

ACTION PLAN

How to Create an

IRRESISTIBLE GROUP COACHING PROGRAM

and End One-to-One Client Burnout!

Module 3: How to Attract Perfect JV Partners
and Affiliates



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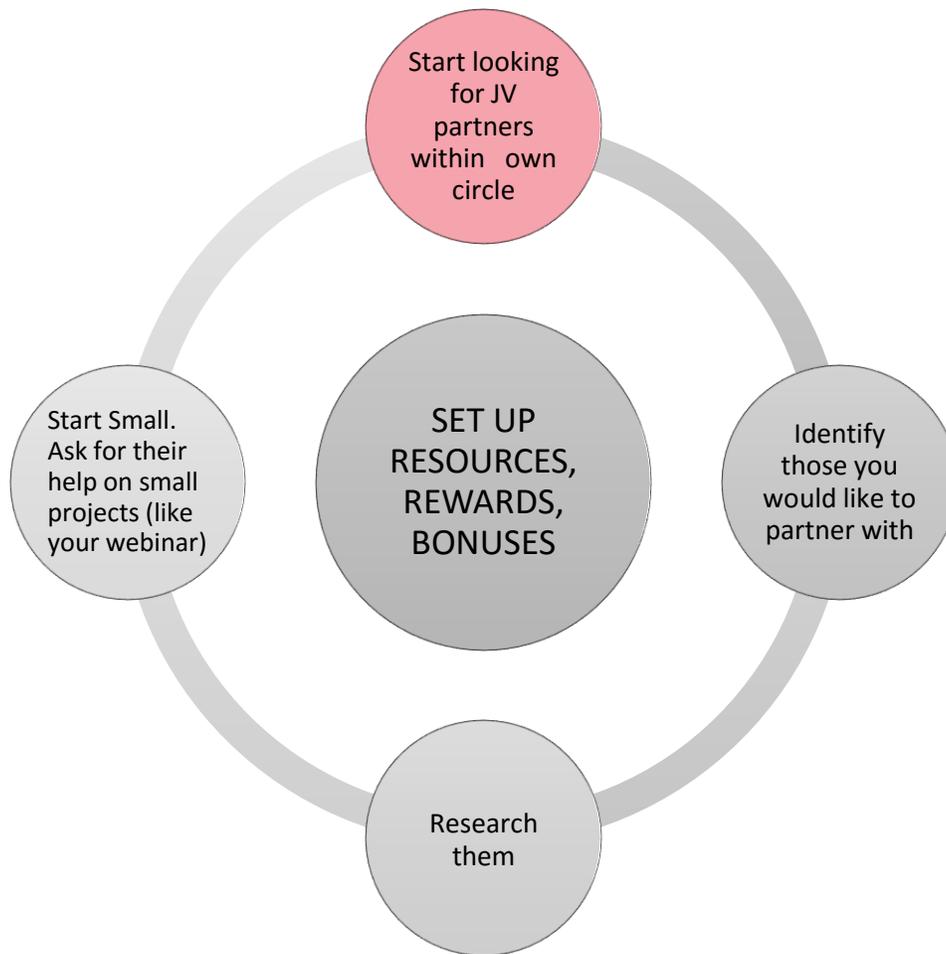
Your Company Name/Title_____

Tagline: _____

Date: _____

Complete this action plan and the accompanying exercises to ready yourself for affiliates and JV partners

ACTION PLAN: GET JV PARTNER-READY!



1. Decide what you have to offer each potential JV partner's community/subscribers:

- Real authority, expertise, celebrity and/or credentials in your field

- Great resources—ready-made and ready to brand
- A strong list with good numbers
- Specialty skills that qualify you as a desirable partner whether or not you are well known
- 100% commission and special bonuses or deals for their people
- Extra rewards for the extra reach their help will bring
- Time to take care of everything so their involvement is minimal
- Other _____

2. What is the big payoff about your webinar, mini-challenge or group program that will make your JV partner's subscribers fervently thank her?



3. How have you made it easy for JV partners to say yes?

- Ready-made content:
 - Power Point slides
 - Email series
 - Transcripts
 - Videos
 - PLR blog posts
 - Facebook and Twitter promotional posts
 - Photographs
 - Infographics
- Resources:

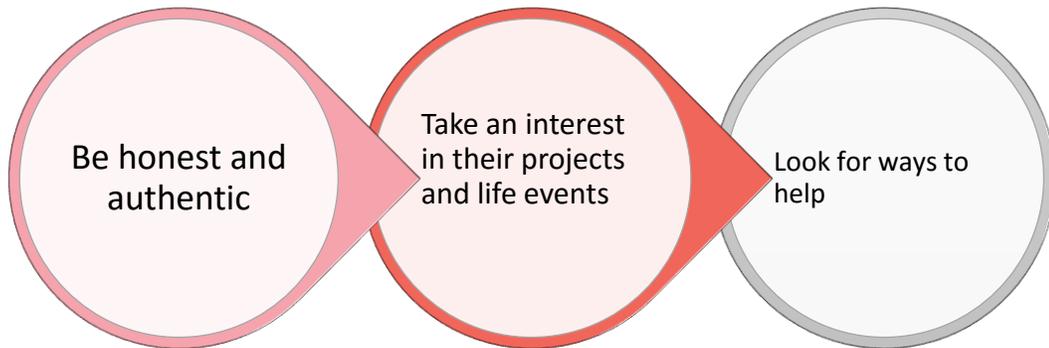
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- FAQs
 - Clear guidelines
 - Banners and buttons
 - Ads
 - Affiliate links
 - Brandable content (eBooks, templates, etc.)
 - Instructions
 - Other _____
- Rewards:
 - Prizes
 - Bonus gifts
 - Special deals
 - High commissions
 - 100% commissions
 - Performance bonuses
- Interaction:
 - Be available on social media, forums; by email
 - Answer questions, give suggestions and feedback, acknowledge sharing and remember to thank your affiliates and beta testers!
 - Give clear contact information
- Follow up:
 - Feedback form
 - Thank you letter
 - Extra surprise gift

EXERCISES: INITIATE RECIPROCITY

Don't just ask for help from JV partners and affiliates—give it back!

The perfect time to start building a relationship with desirable partners is now—*before* you need anything from them.



1. Find six relevant influencers to follow—and follow them on at least three social media platforms.
2. Sign up for their freebies and blog feeds.
3. Respond to relevant emails by sharing feedback or really valuable links or tips—ones their subscribers will love
4. Schedule interaction in daily. Check up on them (in a good way).
5. Interact! Don't say inane things, but whenever you get the chance or the inspiration:
 - Make a relevant comment
 - Answer a question
 - Give feedback
 - Share a relevant photo

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- Ask a question
 - Purchase their signature product/program.
6. Review it!
 7. Share their links
 8. Join in the conversation—but don't force it.