

Joint Venture Basics

By Ken McArthur

Best-selling Author of "[Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World.](#)"

The basics of joint ventures are simple – two people get together – share assets – and create something better than what they had when they started.

In the case of marketing, usually those assets take one of two forms – you have products to sell or you have people who want to buy products.

Leverage Your Assets

Whether you are a product developer or a list owner, you can't keep selling your customers the same products all of the time. That is where the leveraged advantages of joint ventures come in.

Let's say for instance that I have a list and it has 50,000 people on it. Let's say that you have a list and it has another 50,000 people on it.

The people on your list are not the same people on my list. That is where the advantage of joint ventures becomes very valuable.

If I send my 50,000 people to buy a product that you might have to offer and you send your 50,000 people to buy a product that I might have, then we're doubling our potential for profit with exactly the same number of assets.

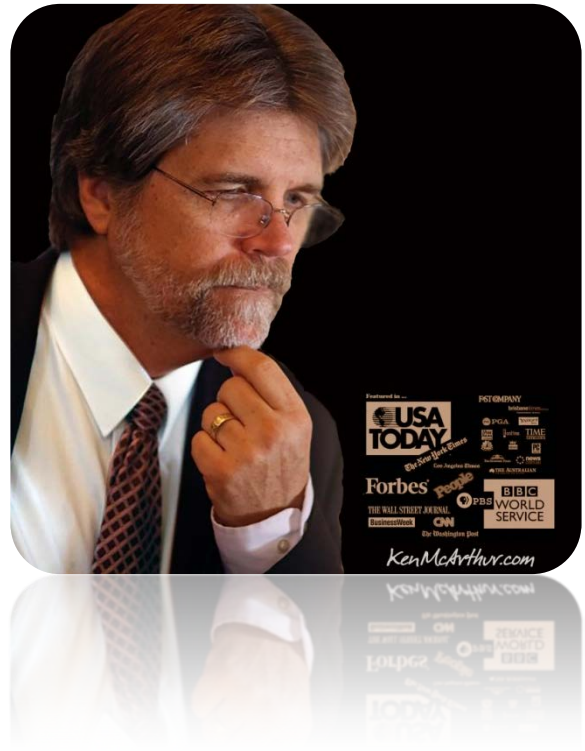
What I've just described is really a form of barter. You advertise to your list and I advertise to my list. We don't lose anything and it doesn't cost us anything, but we double our profits.

You can start to see that joint ventures can be powerful when used in the right way.

Okay, we've talked about the theory. Now let's just talk a little bit about how it works in the real world.

Case Study: Affiliate Showcase

Several years ago, I sent a simple email to Jim Daniels. Jim is a world-famous Internet marketer who has been around for a long, long time.



Over time, he's built up a list of probably 160,000 subscribers that know him and trust him and listen to his opinions about new products and services. During the same period of time that Jim was building his list, I'd been working on the Internet slowly trying to build up my subscribers one at a time, trying to find people who would buy my products and services.

I had built up probably 2,000 people on my lists that I've built up over a period of a year or two. I decided this was not a very fast way to build up subscribers. So I put on my thinking cap and I finally realized that if I wanted to reach people I had to go to where they were. Even better, if I wanted to talk to people and get them to buy my products and services, I needed to get somebody who they trusted to tell them that my products and services were worth what they'd have to pay for them.

Since I'd been reading Jim's newsletter, I decided I'd send him off a simple email.

Here's what I told Jim...

"I've been working on products. I have some great software that I use to build portal sites and I think that you and I could work together and that we could put together something that would be of benefit to both of us."

Jim and I emailed back and forth – we shared ideas – we talked about possibilities for websites, and eventually we came up with a system that we called Affiliate Showcase which became a search engine and directory for affiliate programs.

After we had done our planning, some programming and put together a beta program to try and encourage people, we launched Affiliate Showcase.

It almost immediately went into the top sites on the Internet! A large part of that was due to the fact that Jim Daniels was promoting this to his lists. Affiliate Showcase created hundreds and hundreds of thousands of dollars worth of business and has earned thousands of dollars for many individuals that became Affiliate Showcase members.

