“small fish”, “big whale”, list them all!)**



Commission

Creating an attractive commission structure to get partners excited

- What commission will I offer? (At least 30% must be offered to get the attention of JV partners; sometimes you'll see 50-100% is being offered with the goal of not only income but also lead generation.)

- Is there room for a two-tier or recurring commission? (Top JV partners and super affiliates are very attracted to two-tier commission because they have a lot of affiliates of their own; this is also how you can reach a lot more people you'd never think you could. Recurring commission also makes it very attractive for everyone, because it's a long-term payout not just one-time.)

- Will I offer lifetime commission? (Most affiliate tracking programs allow you to set commissions for life, and although not always accurate, it's always a great idea to attract partners.)

Marketing Materials

Developing high-converting sales and marketing materials

- What's my primary sales tool? (teleseminar or webinar, what will you focus on, title of the call, etc. It needs to be a "hot" topic training, because that's where your partners will drive all traffic.)



➤ **What's the URL of my opt-in page? (A separate domain is recommended, instead of simply putting the opt-in page on your main web site; good for branding and launches.)**

➤ **What are my supporting sales materials? (Solo emails, e-zine articles, blog posts, social media posts, videos, etc. will help you "feed" your partners with everything they need to support your promotion.)**

➤ **What is my follow up strategy? (E-mails, Q&A calls, free sessions, etc. will allow you to convert more prospects into customers, giving your partners an opportunity to receive higher commissions.)**

➤ **Am I offering customized teleseminars to top partners? (Be careful about committing to too many customized calls, because if you're launching it might get very busy and hectic for you; on the other hand, if it's not a launch you should absolutely hold a call for subscribers of your most promising partners.)**

➤ **What's my landing page opt-in rate? (This is how many people out of every 100 visitors give you their name and email; you should get at least 30% or more; some get as much as 85%.)**



- What's my sales conversion rate? (You may not have this information about your product yet, but keep an eye on your sales process; usually JV partners want to know how many people will buy your product after signing up for your live call; 5% is considered a good rate.)

Working with JV Partners

Keeping your partners excited and motivated to promote you with great results

- Will you ask partners to offer an exclusive bonus to their list to sweeten the offer? (When partners want to help you increase sales and their commissions, they can offer a special time-sensitive bonus on the live call.)

- Will you offer prizes to your top partners? (Great idea to increase results during launches, although not all partners respond to this.)

- What bonuses or prizes will you offer? (Running a JV contest can be very motivating, even if you're not ready to offer expensive prizes; you can offer gift cards, coaching sessions, reciprocal promotions, etc.)

- Will you be emailing updates with results and statistics? (Usually this is a great idea during a launch, because many partners feel motivated by seeing how they're doing on the "Leaderboard".)



➤ What system will you use for tracking affiliate results? (Most shopping carts come with affiliate tracking; you can also use clickbank.com for starters.)

➤ Will you reciprocate? What are your reciprocation criteria? (Great product, list size, high-quality marketing materials, great attitude, integrity and reputation, etc.)

➤ Are you ready to manage your JV relationships? (You or a team member to welcome them, send affiliate link, provide JV promo packet, answer questions, send reminders, get excited and keep motivated, etc.)

➤ Additional Notes:
