

5 Joint Ventures You Can Do Starting Today to Generate Red-Hot Traffic

One really good way to drive targeted traffic to your lead page (and other pages on your website) is through the use of JVs (joint ventures). This is where you work together with someone else in your niche for mutual benefit. For example, you and a JV partner might swap endorsements inside your newsletter, which generates traffic and subscribers for both of you.

So, with this in mind, we're going to cover two things in this lesson:

1. What to look for in potential JV partners.
2. A variety of JV ideas you can start using to generate traffic.

Let's get started...

What to Look for in a Prospective JV Partner

Not all partners are created equally. If you work with the wrong partner, your name could be associated for an eternity (or close to it) with someone with a bad reputation. That's why you want to carefully research each partner's website, products, and their overall reputation to be sure this is someone with whom you want to be associated.

TIP: Search for the person's name, business name, and name of their most popular products in Google to uncover any potential red flags.

Ask yourself these questions:

- Does this person have any red flags, such as poor customer service or not paying affiliates or similar?
- Has the person been established for at least a year or two (longer is better)?
- Does the person consistently put out high-quality content and products?

- Does the person have big, active platforms (newsletter, blog, social media)?

Once you go through each of the above points with each prospective partner, you'll get a short list of partners with whom you'll be proud to be associated. For best results, build relationships with this person first, and then later ask them to do a joint venture.

Five Types of Joint Ventures You Can Use to Generate Traffic

The types of joint ventures you can do with other experts in your niche is really only limited to your imagination. The key is to create something where you and your partner get maximum benefit for minimal effort.

NOTE: If you're working with a partner considerably more established than you, then you'll want to structure a JV so that you do most of the work – just being associated with this person is going to be the big benefit for you.

Check out these ideas...

Swap Content

The idea here is to be a guest author for each other's respective platforms (newsletter, blog, and/or social media). You each get free content for your platforms, and you also each get exposure by publishing guest content on your partner's platform. Be sure to create a really high-quality article that your partner will be proud to publish, and include a link and call to action pointing back to your website (such as to your lead page).

Do a Webinar Together

Doing a webinar with one or more fellow experts in your niche provides multiple benefits, including:

- Helps you grow your list.

- Showcases multiple experts, which tends to be a big draw for prospects.
- Lets you promote offers on the backend so that everyone can make money.
- Gives you a product (a recording) that you can use over and over again as a lead magnet, bonus, or even a paid offer.

Here's the next idea...

Co-Create a Lead Magnet

As you just learned, you can use a webinar as a lead magnet. But that's not the only type of lead magnet you can create with a partner. You can create tools (such as gear lists or checklists), reports, videos or more.

The idea is to share the work (which means you can create it very quickly), and each promote a related product from within the lead magnet. When you use each other's affiliate links to promote the products, then you'll both make money no matter what someone buys from within the lead magnet. You can then promote this lead magnet on your respective lead pages, which will give you a much further reach (bigger exposure) than either of you could have obtained on your own.

Co-Write an Article

Still another way to do a mutually beneficial JV is to create an article with one or more partners, and then distribute this article across your respective platforms.

If it's you and four partners, you might each write about one method for achieving something. For example, you can create an article called "Five Proven Ways to Drive Targeted Traffic," with each partner assigned to writing about one of the ways (e.g., paid advertising, guest blogging, SEO, JV marketing and social media). Obviously, you'd assign the topic to each partner according to their expertise.

Co-Promote Each Other

The idea here is to simply swap endorsements or ads with your partners. For example:

- Promote each other on social media.
- Recommend each other from within your newsletter.
- Put your partner's link on your thank you/download page.
- Promote a partner from within a lead magnet.

...And similar endorsements and promotions.

You can set this up as a one-off activity, where you each recommend each other to your respective platforms, such as sending out one email. Or you can do it on a more permanent basis, such as maintaining an ad for your partner in the sidebar of your blog.

Conclusion

As you can see, there are a lot of good ways to work with others in your niche for mutual benefit. The best part is that these methods tend to create highly targeted traffic, since you're getting endorsed by someone whom these visitors trust. And it doesn't hurt that these methods are all free (except when you pay commissions, but even then there is no upfront cost).



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