All of this started from a simple email, and all I did was approach somebody who already had contacts and who had trust built up already. I convinced them that I had quality services and products that we could work on together, and leveraged his people and my products so that we could make something that was even bigger than what Jim or I had separately.

I could go on and on about all of the joint ventures that I've participated in since then, and I even built a system called jvAlert to facilitate joint ventures..

How Do I Make It Happen?

Now, I have joint ventures growing out of joint ventures – many of the people that joined jvAlert became partners with me in all kinds of different projects – so it just grows and grows.

So, the next question is how do you get started in this? How do you take what products, services and resources that you have and leverage them to make your business better and to grow with joint ventures?

There are a few things that you want to think about before you even start to go out and approach somebody about a joint venture:

- You want to know what the short and long-term goals of your venture are.
- What kinds of deals you want to get involved in.
- What you should offer and what you should not offer.
- You want to get a sense of what people will accept and what they won't accept in a joint venture offer.
- You want to know who is going to have what responsibilities.
- You want to know who is going to own the product.
- You want to know who has the copyright or how the income and expenses get split.

If you know – even before you start – exactly what you want to get out of a joint venture, you'll have a lot better luck convincing somebody else to agree to your terms.

The one thing that we do know is that we want to make this a win-win situation. So let's look at this from the other person's side for a couple of minutes.

What Does a JV Partner Want?

What kinds of deals would people like to get involved in and what do you think will work for them?

Imagine just for a second that you are that high-powered, top-level affiliate or top-level Internet marketer – what types of things would you be looking for?

Well, I think one thing for sure would be that you would want to have something that is going to generate a reasonable amount of profit for not too much effort on your part.

So ease of use and dollar volume always comes into play on these types of deals. Let's face it, we're all lazy, and the easier that you can make this for somebody the more chance that you have of convincing them of working with you.

Secondly, let's remember that top-level Internet marketers are getting dozens of joint venture proposals probably almost every day. You really need to make yours stand out.

The next question becomes how do you find people to partner with who are going to be top-level and give your products and services the most exposure.

Or, if you sit on the other side of the equation, how do you find products that are quality that you can promote and make the highest possible profits from them?

With thousands and thousands of Internet marketers out there trying to get your attention, how do you know which ones are successful?

One of the places to start is Alexa.com. Alexa is a site that gathers Internet information and has a toolbar that people can download to tell how much traffic a particular site is going to receive, or has received in the past.

This toolbar is not an exact representation of exactly how much traffic people get, but instead is a representation of how many people who have actually downloaded this Alexa toolbar have gone to a particular site.

What Alexa does is rank sites from the most visited sites on the Internet down to people that get almost no traffic at all. They give you a rating for that particular site and you can even get traffic details that will show you over time what a particular site has done.

So, does this mean if the site is rated number 2,000 in terms of traffic ranking that they really are in the top 2,000 sites on the Internet in terms of the traffic?

Not necessarily, but it's an indication of a site that gets at least some traffic to it, and by comparing sites and their Alexa ratings you can tell whether or not people are going to a particular site on a regular basis.

High Alexa rankings –the lower numbers – generally indicate that a website has traffic, and traffic is one of the criteria that you want to look for when you're looking for a partner.

Notice that I say it's only one of the criteria. Many sites have traffic, but haven't really built up a level of trust with the people who go to their site.

Trust: The Essential Key

You can generate a lot of traffic by buying co-registration leads or by buying advertising, but you haven't really built up a relationship with that customer until there is an interaction that's back and forth between you and the potential customer – where you give them some sort of value and they learn to trust you and your opinion on things.

This trust factor is a huge factor in determining whether or not you'll purchase eventually from the person or company that is associated with a particular website. Some people have built up this trust over years and years and years and you can capitalize on that.

So how do you know who's built up trust?

First, look at the people that you trust.

