

Midas Sales Explosion

**Strategies To Explode Your Sales By 300% Or
More... And Keep It Going Month After Month**

By Jaz Lai

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One of the easiest ways to explode your internet sales is by creating joint ventures with a company that has complimentary products or services. A joint venture (JV) is a temporary partnership where the JV partners agree to a specific business transaction for mutual profit. JVs are an excellent way to expand your customer base using a highly targeted audience.

For example, a landscaper might choose to do a joint venture with a lawn and garden supplier because both of their customer bases are interested in improving the look of the exterior areas of their property and will be more likely to purchase services from both businesses, especially if the new business is recommend by the one they already trust.

Once you have found the right partner, leveraging the website traffic and customers from your partner's business is easy and if done correctly should be profitable for both of you.

Locating a JV Partner

You want to create a list of potential partner businesses that offer complimentary products and services to what you offer. Following the steps below will help you find the right partner or partners

1. Use the most popular search engines (google, yahoo and msn) to make a list of the sites that offer complimentary products and services.

2. Pay special attention to the sites using pay per click ads or sponsored links on the search engines and on the sites you added to your list in step 1 that are offering complimentary products or services.
3. Now go to Clickbank and search the categories related to your target market. Add the top sites you discover to your list of potential partners.
4. Search for ezines directed at your target audience. Most free newsletters sell advertising and their advertisers may make excellent JV partners. In fact if the mailing list is large enough, the ezine owner may be a good potential JV partner.

Now that you have your list of websites, you need to find out who the owners are. There are two ways to do this. The first is to check the contact information on the website. It may have the owner's information published. The second is to do a whois search on the domain name to get the owner's information. If you can't find the owner's name, cross them off your list, they may be a less than honest business if they are deliberately concealing who owns the business in the whois directory.

Once you know who the owner of the website is, you want to send them a joint venture proposal that includes at least the following:

1. Detailed product descriptions and copies of your sales material if you are asking them to offer your product to their customers

2. Send them a sample of your product or free trial to your service, or the entire product if it is an information product or piece of software. They will be more likely to do the joint venture if they like your product and can honestly recommend it to their customers.
3. Detailed metrics on your website traffic, how many names are on your mailing list, actual sales figures and sales conversion ratios.
4. Include testimonials from satisfied customers and other joint venture partners if available. If this is your first joint venture, you should still have customer testimonials.

The actual terms of the joint venture agreement relating to how profit is split, what each partners responsibilities are and how you will measure the results.

Benefits of Joint Ventures

One you have found the right joint venture partner and agreed on the terms and conditions of the business relationship, you will be able to enjoy the rewards of participating in a joint venture such as:

Expansion in new markets – the joint venture will give you access to new markets for little or no additional cost while creating a new profit channel.

Enhanced credibility – the fact that another company is recommending your products or services automatically enhances your business’s credibility with both your own and your JV partner’s customers.

Get a jump on the competition – strategic alliances can give you an edge over your competition and once the alliance is in place, it will usually last as long as it is profitable for both parties.

Before forming any Joint venture, carefully screen prospective partners. Be certain you have similar philosophies about business integrity and customer service because your business reputation is at stake. Just remember, that poorly planned and executed joint ventures are doomed from the start. Take your time and carefully choose your joint venture partners and reap the benefits for years.

In Conclusion

I hope you enjoyed this report and more importantly, I really hope you will use the informations in it to help you in your internet business.

At this moment you've got 3 choices to choose to improve your online sales:

- 1) Do nothing to improve your business
- 2) Figure it out yourself through Trial and Error
- 3) Model the step-by-step guide and follow what the experts do everyday until you reach your success

If you are like me, I am sure you will know which choice to choose.

I prefer to learn from a successful formula and model their success. That's the easiest part.



If you want more information on how I twisted Johan and Ewen's arm (I almost broke it) to reveal the secrets that make them immensely successful, click below:

<http://www.the-megapreneur.com/index2.html>

To your success,

A handwritten signature in black ink that reads "Jaz Lai".

Jaz Lai