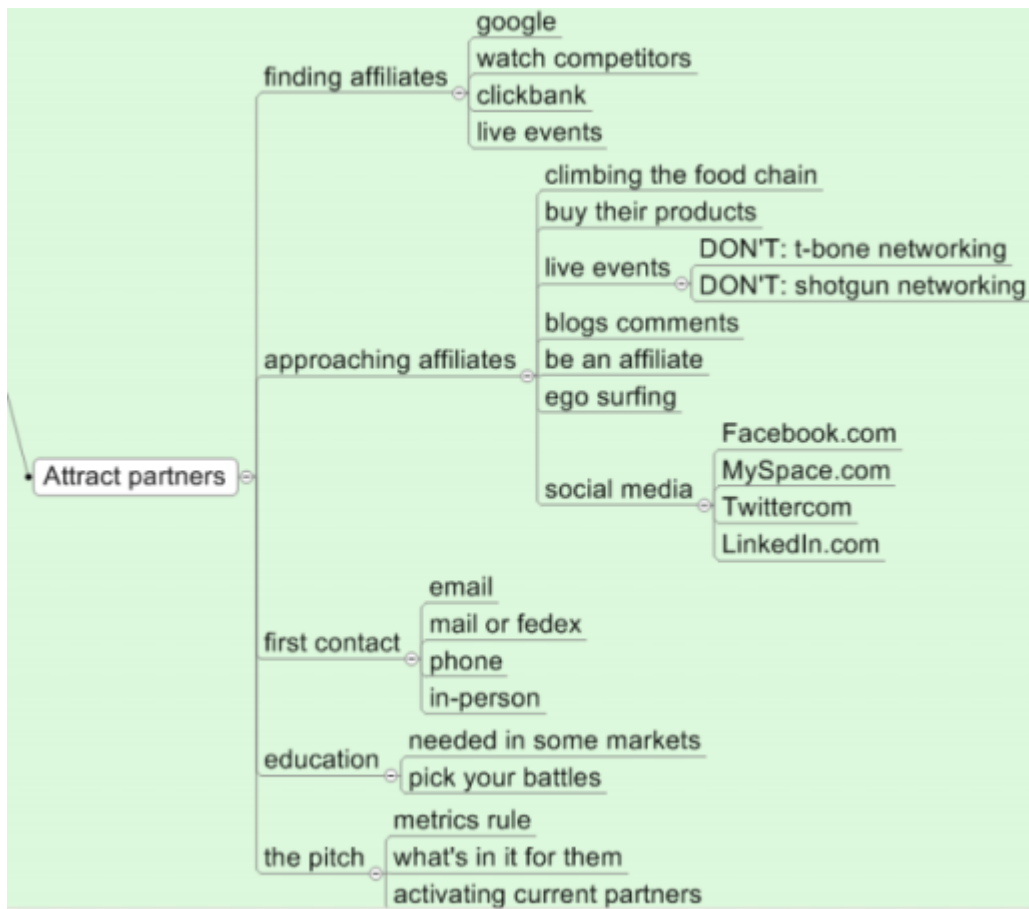


## Module 2: The Pre Pre-Launch – The Critical Details That Almost Everyone Overlooks

### Video 3: Finding And Attracting Joint Venture Partners And Affiliates



Now we are going to be talking about attracting partners. If you are doing a seed launch or an internal launch, you don't need to do this part. You don't need to attract partners at this point.

It is probably not too early to start thinking about partners, thinking about the process and thinking about how you are going to attract partners. This is mainly if you are doing a big JV launch, or if you are starting with no list. However, if you are starting with no list whatsoever, then you must have good knowledge of whatever market and niche you are in, and be able to create an initial product. If you can create that initial product, then you can do one of these launches with partners to grow your list.

With a seed launch or an internal launch, you don't have to worry about this, but it's not too early to be aware, and start thinking about it.



First of all, let's talk about finding affiliates. There are several different easy ways to find affiliates. One of them is good, old fashioned Google. You go to Google and you take the number one search term in your market or your niche and do a search. Find out who is there.