- What newsletters do you subscribe to?
- Who do you know is a reliable source for information?
- What websites do you find that are great resources for the type of people you want to attract
- Where will those people be going and who will they be listening to?

How I Did It

When I started my live events, I knew that I wanted to reach the top marketers in the world.

The first thing that I did was subscribe to every single newsletter that I could possibly find.

There are a number of quality directories of e-zines and newsletters. If you subscribe to all kinds of e-zines, what do you get over a period of time?

Well very quickly, you get a sense of who you can trust and who you can't trust.

You get a sense of the people who put out quality work and a sense of the people who don't.

You know who is just putting out hype.

I talked to my girls when they were growing up about liars.

I told them, you may not be able to catch somebody in a lie, but over time, you usually know who the liars are.

The same holds true when you're reading somebody's work over a period of time.

My guess is that you're not going to buy from a liar and that you aren't going to buy from somebody who just produces hype and therefore, that's not the type of person that you're going to want to partner with.

You can recognize quality and so can your potential customers.

The main point is to always deal with quality.

So you've gone out and you've identified all kinds of publications and all kinds of Internet marketers.

You can grab even more if you just look for search terms such as Internet Marketing Guru lists. You'll find lists of people that you may or may not want to partner with. Pretty soon, you develop a sense of who has high visibility in the marketplace.

Now does this mean they're the best people to market with?

Absolutely not.

What you need to do is find people that recommend quality products to the types of markets that you want to reach.

You can find the link popularity, you can find the Alexa ranking, you can find the position in the search engine results.

Make a Plan and Do It Right

One of the things I want to encourage you to do – is to do this right.

You need to take the time that it takes to build relationships with people who will really be effective at marketing your products and services and partnering with you.

Long before you approach somebody with a joint venture offer, subscribe to their newsletter. Spend some time looking at exactly what they're saying and taking it all in.

Build a dialogue with them – don't make the first words out of your mouth be "This is what I can do for you" or "This is what you can do for me."

Every Internet marketer on the face of the earth has seen emails that start out with "Boy, I really enjoyed your article" or "I'm sitting here right now at your website and I really like what you're doing. I think that this is the perfect opportunity for me to help you out."

Guess what? Immediately that first reaction is "What are you trying to sell me?" If you've seen it in a form letter, you know that the Internet marketer has seen the same thing thousands of times.

Build a Relationship

So what can you really do to build a relationship?

Make honest comments on the work that they're doing – ask questions – get a dialogue going. Make this thing two-way and do it without asking for anything.

Then just let some time go by. It's really hard to believe, but there are people on the other side of the email – they're human just like everybody else. They have wants, desires, they have friends, they have wives and children – a lot of things that you can talk about besides just making a buck.

Now I can hear you thinking right now, but I haven't got that kind of time – I don't want to waste time trying to build up relationships with people when I need thousands of people to come to my site and buy my product and I need it to happen right now.

Part of the reason that we put together my first events was to help people do exactly that – to build relationships with people that they hadn't had any contact with and to know that you are only dealing with quality people that are serious marketers and business leaders.

So I went out to people that I knew and trusted and invited them to come and join me with very, very select group of people where they would know that they were only working with top-level people.

Then we asked them ...

- Who do you respect?
- Who do you like to deal with?
- Who are the top people that you would recommend?

We opened up our events people who received invitations from our members. The people who got invitations were the people that top marketers thought were the best in the world.

Because the people who attend my events know that they're only dealing with top quality people, they're willing to give better commissions, better deals than they would ordinarily in the public marketplace.

But new people who came to the events had to learn how to do joint venture offers that worked.

So, we began a process of educating people. We really needed to teach them how to do joint venture offers that would stand out above the crowd and something special.

So how do you do that?

Well, the first thing that you need to realize is that if you're going to go in and just offer the same thing that you offer to everybody else to a top-level marketer, you're not going to get very far.

So, if you go to a top-level marketer and say, "Look, I've got this great product and I'll pay you a 10% commission on it," you're going to get absolutely zero.

