

# 6 Simple Joint Venture Marketing Formulas!

By Larry Dotson

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Larry Dotson  
articlesub@aol.com

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## 1) Trade A Percentage Of Your Sales For An Ad

You could ask e-zine publishers to run your ad in return for a percentage of each sale. They could just join your affiliate program. The offer is usually more successful if your product is brand new.

## 2) Trade Any Ad For An E-zine Ad

You could trade any type of ad for an e-zine ad. It could be a banner ad, classified ad, graphical ad, links, etc. You may just have to give them extra ads or incentives because people usually value e-zines more than web site ads.

## 3) Trade An E-zine Article For An E-zine Article

You could ask an e-zine publisher to trade articles. This would give you both new content to publish and cross-promote each other's businesses in the resource box (ad).

## 4) Trade A Discount For An E-zine Ad

You could offer the publisher's subscribers a discount on your product in return for running your ad. Tell the e-zine publisher this would help keep his subscribers loyal.

## 5) Trade Consulting For An E-zine Ad

Are you an expert on a particular subject? Offer e-zine publishers free consulting via e-mail or phone if, in exchange, they run an ad for you. People will consider this of huge value because consulting fees can be very expensive.

## 6) Trade Signature Files With An E-zine Publisher

Offer to trade signature files with an e-zine publisher. On every e-mail you send out, you'll include his or her signature file/link underneath yours and vice versa. So when the e-zine publisher sends out the e-zine, your signature file/link (ad) would be included in it.

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