

# **A Masterful **LOW-KEY** JV Approach – *Deconstructed***

**by Dr.Mani Sivasubramanian**

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On Father's Day, nothing was further from my mind than doing a review of an ebook about infopreneuring.

But after reading this low-key JV invitation, I not only downloaded a review copy, but also set aside an hour to go through it, write a review for my list, and mail it out - all on a holiday!

What made me do it?

That's the question I asked myself afterwards - and I think it boils down to the tone, style and effectiveness of the JV invitation email James Penn sent me.

I'm deconstructing it for you, because it may help in any similar approach emails you plan to create for your own business.

Hope you find it useful :)

**Dr.Mani**

Here's how it started out (I'll quote from James' emails in **RED** to set them apart from my 'editorial commentary':

Hi Dr. Mani

This is a very long shot, but if you don't ask you don't get (even when you do ask you still usually don't get, but at least I give myself a chance)

What an opening statement!

I was hooked right there, because it was a 'personalized' email (addressed me by name) and instantly positioned the sender as a person willing to try, even if the odds were stacked against succeeding.

That's an 'angle' I always fall for - because I'm a fan of the '**Aladdin Factor**' (read Jack Canfield's book of this title).

Anyway, I've probably confused you enough already. My name's JamesPenn. You may (unlikely) know me from the WarriorForum or through theWarriorMastermind?) I recently created a product called "Short ReportProfits". ...

Without wasting any time after this, James got right down to business, telling me about his report, and giving details relevant to making a 'review or not' decision.

You can download a preview copy from:<http://www....>

This is mandatory to any JV – include a review copy download link.

You'll be surprised how often I get invitations without this link - or offering to send it if I reply expressing interest. Chances are I'm not going to reply, given my busy schedule. Instead, if you send me a review copy, I might take a look and follow up if it appears very valuable.

Now, my question: would you like to JV with me in promotion of this product? I know you said in the Warrior Forum the other day that you wouldn't be replying to JV requests, but maybe I'm special? :D

I love this, too. Personal, personal, personal. It wins every time.

James knows me. He reads my posts on the Warrior forum. He's willing to try and contact me, and asking for special treatment.

ASK. You may not get - but if you don't ask, you won't get anyway, right?!

I have set the affiliate programme up with...

Details about how the affiliate program works. Brief. Just 2 lines.

Now, here's why I think this would be a great product to promote to your list:

1) **Appeals to the interests of your list** - I have been on your list(s) for a while and notice that the emails you send are ...

2) **Doesn't have a huge price point** - At \$27 it is affordable and can be bought by the vast majority of your subscribers. While it doesn't mean huge commissions for you (or me), it does provide a huge amount of value to your subscribers for the little price tag offered.

Again, this speaks to ME. It may not appeal to another infopreneur who wants higher profit margins as the primary criterion. But then, this JV email sounds as if it is speaking DIRECTLY to me, and is personalized to my taste, preferences and likes.

Awesome targeting - I now realize why I fell for this guy's approach, hook, line and sinker! [:D]

3) **Is a top quality product** (if I do say so myself ;) - I honestly believe in my product. I stand by it 100%. It's nothing revolutionary, it's nothing amazing, but it outlines a

simple strategy that is making people, including me, a steady income online.

**Self-confidence.** Another rare characteristic in infopreneurs. I prefer an author who says he thinks his book is good, to one who says:

*"I'm not sure how good this is, or if it will really interest your readers, but I would appreciate it if you'd take a look and see..."*

No. Don't take that line.

If YOU, the author, don't think this ebook is the best piece of literature since Shakespeare downed pen and quill, or the neatest piece of programming artistry since Linus Torvald unleashed Linux, or the prettiest header graphic ever made... who else WILL?

Don't go overboard, but do be quietly confident that you are not wasting your JV partner's time!

I also have a number of real testimonials on the sales page, from real buyers. Not from people who I sent a free copy of the eBook to. There is in fact a testimonial from Paul Myers at the top of the page (<http://shortreportprofits.com>)....

Social proof ROCKS.

If you've got celebrity endorsement, flaunt it. It helps. If Paul thought this was worth buying, reading and praising, I'm in!

This WSO was used to assure myself more than anything that the report was in fact top quality, and that people could use the information and start making money from it.

Another strong PLUS. Test your offer BEFORE approaching a JV partner.

Once you test sales conversion, market demand, refund rate and other variables on your dime, and can give JV partners numbers based on test data, it helps a lot in proving your credibility and seriousness.

And you are many times more likely to end up getting a 'deal'. James included a few other interesting snippets about his affiliate program and list building plans, and ended with this...

6) I am an honest, upstanding guy. I don't cheat people out of their money. I don't like a customer to feel as if they've wasted their money on my product. I honour refund requests (I've only had 1 so far and I've sold around 200 copies (150 in a WSO and about 50 through Clickbank) the refund came

through Clickbank which is - as I understand - a common problem when selling on Clickbank)I think that covers it all. Anyway, I'd love it if you could become a partner. If so (or not so)then please let me know.

Game, set and match.

*"The ball is now in your court, Dr.Mani."*

I'm playing. I like the game. I like the rules.

But above all else, I like your STYLE, James Penn.

Thank you for a nice lesson in approaching JV partners. Hopefully, I'll make some sales for you through my list - and let you help many of the budding infopreneurs on my list in the process.

<http://www.ShortReportProfits.com>

I sure hope this analysis was of some use to you, if you are looking to make JV deals but not sure about the right approach.

For a more detailed report about fixing up profitable and powerful JV deals, get the JV Success Secrets report here:

[\*\*JV Success Secrets – Click here\*\*](#)

All success

**Dr.Mani**

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