The next thing that people wanted to do was to just say, "Okay, well, I'll give more commission. So let's make this a 50% commission or a 75% commission and people will jump all over this."

What a Top Level Partner Wants

Well, most people probably would jump all over a 75% commission, but if you're a top-level marketer, you're looking for something a little different. Sure, you want the high level of commission, but you want something extra in addition to that.

One of the things that you need to realize is that high-level marketers generally only have so many opportunities to promote. You can't keep promoting over and over to the same list with the same products or the same types of products and expect response to continue in the way that you would like it to.

What you have to do is hand pick products that match exactly the type of clients that you're working with and which have extremely high value for them.

Then you have to give them something extra to make it even more enticing to them.

Why not add another product to your offer?

Don't be satisfied with a single offer – give them some bonus to give away, give their members an extra discount, and offer to promote one of their products to your list, give them a related article to publish in their newsletter, or offer to combine your products with some of theirs.

Remember that joint ventures don't have to be just between two people – a lot of people can join in your joint venture and sometimes the more the merrier. Once you get one top-level marketer to join your joint venture, go out looking for some more. You can use the participation of your first marketer to encourage other marketers to join in. It will give you a sense of credibility and a sense of value for other top-level marketers.

In general, top-level marketers are looking for either high levels of commissions, meaning high dollar values, or recurring commissions, which also over time equals high dollar values because they have limited numbers of slots that they can promote in.

One great way to produce a high dollar volume and high quality at the same time is to combine multiple products into the same package. Start with your contribution, then capture your first high-level marketer and ask them to add their product to the list.

Then go to a series of other marketers and see if they will add theirs to the package. What you can end up with is a great product, a great value and a large number of people who are all promoting your product.

Email may be the fastest way to get a hold of somebody, but it's not necessarily the best way to build a relationship.

In most cases, you can get a sense of a person much more easily and faster face to face. Believe me, I know it's an investment to get in the room with these people, but how many relationships does it take to really change your life?

In my experience, the answer is ONE.

And when you meet that person in the flesh, remember, you don't have to say "Buy this, work this deal with me" – just meet the person, ask a few questions about their business, explore some of the possibilities that they have and ask them about their products and services.

You know they'll be happy to tell you about that.

Then you can expand from there and look at the possibilities and how they can work with you and your business. You'll get a sense of what they're doing, what types of things they're looking for and how the two of you can work best together.

Throughout this whole process keep in mind that it has to be win-win.

Both of you have to benefit from a joint venture relationship or it's just not worth it. The key skill that you need when negotiating a joint venture is to actually listen to the other person so that you can make it valuable to them and hear what their potential problems are.

Here are ten easy steps to joint venture success.

1. Define your goals.

If you don't know what you want to achieve in the first place, how are you ever going to get there? Don't forget to include both long-term and short-term goals. Make the short-term goals little steps to get towards what you want to get to eventually. Know what kind of a deal you want to make – know what kind of profits you want to make out of that deal – know how much time you're willing to put into

it and what results you expect to get out of it. If the deal that you come up with doesn't meet your goals, scrap it and start over again.

2. Make the key ownership decision.

Who owns what, is important. And while you're thinking about ownership, remember that with ownership comes liability. Who's going to be responsible when this thing doesn't work out the way that you think it will? In almost every case, the person that has ownership also has the greatest liability. Make sure you're covered for that.

3. Get the responsibilities right.

Make sure you know exactly who is going to do what, when they're going to do it, and what happens when they don't.

4. Create deals that people want to participate in.

That goes back to the win-win situation that we were talking about before. Make sure that you're offering something of value – and make sure they make money off of it and you'll have repeat joint ventures that will do even more. Be creative. People are looking for deals that are new and different.

5. Find top-level partners.

You want to do this right, so take your time. Go out and find people that you trust, find people that you know and respect and that others will, too. Make the effort to be there.

6. Write an irresistible offer.

Make this something that's going to stand out in the crowd and then put it down on paper – not so you're locked into it, but so that you have something to work from that clearly expresses what goals you've set up and meets them. Keep it flexible enough to be adapted for any marketer that you might come across.