Google  Search [Adve](#) [Prefr](#)


**Web** [Video](#)

**[Beginner Guitar Lessons & More!](#)**  
 Free beginner **guitar** lessons online. **Learn guitar** and play your favorite songs. Step-by-step instruction. Chords, tab, scales and more.  
[www.abclearnguitar.com/](http://www.abclearnguitar.com/) - 18k - [Cached](#) - [Similar pages](#)

**[Guitar Lessons for Beginners Archive - Free Guitar Lessons Online ...](#)**  
 Here is reason to begin... a free online **guitar** lesson, which is essentially the same lesson I teach all new students. You'll **learn** how to hold a **guitar** and ...  
[guitar.about.com/library/blguitarlessonarchive.htm](http://guitar.about.com/library/blguitarlessonarchive.htm) - 25k - [Cached](#) - [Similar pages](#)

**[Online Guitar Lessons](#)**  
 Listen and **learn** to play **guitar** for free at the largest riff archive on the web.  
[www.guitartricks.com/](http://www.guitartricks.com/) - 59k - [Cached](#) - [Similar pages](#)

**[Learn Jazz Guitar](#)**  
 Here's a technique that I came across that has really helped me to **learn** jazz **guitar** a lot faster and more efficiently. It's called the "5 Penny Method". ...  
[www.learnjazzguitar.com/](http://www.learnjazzguitar.com/) - 40k - [Cached](#) - [Similar pages](#)

 **[Learn Guitar Lesson Inspired By Velvet Revolver Slash](#)**  
 thenextlevelguitar.com/ want more Free stuff click above link ...  
 4 min 52 sec - ★★★★★  
[www.youtube.com/watch?v=dgeX8CZmqvo](http://www.youtube.com/watch?v=dgeX8CZmqvo)

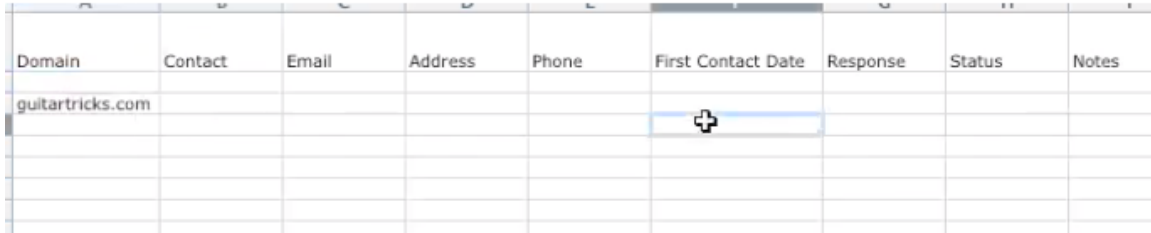
**[FREE GUITAR LESSON FOR BEGINNERS](#)**  
 Every free **guitar** lesson at ABC **LEARN GUITAR** is designed to help you build a solid foundation that will last for years to come.

Say that we are in the 'learning guitar' market. You just do a Google search and then you will have all the sites listed. You have many pages of search results with people that could become potential partners. You also have ads on each page. Just click through. What I do is take a look at the sites to see if there is a site that I want to be involved in.

This site (in the video) doesn't look like they are collecting opt-in addresses. I don't see any opt-in forms, but they are selling stuff, so they would have a list of customers.

Do a search and search on contact. Bingo! They have a contact field, where they give you all their contact information. What I do is create a spreadsheet with the contact information that has been collected.

I use a super simple spreadsheet. The website is Guitar Tracks. I would put in the contact, e-mail, address, and phone, when I contacted them, what their response was, and the status if they are going to promote. If they're not interested in promoting, whether at some future date they might be interested in promoting; then I add any additional notes.



Domain	Contact	Email	Address	Phone	First Contact Date	Response	Status	Notes
guitartricks.com					+			

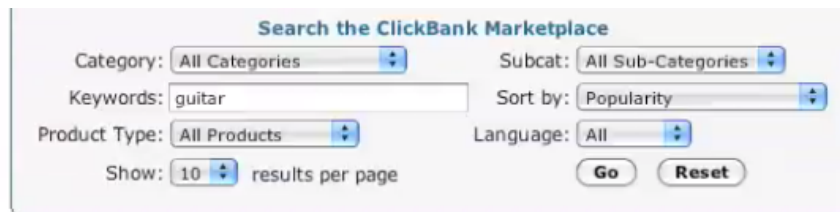
I would identify my top targets. You could go after 20 or 30 or 50 or 100. This is a numbers game. You are not going to get everyone that you contact. You can go through here and create your database in a spreadsheet. There are all different ways you can do this. I am just comfortable in spreadsheets, so I use a spreadsheet.

