

How To Add **Hundreds** Of Targeted Customers To Your Email List Using The Power Of **Joint Ventures**

**Imagine... With These 4 Steps YOU Can Get
300 NEW Customers In Just 2 Weeks!**

By Dr.Mani Sivasubramanian

An Ezine Marketing Center special report based completely on our personal experience with using, testing - and winning - with a select few explosively powerful products and services.

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Would you like to get 300 new customers in the next 2 weeks?

Are you willing to follow 4 steps to using Joint Ventures?

Do you need to build your email list fast?

Then this report is for YOU...

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About this e-booklet

Data and information are two different things.

The World Wide Web is packed with literally billions of pages of data. Some useful, some not. You don't need more data. **What you need is information.**

Answers to your questions. Solutions to your problems. News and views to use.

Quickly, easily, starting today – right now!

This e-booklet is based on three excellent sources of information I read recently (see box for details). It is designed to give you a plan of action that you'll implement fast – in hours, or maybe days – and profit from for months and years to come.

<p>Click on the title to learn more...</p> <p>“THE AMAZING LIST MACHINE” by Paul Myers</p> <p>“UNDER OATH - The Whole Truth, And Nothing But The Truth About Internet Marketing” by Stephen Pierce</p> <p>“Joint Venture Marketing Secrets REVEALED” by Marc and Terry Goldman</p>	<p>© Copyright Dr.Mani Inc. and the Ezine Marketing Center</p> <p>YES, you can print out a copy</p> <p>YES, you can share it with your friend</p> <p>NO, you can't sell it without our permission – 50% of our profits from each sale go to Dr.Mani's Childrens' Heart Foundation. We'd be happy to discuss plans to market it. ☺</p> <p>I'd love to hear from you. Write with your comments, opinions, suggestions or anything at all about this report. Email drmani@ezinemarketingcenter.com</p>
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Hope you find this information useful.
Best wishes

Dr.Mani Sivasubramanian

PARTNERING FOR PROFITS

No one succeeds all alone. Success is a team game. Partnering with others can speed up the process.

In this report you will see how I brought in over 300 targeted, paying customers to sign up for my email list – in just 14 days, by sending out 3 email messages!

How did I do it?

- I knew what I **had**
- I knew what I **needed**
- I knew **who** had what I needed
- I knew **how** to get it from them

You can too – if you know what I do. That's what will happen when you've finished reading this report. Ready? Let's begin.

HERE'S HOW IT ALL BEGAN...

I needed to raise \$20,000 – fast!

For hours I racked my brain to think up a cool idea. As I mentally sorted through the hundreds of ideas I had read about lately, a plan started to form. Over the next day, it took shape. That's what I'm sharing with you in this report.

First, let me take you through the four-step process to reach my goal.

DRAFTING THE PLAN

STEP 1 – WHAT DO YOU HAVE?

What I did...

Was to first ask myself a question.

“What do I have that is of value to others, that people will be willing to pay money for?”

I had three products of my own, to which I owned all rights.

1. **List Builder PROFITS** is my brand new ebook about making money from your email list even as it is being built. Yes, even before sending out your first ezine issue to your subscribers! (**value \$39.95**)
<http://www.EzineMarketingCenter.com/ESP/>
2. **Create YOUR eZine** is my recently launched paid-subscription monthly newsletter jam-packed with ezine creating, publishing, marketing and profiting information and wisdom. (**value \$49.95**)
<http://www.EzineMarketingCenter.com/yourezine/>
3. **Ezine ANTI Marketing** is a six-lesson eClass that will commence on 15th April and will turn conventional ezine marketing - as we understand today – around it on its head! (**value \$197.00**)
<http://www.EzineMarketingCenter.com/anti/>

What you can do...

Is ask yourself the same question:

“What do you own that is of value to others?

How much will they pay for it?”

The critical part of this plan is to own a product or service that you control all rights to. This will give you creative freedom to modify this plan to suit your unique needs.

If you don't own a product like this, you can't do anything more with this report. Sorry, mate. Get a refund!

