

Connect 365 Accelerator Bootcamp Call 6



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Your Hosts Today



Our Next 8 Weeks

1. Getting Started & Getting Technical
2. Social Media Boomerang Plan
3. A Foolproof Prospecting and List Building Strategy
4. General Q&A
5. Lead Magnet Warm Outreach Process
6. The JV Partner Messaging Playbook
7. Sales Follow-Up Sequences
8. Scriptwriting Q&A



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“ Marketing talk for a
“non-competing” business
professional who has access to
your audience and will pass on
leads and vice versa.



How JV Partnerships Work:

1. You find someone with a related business.
2. They promote your offer to their email list.
3. You pay the partner a commission based on the number of people they referred to you who bought your product .

Cutting out the prospecting process and going straight to the source!



What types of Businesses
might this work for?



JV Partners Should:

- Not be in direct competition with your business.
- Share same or similar target market.
- Be willing to vouch for your skills to their customers.
- Have influence within your market.
- Share referrals and leads in both directions.

No one-sided relationships!



Real Estate <-----> Mortgage Brokers

Health Coaches <-----> Life coaches, yoga/pilates studios, gyms,
acupuncturists, etc.

Who targets/works with your audience?

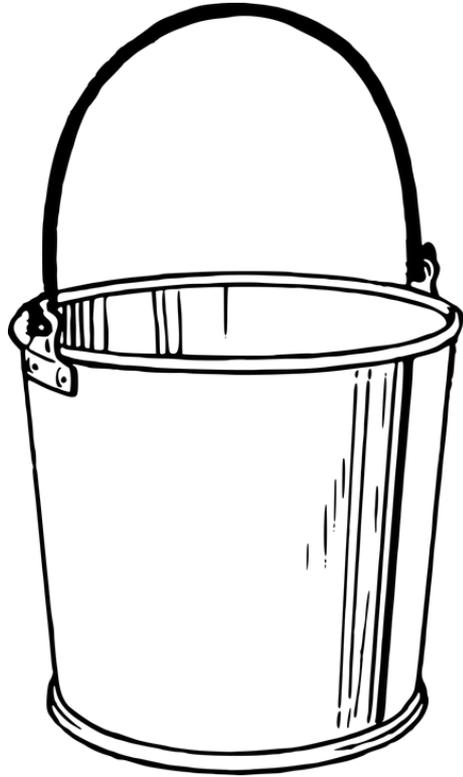
Financial advisor -> CPAs, lawyers

Marketing Consultant (to small businesses) -> Other Consultants to
Small Businesses

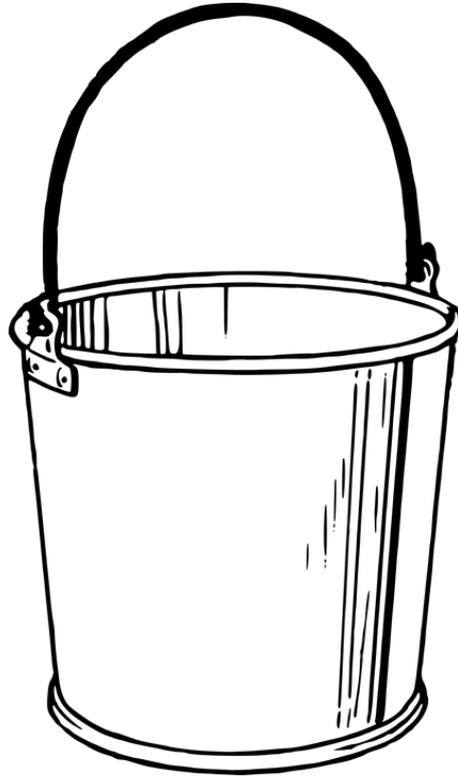


Other Opportunities

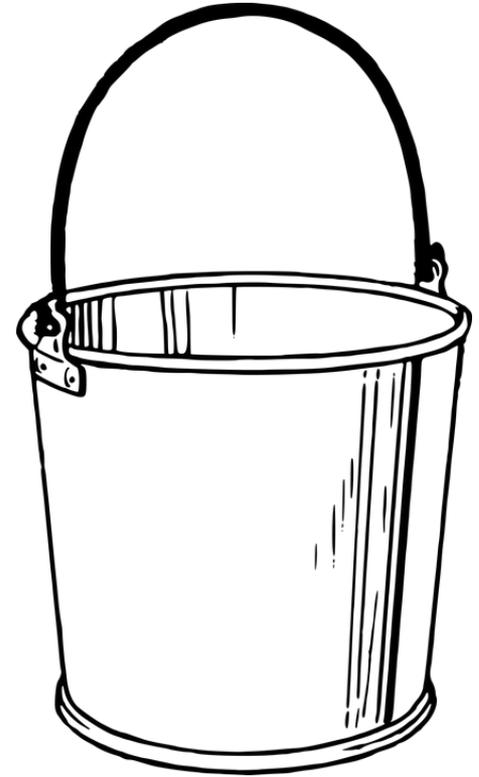
- Search for blogs that cater to your industry.
- Professional Associations or Local Groups
- Keep your eyes out for:
 - ▶ Optin Offers (likely to have a list) (join 37,899 other readers...)
 - ▶ Social Media following
 - ▶ Personal contacts (names on their company list)



Tier 1



Tier 2



Tier 3



searchenginepeople

ASK METHOD
BY RYAN LEVESQUE

 DIGITALMARKETER

Inc.