Another way that you can do it is to watch competitors. Obviously if you are in a market or a niche, you should be keeping an eye on what your competitors do. Again, go to that Google search and look at who is in your top listings, top 20, 50, or 100 listings. See who is advertising on the right side in the Google AdWords.

You should probably join their list. You should go ahead and set up a Gmail account or a Yahoo account, some free account somewhere. I would use Gmail or Yahoo. I'd probably use Gmail. Just go to [www.Gmail.com](http://www.Gmail.com) and set up a new e-mail address and use that e-mail address to join your competitors list. See what they publish. See their advertising. See if they ever publish other people's stuff, or if they ever advertise for other people.

What you want to start doing is creating a database of everyone in your market, well, not everyone, but the major players in your market so you can understand how the market works.

Another place you can look for affiliates is at ClickBank. ClickBank is basically a marketplace where a lot of people can choose which products they wish to promote and wish to sell. It is a meeting place between people selling and people looking to be affiliates. You can go to [www.ClickBank.com](http://www.ClickBank.com) and go to their marketplace. If you just type in 'guitar' you are going to get a list of all these sites that are selling stuff about learning guitar.



- 1) [Jamorama - True Conversions! Low Refunds! Best Selling Guitar Course! Earn 75% Of Up To \\$69.95, Check Out Our New Site, Very High Quality Product Means Low Returns. Youll See Why Jamorama Sells So Well!!](#)  
\$/sale: \$27.65 | Future \$: - | Total \$/sale: \$27.65 | %/sale: 75.0% | %refd: 78.0% | grav: 93.13  
[view pitch page](#) | [create hoplink](#)
- 2) [Music Master Pro - Guitar, Bass, Drums, Piano And Violin Video Lessons! With 5 Instruments, This Site Converts! Affiliates Are Loving The Money This Site Is Bringing Them!Target Guitar, Bass And Drums All On 1 Site!](#)  
\$/sale: \$18.63 | Future \$: - | Total \$/sale: \$18.63 | %/sale: 70.0% | %refd: 89.0% | grav: 18.10  
[view pitch page](#) | [create hoplink](#)
- 3) [Jamorama Acoustic Guitar. Earn 75% Of \\$39.95. Acoustic Version Of The Fast Selling Jamorama. Brand New, Few Affiliates To Compete With. Jump On This!](#)  
\$/sale: \$24.25 | Future \$: - | Total \$/sale: \$24.25 | %/sale: 75.0% | %refd: 79.0% | grav: 16.98  
[view pitch page](#) | [create hoplink](#)
- 4) [The Pure Pitch Method - Perfect Pitch Ear Training. Learn To Master Absolute Pitch And Relative Pitch With This Amazing Course. Perfect For Guitar, Piano, Bass, Drums, Violin, Singing, Vocals, And Music Appreciation. Brand New! Affiliates Earn \\$55 Per Sale! Great Niche For Music Related Websites And Ppc.](#)  
\$/sale: \$53.04 | Future \$: - | Total \$/sale: \$53.04 | %/sale: 60.0% | %refd: 94.0% | grav: 8.76  
[view pitch page](#) | [create hoplink](#)

Again, you can just start clicking through and you can take a look at what they're doing. See if they are collecting e-mail addresses. You can see if they have contact information. If they do enter that contact information in your spreadsheet.

If you get to a site where you can't find contact information, then you can go to a little tool called Better Who Is, This is [www.Better-Whols.com](http://www.Better-Whols.com). You go in there and type in the domain. You do a search. It is going to ask you to give them the little capture code. if you scroll down, you can often get their contact details. The contact information is sometimes obscured here, but a lot of times you will get the address and phone number.

# Better-Whois.com

...SEARCH ALL DOMAIN REGISTRARS

## What's wrong with WHOIS?

**The domain business has been deregulated...** For the first time, many different domain registrars are granting domain names.

**But there is a problem,** the standard WHOIS domain search used on thousands of web sites is no longer accurate. Why? Because each domain registrar now keeps their own WHOIS database which doesn't include domains registered by competing registrars.

www. <input type="text" value="GuitarTricks.com"/>	<b>Search</b>
Searches shared database registry and queries appropriate registrar.	