Just kidding - ☺

I've got the answer for your problem – it's in **bonus number 3** of this report.

STEP 2 – WHAT DO YOU NEED?

What I did...

Was some math. Remember, I needed \$20,000.

Have you heard about the “**Life time value**” of a customer? It is the dollar amount that each one of your customers will earn you over the duration of their relationship with your business.

My previous experience suggests that I make a profit of \$70 (on average) from each of my customers every year.

So to reach my target of earning \$20,000 what I needed was **300** customers.

Not interested readers – **customers!**

People who'll pay for the value they receive. I first learned this concept of nudging subscribers towards becoming customers from Paul Myers' excellent tutorial on building large responsive lists “**The Amazing List Machine**”. It really is amazing!

What you can do...

Is to first **determine your customers' “life time value”** to your business.

This will let you determine how many customers you will need to bring in from your joint venture to achieve your goals. It is better to be conservative while estimating life-time value. If your estimate is too low, you'll be pleasantly surprised when the actual earnings are in!

STEP 3 - WHO HAS WHAT YOU NEED?

What I did...

Was to identify people who **already had the customers I needed**.

Now I'm not simply trying to build an email list here. I'm looking for a very specific group of people to add to my list. My criteria included:

- Possible interest in my range of products
- Proven record in paying for high-quality information online
- Past history of loyalty and trust in experts who sold them information

This is one of the critical steps I stress upon in my eClass on **Ezine ANTI Marketing** – that it is **NOT important to build big lists**. Instead build carefully targeted small lists which are responsive to your offers.

After some consideration, I made a short list of five experts who had thriving info-product businesses related to marketing online, owned large and responsive customer email lists and had a track record of endorsing other valuable products to their lists.

What you can do...

Is to look for other businesses **related to your own**.

Not necessarily competitors. Perhaps not even in the same field as you. They could be selling related products or services that are complementary to yours. They may not even be marketing online.

All you're looking for in them is:

- Do they have a large customer base that **may be interested** in what you're offering?
- Do they have a process to **keep in touch** with these customers?
- Do they offer loyal, repeat customers **value added offers and deals**?

If the answer to these 3 questions is "Yes", you've found your ideal partner.

STEP 4 – HOW TO GET IT FROM THEM?

This is the tricky part.

You see, for a business-person, the list of their loyal, long-term, repeat customers is very valuable indeed. They guard this list fiercely. It's the goose that lays their golden eggs.

Your challenge is to get them to part with some of these names and email addresses. So that **you** can get them on to your list!

At around this time, an email from Stephen Pierce – creator of the masterpiece on Internet marketing, “[Under Oath – The Whole Truth, And Nothing But The Truth About Internet Marketing](#)” – popped into my inbox.

And gave me the burst of inspiration to forge ahead.

What I did...

Was to create a “win-win” offer.

My paid-subscription newsletter, “[Create YOUR eZine](#)” had around 90 readers. An annual subscription costs \$49.95.

I contacted my five potential partners and offered to let them give away 100 free subscriptions to their most valued customers.

Read that statement carefully again.

*I **let them** give away **100** free subscriptions to their most valued customers*

The business-owner looks good to his/her customers because the offer comes from him/her. To customers, the free offer of a value-added product in their area of interest, which was worth real money (remember, 90 others had paid \$49.95 for it), helps seal the bond of loyalty with the business-owner.

Since the offer came from a person they already trusted, the customer was more likely to respond to it.

By giving away 100 slots, I came across as a generous partner. I could have offered 25 or 50 subscriptions instead. But the **100 free** subscriptions, with a real

value of almost \$5000, had shock value - an impact that *made the joint venture easier to push through*.

Finally, by limiting the offer to their **customers** I made sure it went out **only** to people who had already ordered from my partners. Indeed, I requested that they limit the give-away to their **most valued** customers – further enhancing the value of these members to my own list!

What you can do...

Is to work on developing **your own “win-win” offer**.

There are several twists on this strategy that you can use.

