

CHECKLIST

How to Create an

IRRESISTIBLE GROUP COACHING PROGRAM

and End One-to-One Client Burnout!

Module 3: How to Attract the Perfect JV Partners and
Build Your Community



Jennifer

How to Attract the Perfect JV Partners and Build Your Community

- I am looking for my first JV partner(s) within the circle of clients, peers and professionals I already know
- I am researching potential partners I would like to JV with (or attract as my affiliates)
- I understand that if I have zero history with higher-status potential partners, I need to make connection in a giving way immediately—starting with:
 - Following them on social media and blogs
 - Making it my business to be aware of upcoming projects and events they are working on
 - Becoming their affiliate
- I understand that if I have zero history with higher-status potential partners, I need to compensate for this with strong assets that would interest them in my offer, including one or preferably more of the following:
 - A proven and respected history and authority status in what I wish to share
 - Unique skills that complement theirs—for the benefit of their subscribers
 - 100% commission plus extra perks and bonuses for performance
 - 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
 - Time to take care of everything so their involvement is minimal
 - Other _____
- I understand that when I approach an Alpha potential partner, the obligation is all on my side—she is the one I am seeking a favor from

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- I understand that Alpha potential partners get multiple offers all the time, and I know what makes mine more viable
- I have lined up at least one credible JV partner who is better known than I am, before approaching an Alpha
- I have mentioned that my credible JV partner is going to be participating in my invitation email to the Alpha
- I can easily show my desired JV partners why their community will love my webinar or mini-challenge group or main, paid group
- I am starting with Alphas whose products I use and believe in, so I can start writing reviews (if I haven't done so already) and doing reciprocal sharing
- I have joined their relevant groups and forums and I am engaging with them there in a helpful way
- If you've never had much interaction, ask for an interview with your desired partner before asking for her partnership—help her promote a launch she is doing
- Become your desired partner's affiliate—and be an active one that produces results
- I understand that if I don't ask, I will get one hundred percent non-participation—but if I ask, there is a chance that one of those I approached will actually say “yes”—particularly if I have timed my request to their advantage
- I have done due diligence and made sure my desired Alpha partner:
 - Shares values I can respect
 - Has a good online reputation and no “red flags” like affiliate complaints
 - Is respectful to work with
 - Other _____

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- I realize that my JV partner is there for a “win-win” mutual benefit—not to “do it all” for me!
- I realize our arrangement has to be rewarding and reciprocal
- I am being careful that I don’t become a pest
- I have made partnering with me as easy as possible for her
- I am providing rich compensation, resources and performance rewards
- I have given my JV partners promotion schedules, with events, deadlines and dates clearly stated
- I have my webinar script or show notes ready to go, in case a JV partner wants to see it
- I am focused on not letting my JV partner down
- I have planned for strong follow up
- I am focusing on providing fulfilled promises to participants, affiliates and partners alike—and results!
- I am leveraging Partners with whom I already have a positive history
- I have completed this module’s Action Plan and Exercises, and I am ready for Module 4!