Let's go back and find one where we can actually see this stuff. This is a different domain [www.GuitarTracks.com](http://www.GuitarTracks.com) You can see that it gives you an e-mail address, a physical address and a phone number. So that is at [www.Better-Whols.com](http://www.Better-Whols.com). That is how you find the contact information for these sites.

Registrant:  
Web Trick, Incorporated  
2625 Alcatraz Ave., #311  
Berkeley, CA 94705  
US

Registrar: DOTSTER  
Domain Name: GUITARTRICKS.COM  
Created on: 30-APR-98  
Expires on: 29-APR-13  
Last Updated on: 14-JAN-08

Administrative, Technical Contact:  
Broderick, Jon: domains@webtrick.com  
Web Trick, Incorporated  
2625 Alcatraz Ave., #311  
Berkeley, CA 94705  
US  
(510) 869-2668

Another way you can find affiliates is by going to live events. This has made all the difference for me in my business. You want to go to seminars and workshops in your niche. When I was in the investing niche, I would go out to The Money Show. I would go to live events that were based around investing and trading.

Now I am primarily selling in the internet marketing space, so I go out to internet marketing events. You go there with the idea of meeting people that you might end up working with in various fashions, including that they could be affiliates or partners for you.



Those are the basics of finding affiliates. Let's talk about how you approach those affiliates. In any market there are the absolute top tier affiliates, the top tier movers and shakers, the gurus in that space that have the biggest lists and the most influence. Those people are obviously great to have as partners and affiliates. If they can promote for you, they can easily put you on the map.

Of course, they are the ones that are the busiest and have the most people approaching them. The toughest people for you to get to recognize you on their radar or rolodex is going to be this group of very busy and influential potential partners.

Well, there is the top tier, and there is the B tier, one step down. The second tier may be perceived by quite a few people as gurus. They have a decent size list, and they have some presence.

Then below them is the C tier. These people are probably making a living, they are making some sales, but they don't have big widespread name recognition.

Then there's the D tier. These people are just starting to build a list and they are just starting to get going. They actually have a list, they have a business, but not too many people know about them yet.

Obviously, the dividing line between the different tiers is a little grey and hazy. It's not like there are hard lines between each area. The point is, the B players know the C players, and the C players mostly know the B players.

Let's start at the top tier. The top tier knows who the B players are. They have relationships with the B players. They might know some of the C players as well, but it is mostly the B players that they are interacting with, and the top tier.

The people on the B level, they want to get to the top tier, but they also know about the people one step down in the C tier. The people in the C tier are trying to get up into the B level, but they also know the people in the D level. Well, the people in the D level are the easiest to get on their radar. They are the hungriest. They are the people looking for deals.

If you approach those D level people, it is easy to get on their radar screen. If you get to know them, build a relationship with them, you can often get introductions into the C tier. Then once you are in with the C tier and you build a relationship there then you can get offered introductions into the B tier. Then once you are in the B tier, then what's next? You are one step away from the top tier and building relationships there.

That is the idea of climbing the food chain. Just about any market or niche has this food chain and it is always easier to make contact lower down on the food chain and work your way up.

How do you get on people's radar screens? One way is to buy their products. Obviously you'd go broke if you bought products from every single person, but you figure out those people that you want to do business with the most and go and you buy their products. Don't just go and buy their products, buy their most expensive product.

In most markets, most niches, with most people, if you buy their most expensive product, they will know who you are. You will be on their radar screen. After you buy their product, actually use their product in some fashion and then send them an e-mail or send them a handwritten note about using their product, that you're real happy with it, and they may respond to that.

If you're not happy with it, then they are probably not going to be a good partner for you. If you bought their product, and bought the most expensive, that is a great way to get on their radar.

Live events are key. I already mentioned this in the finding affiliates discussion. This is where you make your best contacts. Meeting someone live in person is a hundred times more powerful than meeting them via the phone or via e-mail. Get out to live events and meet people. People are almost always approachable at live events.

There are a couple of things you don't want to do. You don't want to do T-bone networking. Believe me, because I'm on the other side of this, and I've felt this. With some people I feel like they are a pit bull and I have a big juicy T-bone steak tied to my leg. I want to thank Jason Potash. He's the guy who gave me this analogy.

