



**Ken McArthur**  
Best-Selling Author, Marketing Expert  
Event Promoter and Creator of Massive Impact

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## LAUNCH SERVICES AND JOINT VENTURE BROKERING

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### WHAT KEN MCARTHUR AND HIS LAUNCH TEAM DOES

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Ken McArthur personally reviews your product, your product launch plan, and your sales funnel, identifying opportunities and any weaknesses with his launch team. Then he identifies, personally contacts and recruits ideal joint venture partners for you.

Ken and his team follow up with potential JV partners numerous times in person, by phone, via snail mail, via email, via Skype, on Facebook, Twitter, Linked In, and via many other channels.

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### WHAT WE CHARGE

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Ken and his team typically charge 10% of the gross sales made by all JV partners, plus a \$10,000 upfront fee. Depending on your needs we can provide additional services including affiliate management, pre-launch list building, copywriting, e-mail sequences, testing services and more for an additional charge.

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### FAQ

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#### IS YOUR UPFRONT FEE DEDUCTABLE FROM YOUR COMMISSIONS?

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No, the upfront fee is a consulting fee. Ken and his team help prevent problems that might cause irreversible problems for your launch and expand your opportunities for exponentially higher results. Ken has been launching products online for a decade and a half and has placed websites in the top 400 sites on the Internet during his long career. As the founder of jvAlert and the jvAlert Live event series, Ken has watched countless launches from the inside and works with many of the top marketers in the world.

The upfront fee covers some of Ken's overhead expenses and allows him to concentrate on your launch to an extent allows Ken to be much more effective than an inexperienced joint venture broker who is merely trying to recruit you a second tier of affiliates. Most of those people will invest very little time and energy into your launch and they don't have the relationships with major players who can bring powerful results to your bottom-line.

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#### CAN I PARTNER WITH KEN INSTEAD OF PAYING THE UPFRONT FEE?

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The short answer is no. Ken already has lots of partnerships, and is not really seeking more.

## HOW MUCH LEAD TIME DOES KEN REQUIRE?

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Preferably 12 weeks from the contract signing – if the product is complete.

## DOES KEN REQUIRE EXCLUSIVITY?

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Yes.

Although, you can bring in other partners, if Ken is going to devote his time and other resources to your project, then it's not productive to compete with others that you hired to do the same thing. Ken gets paid his normal percent on all sales no matter where they come from, so you're usually better off going with one joint venture broker who goes all-out for you than many who are less incentivized.

## WHEN DOES KEN GET PAID?

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Payment of the upfront fee is due at the signing of the contract. Payment for the 10% of sales is specified in your contract based on the specifics of the launch.

## DOES KEN REQUIRE A CONTRACT?

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Yes. Otherwise there is too much room for misunderstandings.

## WHEN DOES THE AGREEMENT END?

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That's negotiable.

## HOW MANY JV PARTNERS CAN KEN GET FOR ME?

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Ken can't guarantee any number of JV partners, because it depends upon the niche and how many ideal joint venture partners there are in the niche. Ken looks for perfect matches for your product offering. The number of JV partners is less important than the number of partners who promote and make sales.

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## HOW MANY SALES CAN I EXPECT TO MAKE?

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That definitely depends upon market demand and value proposition for your product, but Ken doesn't take on project unless his analysis and his team tell him it's worthwhile. Frankly, it's just not worth Ken's time and effort if you don't get results.

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## WHAT ARE YOUR TYPICAL RESULTS?

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Bottom-line ... There are no typical results.

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## DO YOU HELP WITH COPYWRITING, WEBSITE DESIGN, OR EMAILS?

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Depending on your requirements, we can provide some of these services in-house for an additional fee. For services we do not provide Ken can help you locate those services and make recommendations.

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## DO YOU MANAGE JV PARTNERS?

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Our team can arrange to do that for an additional charge.

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## HOW DO I KNOW IF MY PRICING IS RIGHT?

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We do a market analysis and also look at where you want to position your product in the marketplace based upon numerous factors including your branding and name recognition.

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## WHAT QUALIFICATIONS DOES KEN HAVE?

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Ken McArthur, best-selling author of "Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World," has enabled thousands of people to achieve amazing impact by championing the philosophy that partnerships and collaboration build value for everyone.

Ken challenges us to realize we ALL have an impact – whether we want to or not – on thousands of people who we touch in our day-to-day lives by demonstrating that simple things make a HUGE difference.

The popular host of a series of live events that bring together top-level marketers, entrepreneurs, business owners, corporations and non-profit organizations to create multi-million dollar joint venture relationships – he creates incredible, intense impact for product launches and multi-million dollar profits in surprisingly short timeframes.

Regularly asked to speak at leading marketing events, he has managed product launches ranked in the top 400 sites on the Internet. Ken McArthur is also the creator of AffiliateShowcase.com, a pioneering affiliate program search engine and directory system and the founder of the MBS Internet Research Center, which conducted the world's largest survey ever attempted on the subject of creating and launching successful information products.

Not satisfied to concentrate entirely on large organizations, Ken also works with select individuals to help them create a decent living utilizing the power of the Internet.

Ken was the official mentor for Sterling Valentine as he took his launch from ZERO to over \$100,000 in less than 8 days. Ken and Sterling documented the process as a “proof of concept” for Info Product Blueprint a massive home study course that is the “bible” of info product creation.

Ken offers top-level coaching and mentoring programs designed to help individuals, corporations and non-profit organizations reach masses of people using the techniques, tactics strategies and systems that he has developed specifically to help people spread their ideas, products and services around the globe.

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### DO I NEED TO RUN A PRIZE CONTEST?

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Contests tend to add excitement to the launch but are not absolutely required. Some potential partners are very competitive and may respond well to incentives and constant feedback on their results.

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### HOW DO I KNOW THAT AFFILIATES WILL ACTUALLY FOLLOW THROUGH?

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You don't.

But that said, a well run campaign, quality product, copy that converts and reliable tools go a long way to help your partners take massive action all the way to completion.

With professional planning there is no reason for partners not to follow through and our team can help keep them on track.

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### WHAT IF I ALREADY KNOW MOST PEOPLE IN MY INDUSTRY?

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If you know all of the key potential partners in your market personally and can motivate them to participate in your launch and already know all of the pitfalls and potential opportunities then you probably DON'T need Ken's services.

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### DO YOU REQUIRE THAT I BE ON A CERTAIN AFFILIATE MANAGEMENT PLATFORM?

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No, however, I will typically decline to work on most launches if they are on affiliate management platforms or with payment processors that most in that industry are unfamiliar with.

Super affiliates in many niches prefer promoting products launches using a proven, familiar platform.

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### CAN YOU ARRANGE WEBINARS FOR ME?

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Yes, that is one of the things that our team can do for you.

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#### CAN YOU ARRANGE INTERVIEWS FOR ME?

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Yes, that is one of the things that our team can do for you.

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#### HOW DO WE GET STARTED?

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Contact me directly at: [Ken@KenMcArthur.com](mailto:Ken@KenMcArthur.com)

Include as many details about your product as practical, and I will get back to you fairly quickly.

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#### WHAT IS YOUR AVAILABILITY?

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Fairly limited.

I only take on a limited number of launches so that I have the time and resources to really focus on projects that I commit to.

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#### ARE PRODUCT LAUNCHES THE ONLY CONSULTING KEN DOES?

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Ken offers a full line of partnering, mentoring and coaching packages through his Impact Partnering Program. For more information go to: <http://theimpactfactor.com/impact.htm>