7. Negotiate a winning deal.

That's back to the win-win again, but this time you want to make sure your behind is covered and that your goals are met. There is no need to give away the whole farm. What you need to do is meet the needs of the person you're dealing with. Listen to them and find out what goals they want to meet – make sure that you meet those goals and that you meet yours at the same time. Remember that anything that you don't give away is money in your pocket.

8. Make sure it happens.

An incredibly high percentage of deals that have been discussed, negotiated, all set up, never happen – and usually the reason is just simple follow-up. People's lives are busy. They get distracted. They do other things. Just make sure that it happens. Consistently follow-up with your partner. Make sure

they're still on the same table. Verify they're meeting the goals and the responsibilities that they've agreed to meet, then do the same thing for you. Be certain that you have a list of exactly what you've agreed to do and then step through that list, one step at a time, making sure that everything you agreed to do – you actually do.

9. Double your profits by tracking your results.

So many times, we leave out this aspect and it needs to be set up in advance. You need to know where every sale comes from. You need to know what resources you use to get them and how much they cost, both in time and money. To get your return on investment, do the following:

- Put a dollar value on your time.
- Calculate the total investment for each marketing possibility. That's the time, times the value of your time, plus any cash required and that equals your investment.
- Estimate the number of sales or sign-ups from each marketing possibility.
- Divide the total investment by the estimated sign ups or sales.
- Rank those by the return on investment
- Test, test, test and retest to see where you're actually producing the results,
- Re-rank your list. That way you know which joint ventures are actually working for you, what they are taking up of your time and resources and what the return on investment you're getting actually is.

The bottom line is that you want to invest more time and effort into the techniques that are working for you in actual practice. Also, you want to identify the areas that might not be worth your hourly rate that may be worth someone's hourly rate.

Repetitive tasks may not be your cup of tea, but you may find areas that pay off big time that are just a matter of putting in time. You may not have the time, but if it makes money, you can find resources that may pay off for you when you outsource repetitive tasks that generate income. And joint ventures are a great way to find those resources.

Or maybe you are on the opposite side of that – maybe you have a lot of time and not so many resources. Time is a great resource to use in a negotiation for a joint venture. If you have a lot of it, it's a great commodity to bargain with.

Do it all again. Once you've gone through the process, you've developed a great set of resources. You already know some of the people – you have partners and you've built relationships. Now all you have to do is leverage those resources over and over.

Tips for Exponential JV Results

Now let's talk about a couple of ways to produce exponential joint venture results.

The first thing to remember is that endorsements always work better than advertising. If someone that people know and trust is recommending a product or service then sales results are going to be exponentially higher.

If endorsements are detailed and enthusiastic, they always work better than short, little blurbs. Endorsements that are made by people who endorse relatively few products work better than people endorsing your product that endorse other products everyday.

Generally, the more endorsements that you have the better they work, but that's not always the case. A very personalized endorsement will always work better than something that reads more like a form letter.

As customers, we want to know that we aren't being ripped off.

We want to know that people are offering genuine value for the hard-earned cash that we give them.

That's why personalized endorsements always work better than ordinary advertising.

Now don't get me wrong, advertising works.

The question with advertising is what is the price that we can get that advertising for?

The nice thing about advertising is that you can usually get more of it. So if you can get into a situation in which you can routinely generate the same profits over and over and over again, advertising can make those exponential profits just by increasing the amount of advertising that you do.

The nice thing about joint ventures is that we can work both advertising angles and product angles and personalized endorsements all at the same time, and the effect will be exponential, too. Why stick with just one thing? The more joint venture possibilities that we combine, the bigger the result.

Another way that we can exponentialize our joint venture profits is to concentrate on the back-end.

Many times, we don't have the time or resources to build products that are complimentary to the ones that we already have.

If you can joint venture with someone who already has those products, you can create exponential profits just by offering their products to an already eager customer who is interested in a particular line of products.

Many times, you can use a low price item to sell an even higher priced item, which creates even more profits.