It's like I'm walking around with a T-bone on each leg, a big fat juicy T-bone. There are lots of great people in the audience. I'm having a great time. All of a sudden one of those pit bulls will spot the T-bone and they'll attack that thing, tearing into it, and tearing up my leg while they're doing it.

In other words, be respectful when you approach people. Don't instantly go for the jugular. Don't walk up to them and have the first words being, "Hey, can you promote my product? Hey, I've got a

great product. Please sell my stuff. Please sell my stuff. Please sell my stuff.” You don’t want to do that.

You want to walk up to them and develop some type of rapport; talking about their products is a good way to build rapport. (Hopefully you bought their products ahead of time.) Tell them that you bought their products. Tell that person what you like about their products. Tell them what you liked about their presentation if they were speaking at the event. Just develop a relationship with them first before you instantly ask them to sell your stuff.

Ask them if you can sell their stuff first. Develop a relationship first before you go for the jugular. Then, don’t do shotgun networking. This is where you are working a room, you walk around the room attempting to meet every single person, and every single person you pitch on selling your stuff.

Look for one or two or three key people in the room that you can develop a relationship with and then after you’ve developed that relationship, then talk about doing business.

One way to get someone’s attention is to go to their blog and make a comment on their blog. It is almost an ego thing. They put out a blog post and they love it when they get comments. If you make comments on their blog, especially intelligent comments, and not comments that are just designed to give you links back to your site, you will get their attention.

If you are actually adding to the conversation and you do that regularly over time, they will notice you and they will remember you. . However, you don’t want to be a stalker and post a comment every single time, but regularly put in intelligent comments on people’s blogs; they will notice you and appreciate your contribution.

Another way to approach them is to become an affiliate and start selling their materials. I guarantee you this will get you on anyone’s radar screen if you become an affiliate and really start moving product for them. They notice who is making sales. This is a very, very easy way to get on their radar screen if you have a list and you can sell.

Another approach is this whole idea of setting Google alerts (sometimes called ego surfing). This works especially well in the internet marketing space, but also works well in a lot of other spaces. Create a Google alert by going to Google, and placing an alert on your product name, your name, and your competitors' product names. This is a real easy way to stay on top of what is happening in your market.

Go to [www.Google.com/alert](http://www.Google.com/alert). If you wanted to get an alert, say if you are in the 'learning guitar' market, just type in 'learn guitar.' You can select what you want to search. Comprehensive will alert you to everything that comes up on your subject. How often depends on your preference, once a day? Once a week? Then just type in your e-mail and hit Create Alert.

Most of the big players in most niches, in just about every niche, have done this for their product name and for their personal name. This is just something people do. If you want to get top tier attention, all you have to do is make a blog post on your blog where you mention their name or where you mention their product.

Within a day, they are going to get a Google Alert and it is going to show a little snippet of what you wrote, and it's going to give your URL. They are going to end up clicking through to see what you wrote about them. This is what I mean by ego surfing.

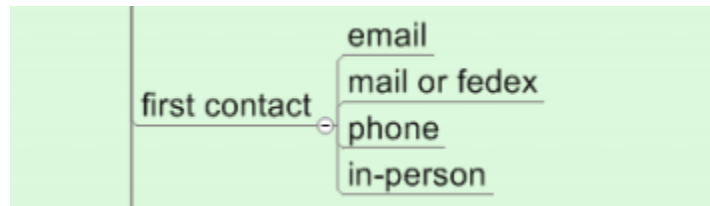
The reticular activating system is at work here. Everyone has a reticular activating system. It causes people to be hyper aware of things that are very important to them, like their names. When people hear their name, they can't help but look. If you are in a crowded room at a party and there are all kinds of conversations going on, but you mention someone's name and they are across the room, they are going to pick that out. The individual might be involved a conversation on the other side of the room, and even if there are all kinds of sounds and other conversations going on, if they hear their name spoken, bam!, they can't help but stop, shift their focus and look in that direction.

Blogging basically works the same way. If you make a blog post about a potential partners' product or them, then they'll hear about it in 24 to 48 hours, It is almost guaranteed that they'll click through. I'm just giving you different ways to get on people's radar screen. That's what it's about. It's about cutting through the clutter, because if they have a thriving business and they have a list, they are getting approached by a lot of people.

If you make comments on their blog, and you make comments about them on your blog, and you become an affiliate, you buy their products, this is how you start to get on their radar screen.