<u>Time</u>	<u>Task</u>	<u>Results</u>
20 minutes	Gather 5-10 targets.	List of targets
20 minutes	Find emails.	Emails for Connect 365 campaign.
20 minutes	Set-up sequence and add contacts.	Launch!



Prospecting

- Know how & where to find them:
 - ▷ Keyword search
 - ▷ Create a list of job titles that you can search on LinkedIn and Facebook
 - ▷ Go to live events in your industry - conferences and workshops



SUBJ: Intro

Hi {firstname},

I found your info on Facebook and thought it wouldn't hurt to reach out. Quick intro...I'm the JV Manager for LinkedSelling and Josh Turner, and we're looking for more cross-promotion opportunities. It looks like our companies are pretty well aligned.

Our audience is over 300k business owners and entrepreneurs, who come to us for lead generation and growth strategies. I really think there could be some great synergy to do some JV's together, etc.

Would you be open to a call to explore?

Have a great day,
Ariel



SUBJ: Re: Intro

Hi {firstname},

Just wanted to follow up on my email below. Is there a good time to talk later this week or next?

Thanks!
Ariel



ALTERNATE - SUBJ: Intro

Hi {firstname},

I found your info on **Facebook** and thought it wouldn't hurt to reach out.

Quick intro...I'm YOUR NAME and my company is **YOUR COMPANY NAME** and we're looking for more cross-promotion opportunities. It looks like our companies are pretty well aligned.

We work with a lot of **YOUR TARGET** and help them **YOUR BENEFIT STATEMENT**. I really think there could be some great synergy to do some JV's together, etc.

Would you be open to a call to explore?

Have a great day,
Ariel



SUBJ: Re: Intro

Hi {firstname},

Just wanted to follow up on my email below. Is there a good time to talk later this week or next?

Thanks!
Ariel



SUBJ: We'd like to feature you

Hi {firstname},

I currently produce an interview series and was wondering if you would be interested in participating. The series features **top marketing leaders in Australia**, and is featured in the **Marketing Leaders of Australia group on LinkedIn**.

Would you be interested in participating? With your background, I'm sure that we'd have plenty to talk about that **other marketing professionals** would love to hear.

The format is really simple. It would be a written interview. I'd send you the questions, and your written response would be used for the series.

Here's an example of a previous interview:

<http://www.louderonline.com.au/qa-with-nick-atkinson-head-of-digital-at-hardie-grant-publishing/>

Let me know if you have any questions, or would like to participate!

Cheers,

Aaron



SUBJ: Re: We'd like to feature you

Hey {firstname},

I wanted to make sure you saw this and it didn't slip through the cracks like many email do these days.

Anyways, just interested in hearing if you'd be open to us featuring you and your business in our upcoming article?

Hope to hear from you soon!

Aaron

PS - If you don't want to hear from me again, just hit reply and let me know.

1

Approaching the Call

How do I handle a call with a potential partner?



HOW TO APPROACH THE CALL

Purpose: to build a relationship and start the conversation.

- **DO:** Approach partners with a helpful and friendly attitude.
- **DON'T:** Ask for an immediate referral list.



LET'S GET DOWN TO BUSINESS

- Can you tell me about your ideal client? Who is your avatar?
- What does your audience look like?
- What kind of products or services do you have?
- What is your current marketing/promotional strategy?



LET'S GET DOWN TO BUSINESS

- How many people are on your mailing list?
- Do you promote other partners to your list?
- What kind of partnership might interest you? AKA -
What can I do for you?

2

Standard Procedures

What are the average commissions and structures?



STANDARD PROCEDURES

- Typical commission structures range from 30-60%
- Standard to set commission structure across the board
 - ▷ 30% evergreen
 - ▷ 35% product launches
- You can have different standard commission structures for different categories of partners
 - ▷ 20% for Affiliates vs. 30% for JVs

3

Making the 'Sale'

What if I don't have a large list to offer?



MAKING THE 'SALE'

- Complement their offer
 - ▷ Get on their email list
 - ▷ Buy their products or services
 - ▷ Be active on social media
 - ▷ Blog commentary
- Offer to promote their products first to your clients
- Joint advertising ventures
- Always be positive and ADD VALUE



THANKS!

Any questions?

You can find our team at connect365@linkedselling.com

OR join us next Tuesday at 2 pm (central).



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