Mistakes

So what kinds of mistakes can you make?

The sky is the limit. You have to watch out for the potholes – that's for sure – and you need to protect yourself.

Legal and accounting issues can hurt you big time so you need to know what the liabilities are, what the responsibilities are and you have to know who the ownership sits with.

First, you need to know what form your agreement is going to take.

- Is it just a contract?
- Is it a partnership?
- Do you form a new corporation?

A formal corporation may offer the benefit of limited shareholder liability, but many times contracts require personal liability.

A partnership can even be scarier with the prospect of unlimited liability for all of the partners with the result that limited liability can be more of a myth than a reality.

Also with a more formalized joint venture, there is the added cost of setting up and maintaining the accounting expenses for those structures that you've created.

Most often some type of a contract is the form that is most used and it allows the parties to separate their respective contributions, and there is some flexibility to actually sharing responsibilities and whether or not you carry out your own part, or what expenses you may be able to write-off in the joint venture.

Also, don't forget the taxman when you set up the form for your joint venture. Eventually, you're going to have to pay on any profits that you may produce.

You also want to take a look at how you dissolve the relationship.

- When is the relationship over?
- How can one person or another get out of the agreement and what consequences come as a result of that?

If you plan right and think about these potential problems before you start, you've ruled out a lot of problems.

OK, So Can I Do This?

Now you've got all of these complexities going on in your mind and you're wondering how you could possibly do something like this and still make it work. Is it really worth all of the effort, the time and the planning and the building of relationships to create a joint venture?

The answer is absolutely!

The next question is can you do it?

- What if you don't have 50,000 people on your list?
- What if you don't have a great product?

- What if you don't have a lot of money?

The truth is that as human beings we all have something to offer.

Usually the first things that pop into your mind when you start a project are that it takes either time or money and usually both.

The "usually both" is where you come in.

If you don't have time, maybe you have money.

It certainly helps to have both and sometimes it's easier to put two people together to get both aspects of this relationship.

Maybe you don't have time and maybe somebody else does.

If you can work with that person, it makes it a lot easier for you to reach your goals.

If you have a lot of time, but you don't have much money, maybe you can find somebody who has something of value that you can spend time on to produce more profits for both of you.

Don't underestimate creativity.

Ideas may be a dime a dozen, but good ideas are worth something. All that you need to do is put your good ideas together with the assets to make them happen.

The biggest asset that you have is the ability to make something happen – to actually follow through on it and see that something is done.

That particular trait is so rare that true entrepreneurs jump all over it the second that they see it.

If I meet somebody who can actually get something done, who actually follows through on what they're promising and who does what they say that they will do, it's a great value to me as a marketer.

Honesty, reliability, sincerity and the ability to get things done are things that you can develop in yourself and you can sell them as assets. Once you produce for someone, they will come back to you over and over again to joint venture with you again.

I wish that joint venturing was more difficult, more complex, more secret. Just think of all of the things that I could sell you.

But the truth is that joint venturing is all about building relationships one little step at a time – person to person – meeting someone in their own backyard.

Building JV: The Short Version

Joint ventures are all about getting to know your potential partners, building piece-by-piece the little things that make a friendship, and then using those assets that both of you have naturally to come up with ideas, with projects and with exponential results from your efforts.

Here are the basics again.

- First, put together your ideas.
- Know what your goals are.
- Think about what you want to do and how you want to achieve them.
- Think about what you want to give up and what you don't want to give up.
- Plan for the future.
- Then locate people who can help with your projects.
- Use the available tools to find out who's trusted. Who has an audience that listens to them and who you respect, and who you feel that you can trust?
- Build relationships with those people one step at a time – one simple phone call – one idea tossed back and forth between two people. Don't push. Simply explore the possibilities. Build the relationship before you try to make a deal.
- Listen to what people have to say.
- Respond to their needs and try to find situations in which both of you can win.
- When you find those situations, make sure that you meet your partner's needs and your needs, and when you've done that – stop. There is no need to give away the farm, but you do need to make sure that everybody wins.
- Hammer out all of the responsibilities. Find out who has the ownership and who has the liabilities. Then check those situations and find the best form that you possibly can for this joint venture.
- Build your joint venture so that it produces exponential profits. Combine with other joint ventures, work with other partners.
- Make something even bigger.
- Don't forget the back-end. Many times profits can be much higher on the back-end than your original sale, and joint venture partners can help you to build bigger and more profitable products by combining resources, by combining promotional attempts and by combining products to make something even better.