Finally, there is good old social media. We talked about this already in the Building the Buzz section. I just have one more site to give you and that is [www.Linkedin.com](http://www.Linkedin.com). So we have Facebook, MySpace, Twitter, and Linked In.

If you get on these sites and start to build a presence, then you can trigger the reticular activating system of the people you talk about. If you do that in Twitter they are going to find out about you. If you are on Facebook and become a friend, maybe you start writing on their wall, or you start sending them messages. A lot of people are more approachable on these sites than they are anywhere else. So this is another great tool for reaching and approaching affiliates.



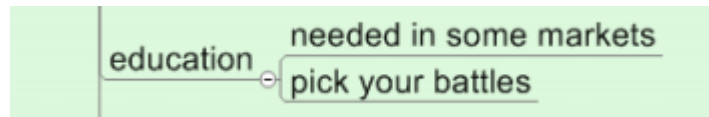
Let's talk about the first contact. This will be really quick. There are different ways you can contact them in increasing power. E-mail is the least powerful, the most easily overlooked, the most easily missed, and the most easily dismissed.

The next best would be sending them direct snail mail or better would be a FedEx. Send them an overnight package and that could be the way you establish contact with a partner. Better yet would be by phone, give them a call and talk to them over the phone, find out what you can do for them, and then develop a relationship there.

The best way to develop a relationship with a potential partner is in person at an event. In person is always the way you want to go. If you can, you want to first meet them in person. The place where real business is done is generally at the bar after the main sessions. You don't have to be a drinker, but you can sit there and drink water, Coke, orange juice or whatever you want, but at the bar is generally where the real deals are made. That is where people relax. That is where they get to know each other.

The next best place to develop a relationship would be over dinner. If you can go out to dinner with someone, take them out to dinner or go out to dinner with a group of people. I know that when I am at an event, I get tons and tons of people asking me to go out to dinner. It can be a little overwhelming at times, so be gracious. If someone says, "Boy, I've already got something going on," be gracious.

In person is the best way to develop a relationship, phone is the next best, mail or FedEx is next best, and the least effective is e-mail. Hopefully you've done all this stuff that I just mentioned about how to get on someone's radar, before you make this first contact, or as you are making the first contact.



I put education next because in some markets you might this. If you are selling hand carved wooden dolls, maybe the people in that market aren't that familiar with joint ventures and affiliate deals. I don't know that much about the hand carved wooden doll market, so I'm not in any way meaning to insult that market at all, but there are some markets where people just aren't aware of affiliates or joint ventures, so you'll need to offer some education.

The good news in markets that don't understand affiliate and JV offers, is since they don't know about them, you're not fighting to cut through to get attention, where market leaders are getting ten JV offers every single day. It would be opposite. They're not getting any JV offers so you can just go to them and explain how it works. All they have to do is send you some of their traffic and you're going to give them money.

A lot of times in those markets people are worried about sending you traffic. They are not used to passing traffic along. They feel a competitive threat. So it is a function of education. You have to say, "Boy, these people can't buy enough products. They don't want just your product. They want everyone's product."

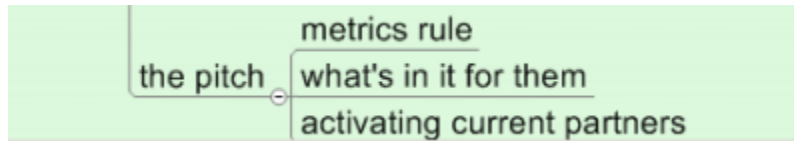
For example, someone recently asked me about the 'learn guitar' market and how I'm trying to learn guitar. Someone said, "What's your favorite product?" The reality is I've got 30 or 40 different products and every month I buy a couple more. Most of them are sitting on my shelf unopened or I've just gone through part of it, but I'm a junkie. I'm an information junkie.

In most markets where you have people who are enthusiastic about a subject area, they are junkies and they don't want to buy from just one person. It is just an education process that you have to go through with the people in your market.

The other thing is that you have to pick your battles. There are some people that you can tell right off that they are never going to promote

for you. Maybe they feel ultra competitive. They are really closed as a person. They don't want to promote for other people. They think that they are going to solve all their market's needs.

If you run into people with that mindset, just leave them alone. Don't try to convince them. Move on to the next person, there is always going to be a next person and remember that this is a numbers game.