- You could give away subscriptions to a paid ezine or insider club.
- You could offer a certain number of free copies of your product or service.
- You could create a special discount pricing for your partner’s list only.
- You could add a special bonus limited to orders coming through your partner’s announcement.

The possible twists and spins on the basic concept are unlimited. For an excellent compilation of dozens upon dozens of powerful joint venture strategies and ideas, you simply need to read Marc and Terry Goldman’s guide “**Joint Venture Secrets Revealed**”.

It is **jam-packed** with tactics that will make your head swim – and which have earned their innovators close to **30 MILLION DOLLARS** in total!

Now that’s serious money, for sure. And it isn’t the big dogs doing it. Anyone can – **EVEN YOU!**

All you need is the powerful joint venture strategic knowledge that Marc and Terry Goldman share in this bible of partnering for online success.

WHAT HAPPENED NEXT?

I wrote an email to my five potential partners on 26th February 2003. All agreed to announce my offer to their lists. Three have already done it. (The exact email messages I sent are included in a **special bonus** – details at the end of this report).

Today, on March 12th, 2003, my ezine list has 297 new subscribers – all from the joint ventures.

That's right –

I've added nearly 300 new customers to my email list in just 2 weeks!

What do I see when I look at these numbers?

\$20,790

That's if the existing life time value of my customers stays the same at around \$70 for this group.

And I've got a targeted niche audience with a proven interest in online marketing using email newsletters. When I announce my new eClass, "**Ezine ANTI Marketing**" to this focussed group of customers, I expect the remaining 23 slots to be filled instantly. (I have chosen to limit the eClass to only 47 participants - and one half of the seats are already taken.)

Pretty good going when you consider that I've spent just 6 hours in total to plan, set up and execute the entire process!

WHERE DO WE GO FROM HERE?

On one hand, I'll concentrate on over-delivering on my promise to the new subscribers to "**Create YOUR eZine**". By delighting them, I hope to get them to order more of my products and services over time.

And on the other hand, I'll be **repeating** – and expanding upon - this process using my other new product, "**List Builder PROFITS**".

I'm looking for JV partners...

If you would like to partner with me on this, please let me know. Just drop me a note at jv@ezinemarketingcenter.com - with "List Builder PROFITS" in the SUBJECT line.

In Conclusion...

I hope you've enjoyed reading this short report and found it useful. I look forward to working with you soon.

Best wishes for your own ezine joint venture,

Dr.Mani Sivasubramanian
The Ezine Marketing Center
<http://www.EzineMarketingCenter.com>

SPECIAL BONUSES

Here are 3 special bonuses that will further help you exploit the power of joint ventures to build your email list quickly and effectively...

BONUS # 1 – THE EXACT EMAILS

A lot depends upon the email (or other form of contact) you use to get in touch with JV partners. To give you an idea and get you started faster, I'm giving you the **actual email messages I sent to my JV partners**. Use them as a template or guide to create your own JV messages.

I'm only offering these messages as I sent them, without any analysis of its structure. That's because there are two exceptionally good experts who have done just that – Marc and Terry Goldman. If you order **Joint Venture Secrets Revealed**, one of the powerful bonuses that you'll get is a step-by-step deconstruction of the JV offer letter.

That alone is worth the entire price of the course!

To download the exact email messages I sent to my JV partners, please visit <http://www.EzineMarketingCenter.com/JV-bonus/> - **click here**.

BONUS # 2 – \$10 DISCOUNT ON “List Builder PROFITS”

As a special thank you gift for reading this report, I'm offering you a 25% discount on my latest ebook, “List Builder PROFITS – How To Make A Profit From Your Ezine Sign Up Process, EVEN Before You Send Out Your First Issue”

Your discount coupon code is **LBPdc001**

To claim your discount, go to <http://www.EzineMarketingCenter.com/coupons/list-builder.htm>

When prompted to enter a username and password, enter
USERNAME – **discount**
PASSWORD – **tenoff**

BONUS # 3 – A PRODUCT YOU CAN USE FOR YOUR JV STRATEGY

In case you don't have a product of your own to use to create Joint Ventures, don't panic. I'm offering the resale rights to my latest report, "**List Builder PROFITS**" to **only 50** people – at a bargain price.

