

# Joint Venture - a different approach -

By Milos Novakovic

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Wealth Guide <http://workathome.averi.hr>

Thanks to today's level of technical development and the Internet itself, the circumstances are made for a different type of marketing and dealing. Just with e-mail we can contact thousands of people, with one click only and all that in 5 minutes of our time. Thanks to web sites our online business can run 24 hours a day, 365 days a year. Technology definitely breached the barriers, replaced humans and surpassed their biological limits. Computers never sleep and they never get tired!

Experience shows that the e-zines advertising is one of the best ways of promoting on the Internet. I'm talking about solo mailings. Now I'm going to recount my first experience and how I got in touch with the phenomenon called "joint venture".

As an affiliate, of all the diversity of Internet offers, I focused on selling digital products. I had some experience in free advertising which, despite all the discouraging stories, showed some results. It's always nice to make a few bucks, without even one dime invested. Of course, it's not enough - so I decided to give "paid advertising" a chance. The product I promoted is one of the internet guru's membership only web site, which offered a bunch of resources related to the internet marketing and - the thing that attracted the most - group chat in a form of online workshop twice a week, where you could ask anything you wanted. Additional attention was given on practical stuff, on things like e-zine advertising. The solo ad consisted of a "teaser letter", which comprehended my autoresponder address with 6 valid follow up messages from good affiliates. So everything was well set and automated, the next step was finding a good e-zine. That wasn't a problem, because at the time I obtained J.D.Brown's "E-zine AD Profits", in which I found a list of 35 magazines with good reputation - J.D.Brown personally advertised his products in them. I picked one with 3500 subscribers - solo ads were 35\$. One sell made me 25\$, this meant that I needed only 2 sells to make a profit. Until this moment

everything was going smooth.

I forgot to mention that I do not have a credit card and because of that I have problems with online shopping. I'm not interested in other ways of money transfer, like international money order or even "snail mail". Especially today, when information through the Internet literally fly from one part of the world to the other in a few seconds. I can't afford the "luxury" of my money traveling 3 weeks from Europe to America just because I don't have a credit card. I've tried through Western Union, but you cannot send money from Yugoslavia, you can just receive. So I was in a situation that I wanted to pay, but simply all I could do is send a "snail mail" and wait for 2 month to see a respond from my campaign. Thanks, but no thanks.

I'm sure that every one of you have some good e-books related to Internet business. I own 20 of them, and for 6 of them I paid - altogether 140\$. The rest of the books are either freely purchased or not worth mentioning. Joint venture with e-zine publishers is one of the best ways of doing business on the Internet, which use all of the online gurus - you can convince yourself by reading the book which interviews some of them on this address:

<http://workathome.averi.hr/authors.exe>

Usually, a guru is offering a larger percentage of his sale to the e-zine publisher if the publisher agrees to send private mails to the subscribers. So in some way they become partners and share the risk. I don't have my own product, nor full resell rights on a quality product - all I have is my affiliate offer. I can forget this type of joint venture, at least till I get my own product or buy full resell rights on a new bestseller. Then I got the idea to trade the books I own for a solo ad. The, above mentioned, 6 I own are good books, but they're a bit outdated. Never mind, I'll offer more books than the price of the ad. Lets say the ad costs 35\$ - I'll offer 3 books that worth 60\$ altogether. My offer only depends by the number of the books I'll give, so the only resource I spend is the time I need to send those books by mail. 3 or 4 files - the difference is 10 minutes. This is the type of joint venture which I could afford with the 6, a bit outdated, books - and I can tell you the results are amazing. 6 of 10 e-zine publishers agrees to trade. I first send them an offer with the list of the books, so they can choose by themselves. The other 4 publishers which don't agree usually own the books I offer already. That doesn't mean they don't want to trade, all you have to do is offer something they need - banner design maybe or something else. Most of them will be satisfied with only one fresh book, one that just got published and every online marketer wants to read. Try to offer a dozen e-zine publishers a Marlon Sanders or Terry Dean bestseller and in return ask 2

solo ads and a top sponsor ad. You'll be surprised with the answer.

Just think - your advertising budget is tight, you're afraid which e-zine is good and which isn't. What if the e-zine is bad, if you don't make a profit. You'll throw your money away. Just like there are good e-zines, we all know that the Internet is full of garbage also. My advice is, spend those 50\$ on Yanik Silver's newest book, it just came out. Read it, educate yourself and finally offer it to a dozen e-zine publishers in return for a solo ad, which you wanted to pay 50\$ in the first place. And, by the way, there are thousands and thousands of magazines related to internet business - they are all interested in what Yanik has to say.

In my first e-zine advertising of 3500 subscribers I had 182 hits and 5 sales - not bad for a FREE-PAID advertising.

You don't have to own a product to step in a joint venture with e-zine publishers. All you need is somebody else's valuable product whose smart use will provide you a 1000% more expensive advertising for free.

Dig those books from your hard drives and use them for something you didn't even dream of!

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