The real key to the pitch is that metrics rule. Metrics are the measures in your business. This is where I talked about doing the internal launch first, because you can tell your partners and your potential partners, "Boy, for every person on my list we made \$57. Since I'm paying a 50% commission that means you would get \$28.50 so just go ahead and mail my material because you're going to make a lot of money."

If you can tell your partners and your potential partners exactly how your product has sold in the past, especially to your internal list, then you are going to be one step ahead of the game. If you didn't do an internal launch with your list, but you had a prior product that did really well, you can talk about how well that prior product converted. Basically what you are trying to do is turn it into how they can make money using your product. You want to break it down into nice simple numbers and give them those nice simple numbers.

Of course, you are always explaining what's in it for them, how they are going to make money. In terms of activating current partners, I want to show you a sample e-mail. This is one that you can just take and use.

SUBJECT: personal from [YOUR NAME]

AFFILIATE NAME, }

[PERSONAL STUFF HERE]

In any case, I just wanted to give you a heads up... I'm going to be releasing [PRODUCT NAME HERE] on [LAUNCH DAT HERE]. We will go into prelaunch on [PRELAUNCH DATE HERE]... and I would love to have you onboard to promote.

I'll have more details soon - it will be [BASIC PRODUCT DETAILS HERE]. Price is [PRICE HERE], we will have a payment plan, and commish is [COMMISSION PERCENTAGE HERE].

By the way, [MORE DETAILS HERE ABOUT YOUR INTERNAL LAUNCH OR YOUR LAST LAUNCH IF YOU HAVE THEM].

best regards,  
[YOUR NAME]

This basically would be where the subject line is “Personal from ‘your name’” – if you’re Joe – “Personal from Joe.” This is a pet peeve for me. The only time I put something like that, “Personal from me” or “Personal e-mail” is when it actually is personal. I’m sending an individual e-mail to them.

I know some people think they can get their e-mails opened if they are e-mailing to their list if they say it is personal from them, but to me you are lying to them. It is not personal and it’s just bad juju (West African word meaning power, or charm). It’s going to cost you in the long run. People will stop opening your e-mails and they’ll stop believing you.

The only time I actually use that ‘personal’ in my subject line is if it is an individual e-mail that I’ve created and I’m sending to one person - personal from your name, Joe Bob. You address it to their name, and since it is an individual e-mail, you can do that.

I would put a personal message like, “Hey, it was great seeing you at the seminar last month. Hope the new baby is doing great. Have you had a chance to go skiing?” I would try to put something personal here. Generally, when I’m activating my close JV partners, these are people I actually know.

It could be as simple as, “I saw you released that new product. That was really cool,” or, “I like the new site you redesigned.” I try to put some personal information up here. It doesn’t have to be an essay, just one sentence so that they actually understand that it is an individual e-mail to them and you are connecting with them, developing a relationship.

Then down here, “In any case I just wanted to give you a heads up. I’m going to be releasing...” put your product name here, “...on...” put your launch date here. “We will go into pre-launch on...” put your pre-launch date here, “...and I would love to have you on board to promote. I’ll give you more details soon. It will be...” you want to give them the basic outline of what the product is going to be, because they are going to want to know.

Tell them what the price is and tell them what the commission is. “I’m going to have more details soon. It will be my Super Guru 2000 Guitar Teacher. The price is going to be \$47. We’re going to have a payment plan and the commission is going to be 50%.” It is that simple.

You can put, “By the way,” and this is where you tell them the metrics from your internal launch or from your last launch. If you are just starting out and you don’t have anything to put down here, leave this blank. Don’t put anything in there. This is where you tell them how they are going to make so much money because of the prior success you’ve had, so this is some proof.

This is basically a proof element where you are telling them either about your internal launch or your last launch. Very simple, very short – remember that all your affiliates are very, very busy so you want to keep it short and punchy.

That wraps up the partner portion of the pre-pre-launch. I'm going to be covering a lot more about how to actually work with them and get them really rabid for your product and completely, fully on board. Once we get into the pre-launch section I'm going to be showing you the exact e-mail sequences that I've used.

All this is brand new stuff for Product Launch Formula 2.0. In fact, most everything I've covered in this video is brand new to Product Launch Formula 2.0. It wasn't in the original version.

That is basically the pre-pre-launch, where you just want to start working on your partners and seeding your partners.