

3 Killer Joint Venture Ideas!

By Larry Dotson

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Joint Venture With Competitors

1) Team up with your weaker competitors to beat your stronger ones. You can create win/win joint venture and cross-promotion deals with them. You could share marketing and advertising costs, create new products and services, share skills and strategies, trade leads, etc.

Joint Venture With Visitors

2) Clone your advertisements all over the Internet by allowing your visitors to give your online freebies away. Just include your ad somewhere inside them. You could also start an affiliate program and pay people commissions to run your ads. You could also give your affiliates viral marketing tools to use like e-books or articles.

Joint Venture With Publishers

3) Persuade e-zine publishers or webmasters to run your ad for free. Just allow them to join your affiliate program and earn commission on the sales. You could also offer them a freebie, such as the product you're selling for free, an advertisement in your e-zine in return, etc. It also helps to compliment the publishers as well as praising their e-zines.

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