This isn't some old rehashed report that's being sold all over the Web. It is brand new, and no one has had the opportunity to own resale rights until now.

If you're interested in owning one of the **50 limited resale licenses**, contact me immediately. Email me at resell-rights@ezinemarketingcenter.com

Once they're gone, I won't sell any more. That's to protect the interests of the first 50 people who buy resale rights. So if you're interested, you'd better hurry before someone else grabs the offer!

BONUS # 4 –

Well, maybe it isn't a **BONUS** really, but I'd like to once again extend an invitation to participate in a joint venture with me. Our **Ezine Marketing Center** has an **affiliate partner program** which is free to join and pays a generous 50% referral fee for all sales that result from your affiliate links.

I'm also expanding the scope of my JV efforts, using my latest report, "**List Builder PROFITS**" to generate leads of interested people who may find my new forthcoming eClass, "**Ezine ANTI Marketing**" interesting.

If you have a customer mix or ezine readership that might be a suitable fit, and would like to participate in a joint venture with me, I'd be delighted to work with you. Just email me at jv@ezinemarketingcenter.com with details.

ABOUT THE AUTHOR:

Dr.Mani Sivasubramanian is webmaster of the popular Ezine Marketing Center website – <http://www.EzineMarketingCenter.com> and author of the bestselling ezine creation course, **EZINE LAUNCH – Creating ‘Killer’ Ezines** - <http://www.EzineMarketingCenter.com/ezinelaunch/> In just 14 days you can create a 'killer' ezine guaranteed to explode your profits.

Dr.Mani has also compiled another ebook titled “**THE EZINE MASTERS – Insider Secrets From Top Experts About Making Your Ezine The Very Best Ever**” – <http://www.EzineMarketingCenter.com/ezinemasters/> - and publishes a daily email newsletter, “**EZINE MARKETING TIPS**” – <http://www.EzineMarketingCenter.com/ezinetips/>

Get more surefire ezine creating secrets for FREE from Mani's **EZINE LAUNCH MONTHLY** newsletter. Visit <http://www.EzineMarketingCenter.com/ezl-monthly/> Or send any email to freezine@ezinemarketingcenter.com You'll also get a bonus 7-day e-business primer and a sample chapter from “Ezine Launch” - free just for signing up!

An invitation to readers:

Please visit the Ezine Marketing Center for more valuable information, articles, tutorials, books, and resources about publishing and marketing an email newsletter.

To your ezine success,

Dr.Mani Sivasubramanian

COMING SOON... to a website near you

You've Listened To The Gurus & Experts

... Now Listen To The TRUTH !

- *You've heard it ...* BUILDING A BIG LIST is the key to online business success and explosive profits
- *You've seen it ...* courses, classes, seminars and boot camps flaunting the most powerful, effective, easiest ways to BUILD HUGE LISTS FAST
- *You've read it ...* ebooks, books, special reports and papers showing just how to go about LIST BUILDING step by step

Now This Is Going To SHOCK You...

What you're about to learn is the **TRUTH**

You **DO NOT** Need A Large List To Succeed

Indeed the KEY to online success is NOT to build large lists, but to build SMALL lists

That's right. I'm going to show you how to actually GET RID OF YOUR LIST MEMBERS - trim your list to the bone - and then skyrocket your profits by 1700%

Or more!

I call it ...

EZINE **ANTI**-MARKETING

And I'm going to show you how to understand and harness this powerful principle to tremendous effect... and explode your profits

[Click here](#) to download a special **FREE** short report with statistics that show exactly how I increased my list's profitability by reducing it to 10% of its size...

In an email course that begins on April 15th, 2003, I will train **ONLY 47** people to use Ezine Anti-Marketing principles.

Will you be one of them?

I sure hope so.

[Pre-register here](#) and we'll send you details soon.

Or if you'd like more details, get our short report on Ezine Anti-Marketing... visit

<http://www.EzineMarketingCenter.com/anti-marketing/>