The Key to Joint Ventures

The key to joint venture success is finding people to joint venture with who can enhance your products and services and with building relationships with those people.

[The Impact Event](#) is a great way to build relationships with some really terrific people.

If you're really looking for high quality, if you really want results and if you really want to build relationships, I don't think you can get much better than being at [The Impact Event](#).

But the most important thing is to actually do something. If you don't start – it will never happen. The sky is really the limit. Just go out there and do it!

If I can personally help you in any way, just take a look at: <http://kenmcarthur.com/help>.

I'd be happy to help you in any way that I can.

I wish you all of the best of success in whatever you do.

Ken

Ken McArthur

KenMcArthur.com

TheImpactEvent.com

One more thing ...

I get e-mails every day from people who have been struggling to make their first dollars in their business or wishing that they could move up to a "REALLY" decent full-time living.

Maybe you've felt that way yourself.

Well, don't feel alone. Most people never make it past the first bump in the road, much less the real full-strength roadblocks that can sit right in your roadway to making a decent living online.

It's not that they aren't working at it.

Lots of people spend years reading and studying everything that they can get their hands on and from that group an even smaller number of people actually do something.

Most of those people wind up frustrated and spinning their wheels, wondering all the while why they can't be successful.

The worst part is that they know that people are successful at making a decent living and yet despite all of the reams of advice that they receive, all of the products they purchase and all of the work that they put in, they just can't seem to get past the roadblocks.

Maybe some of this rings the bell of truth with you ...

- You feel like you just can't get started.
- You need something to get you off your "behind" and into action.
- You want some big-time help.
- You need some inside techniques that really work.
- You are searching for a clear handle on the basics.
- You see the value of getting joint venture partners to kick you up to the next level.
- You feel a drive to get out of your basement and meet real people that are already doing what you want to do.
- You are looking for answers to a few technical questions.
- You want to have help putting everything together.
- You need some serious feedback on your next project.
- You feel like you just can't break into the "big-time" success that you see others having.
- You want to meet someone that really "gets" what you are trying to accomplish.

- You want to talk to people who know that good people CAN make a decent living online.
- You've bought every course you could get your hands on and STILL can't make a dime.

If any of this fits you, let me tell you a quick story.

Here's the real story behind [The Impact Event](#). and why I put on these amazing events. You might not have heard this, but my very first event was an accident.

A group of my Internet marketing friends got together for lunch one day.

We had a great time and it got me to thinking that I should see how many people in my area would be interested in having some time together. So, I sent out a simple e-mail to ask and people started planning to fly in from places as far away as 3,000 miles.

At that point I knew that I needed to think a little more seriously about how I could help our members meet and partner with each other face to face.

One thing led to another and before I knew what hit me, people were coming from all over the world to sold-out events -- and returning time and time again.

Why? Because of the special atmosphere of the wonderful group of people that have been coming to these events for years now. I know it sounds like yet another marketing line, but it's not.

There's just no other group of people like the people that come to [The Impact Event](#).

- It's not me ...
- It's not the speakers ...
- It's not the place or the time ...

It's just the perfect mix of people that have good hearts and generous, brilliant minds, all in one place in a setting that is small enough to be able to build the friendships that real partnerships and real profits are based on.

Imagine brilliant marketers helping people who have never made a dime -- at the same time that they build their own businesses by working with some of the best marketers in the world.

Literally!

The focus is all on you.

Yes, we have speakers who will give you all of the latest and greatest new information, what's hot and what's not, while they share "real-life" examples of how people are earning significant incomes from their businesses.

