

## 5. JV webinar method (cheatsheet)

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### What is it?

This is a joint venture webinar with somebody in your marketplace who serves your ideal client in a non-competitive way. Example: You're selling accountant training services and you partner with an accounting software company. You serve the same people and can help each other.

### When should we use it?

If you have been in business for a while and have an established reputation/ track record of client results. If you are well connected with other people who serve your niche and are able to arrange a JV webinar. Build a relationship and then ask for the opportunity to do a JV.

### What are it's pros and cons?

Pros: Leverage somebody else's name, authority and list, very effective, fast results, hot leads

Cons: You must have a reputation/track record of delivering client results to gain JV's trust

### What's the process/workflow?

1. Look for potential JV partners who serve your clients in a non-competitive ways, make a list
2. Find their email address or Fb and message them directly floating the idea of a JV promotion
3. Don't start conversations around money. Maintaining trust and delivering value before money
4. Agree on a pricing model or revenue split that works for you. I pay \$200 /lead, \$1,000 /cust
5. Schedule a time to do a live webinar. Partner introduces you at the start then you do webinar
6. Webinar follows same principles as the List farming webinar, call to action is schedule a call

### What resources support this method?

- Sample webinar recording: Available [here](#). Sample webinar transcript: Available [here](#).
- Sample webinar slides: Keynote available [here](#). Powerpoint available [here](#).
- Webinar landing page templates and scheduling system: Available [here](#).
- Webinar invite emails: Available [here](#).
- Instructional video showing how to set everything up: Available [here](#).
- Program content: Week four - Organic attraction methods: Available [here](#).