But the real focus is on you and your projects and how we can help take you to the next level -- whatever that level is.

You're probably wondering. *"Is this event for me?"*

Here's how to tell if YOU should attend this year's Impact Event.

Are you a ...

- Marketer
- Product Creator
- Business Person
- Publicist
- Marketing Consultant
- Expert
- Coach
- Author or Publisher
- Professional Speaker

Are you ...

- Trying to Find Top-Level People to Promote Your Products and Services?
- Wanting to know how to instantly stand out from the crowd, capture attention, get your message out and rise to the top.
- Wanting the secrets of building a business faster, easier, and less expensively than ever before, using the latest methods, systems and hot new technology?
- Do you want the "big picture strategy" for how to succeed as a top-level marketer without making costly mistakes?
- Dying to know the secrets of publicity and marketing that can get you, your ideas and your products and services known right now!
- Wondering how to publish your own book and get it noticed in the marketplace?
- Needing partners for books, products and courses that you want to sell.
- Interested in learning how to leverage increased sales and profits using proven, simple techniques.
- Craving a way to know the secrets of promoting your products and services that leave the competition in the dust.



Let our experts put it to the test and put your theory to work in the "real world and build instant joint venture partners for your launch at the same time!

That's exactly what [The Impact Event](#) "Hot Seat" presentations are all about. Your project can be the focus for a jam-packed room full of potential top-level joint venture partners and new friends.

Listen in as our panel of experts takes our members latest and greatest ideas and put them through the "reality check."

If you want to make significant money on the Internet, you can't do it with get rich quick schemes, quick fixes and zero effort, but you can do it with a well thought out idea, lots of work and some help from some of the best minds in Internet marketing.

Now all you need to do is come up with the great idea! Don't worry, even if you've never thought up an original idea in your life, you can still get some great ones by taking part in this event.

Imagine a team of Internet Marketing Experts working with YOUR next great idea!

Our panel of top-level business and marketing specialists are standing by to share their most cherished techniques and secrets with you!

Here's the way it works ...

When you register for [The Impact Event](#) you are given the opportunity to apply to be on the "Hot Seat."

Our panel selects the best ideas and those ideas are assigned a spot on the "Hot Seat" schedule. The presenter of the idea prepares a 15 minute presentation to pitch their idea to the "Hot Seat" panel of experts and all of the people who attend [The Impact Event](#). Then the fun begins ...

You get to listen in as our panel grills the person on the "hot seat" and picks their project to bits. Then we turn right around and build it back up with ideas from the best minds in the business.

You KNOW you are going to pick-up some great ideas from this series whether you are in the "Hot Seat" or comfortably watching someone else squirm a little as these top-level professionals show you exactly (and specifically) how to take a starting idea and turn it into REAL money.



Join these amazing people for [The Impact Event!](#)



[Click here for more information about the Impact Event.](#)

Ken McArthur Biographical Information

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.

Selected by Fast Company as one of the 20 Most Influential People Online, Ken’s powerful call to action, “The Impact Manifesto: You Make A Difference Whether You Want To Or Not” was selected for publication by Seth Godin’s brainchild “Change This” which places his manifesto in the company of manifestos written by Seth Godin, Hugh MacLeod, Guy Kawasaki, Chris Anderson, Jay Conrad Levinson, Tom Peters, Malcolm Gladwell and Robert Scoble.

“The Impact Manifesto” is currently being produced as a short film that will benefit over 100 non-profit organizations by raising funds and awareness for their programs.

Ken is also the producer of a new feature film, “The Impact Factor Movie” which 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.

Other links:

[Ken McArthur on Wikipedia](#)

[Ken McArthur’s Google Profile](#)

[Ken’s latest books!](#)

[The Impact Factor Movie](#)

[The Impact Masterminds](#)

[The Impact Action Plan Workshops](#)

Twitter: <http://twitter.com/KenMcArthur>

Facebook: <http://www.facebook.com/pages/Ken-McArthur/20103565427>

