

**INNOVATIVE PARTNERSHIP
SYSTEM:**
*Unleash an inexhaustible
avalanche of Partnership & JV
ideas*

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Intro

Many of us happened to meet publications revealing some very interesting marketing twists, tricks or ideas that allowed their author to benefit from powerful JVs or other marketing campaigns with exceptional results.

There are many articles, reports or case studies dedicated to analyze and reveal one or several innovative marketing ideas that proven to bring outstanding results for their participants.

Many times, I could do nothing but admiring their achievements and regretting for missing this powerful, yet often extremely simple idea.

Unfortunately, as everything online, once given to publicity, innovative value quickly becomes "old song" bringing just a tiny handful of what once thought to be the most powerful results.

It is time to share with you the step-by-step method that will constantly supply you with similar marketing ideas for partnerships. Unlike the ones you have read, heard or learned, these ideas will be 100% unique and innovative, as this simple system makes it easy for you to uncover them, rather than copy or duplicate.

About

This is simple, yet powerful system for quick and easy establishing new partnerships with any 3rd party or parties on the extremely benefit-rich basis.

It allows constantly sourcing and establishing new business relations the ultimate goal of which is to bring highest benefit for any party involved.

This method may be successfully used to collaborate with two or more business entities on the mutually beneficial basis even if your initial resources cannot satisfy or be interesting enough for some of those to join your partnership.

But the most important thing is, no matter what your "creative potential" or "marketing gut" is, this system allows anyone, after accomplishing several simple step-by-step instructions, to come up with best JV or partnership offers s/he would have never made up before. It helps to uncover your existing potential to its fullest.

Description

Below is a step-by-step manual for creating and using this partnership system. Take a blank sheet of paper or open your text editor and let's start.

Step 1: What we have

List all the resources, capacities or benefits you can give or deliver to any other party. In other words, everything you have or will have access to for the moment of making a deal.

Everything, including your products, services, marketing abilities, professional skills that may be of benefit or value for other party, should be noted down.

Step 2: What we need

Determine what goals, resources and results your business lacks or has a need in.

It will be quite easy to do if you have particular, say, marketing campaign under way, that requires particular 3rd party support or help.

For long-term business purpose: I suggest to note down all possible and impossible benefits you need or dream about gaining through partnership or JV campaigns.

Step 3: How the system works.

Put the list that we accomplished at step 1 to the left from the list we got at step 2. That way we have created a "table" of two columns, where left column is the list #1 of what we have and the right column is the list #2 of what we would like to have.

Glancing at this list will make you understand that "ad swapping" or "ebook barter" including several other well-known partnership patterns are a drop in the bucket, comparing to number of potential benefit-rich terms you can now offer. Any point(s) from the list of "our resources" can be easily matched with any point(s) from "their resources" with potential of setting lucrative deal or long-term partnership.

The only task is to equally match the benefits of what you can offer with the benefits you ask or you can even overdeliver them as a surefire way of reaching mutual agreement.

If, for instance, your ebook is insufficient argument for a sales letter you want your partner to write for you, then consider additional benefits from our "left" resource list, like free link to partner's site, solo ad or expertise in web-design – anything you can find suitable for him.

Taking full advantage of this partnership system can, firstly, save a lot of money and time for yourself and, secondly, "spacerocket" your business return and income as a direct result of your partnership deals or campaigns.

Conclusion

This system uncovers your business potential by organizing your resources in proper, clear and readable way. It makes possible to work and market with all resources available, rather than using several common classic strategies you were taught and kept in your memory.

Set this system once and you will never run out of innovative partnership deals including JVs that would evolve and develop along with your business progress, depending on goals you pursue to achieve.

Practical example explained

Creating two-column table as described in Steps 1 and 2, filling out all the required and true stuff for your particular business. Table below is my sample.

For writing and "thought-flow" convenience, I suggest to divide each table column to several sub-categories like I did: (1) Product-related resources, (2) Marketing-related resources, (3) Expertise-related resources. That way you will have almost no chance of missing something important.

Sample RESOURCES (What we have or may do)	Sample GOALS (What we want to have or benefit from)
Product-related	Product-related
1. Own Ebook "..."	1. Ebook "..."
2. Master rights Ebook "..."	2. Ebook "..."
3. Master rights Ebook "..."	3. Case Study "..."
4. Special Report "..."	4. Report "..."
5. Own Software "..."	5. Internet app script "..."
6. Internet app script "..."	6. Paid Membership site "..."
7. ...	7. Paid Membership site "..."
	8. Paid Online service "..."
	9. Paid Online service "..."
	10. ...
Marketing-related	Marketing-related
8. Ezine ad in "..."	11. Solo Ezine ad in "..."
9. Endorsement to subscribers	12. Refer-a-friend system at site "..."
10. Endorsement to customers	13. Banner at site "..."
11. Article publishing in ezine "..."	14. Endorsement to subscribers of "..."
12. Article publishing at site "..."	15. Endorsement to subscribers of "..."
13. Promotion through site "..."	16. Endorsement to customers of "..."
14. Promotion in own ebook "..."	17. Promotion of our Own Ebook at site "..."
15. Link in master rights Ebook "..."	18. Banner at site "..."
16. Link at site "..."	19. Discount for Ebook "..."
17. Discount for own Ebook "..."	20. Discount for membership site "..."

18. Email signature file	21. Article publishing in ezine "..."
19. 10000 banner impressions	22. Article publishing in ezine "..."
20. ...	23. ...
Expertise-related	Expertise-related
21. Business Article writing	24. Proofreading
22. PHP programming	25. Web-design
23. Internet app installation	26. Ebook review
24. Sales letter copywriting	27. Business coaching
25. Sales letter review	28. Marketing advice
26. ...	29. Ecourse co-authoring
	30. ...

Sample partnership or JV terms and offers

1. Trade points 8+8+9 (E-zine Ad + E-zine Ad + Ezine Article) for point 19 + (Discount for Ebook "...")
2. Trade point 22 (Internet app installation) for 26 (Ebook review)
3. Trade points 2+5*19+25 (Master rights Ebook "... + 50000 (5*10000) banner impressions + Sales letter review) for 2+3*14+24 (Ebook "... + 3 Endorsements to subscribers of "...")
4. and so forth...

Additional Notes

These notes are obvious reminders and enchantments for using this partnership system.

A list of possible counterpart needs

Every business joint venture will involve particular businesses with their unique abilities and needs. Therefore, before initiating first contact it is required to visit their sites or subscribe to their newsletters so you can estimate particular benefits that may be of interest to them.

Considering our resources mentioned in the table above, I would analyze partner needs in respect to how good his/her sales copy is written or is there something I can improve.

Are there any Internet scripts used? If s/he publishes an ezine, what about writing several rights-free articles for his/her site or ezine? What kinds of services are used and what products have you got that can be especially beneficial for your counterpart?

Needless to say that such marketing-related resources like free advertisements, links or endorsements would be valuable for almost any business, so their offer is a right way to move along in almost any case.

Benefits Matching

As I mentioned before, there may be discrepancies in benefits you offer and benefits you ask for. Asking your partner for one-year membership (\$397) in return for our point 5 item (Own Software "...") may be not enough. But what if we add items from points: 1, 9, 10 and 16 to our benefits "basket"? In this case, I bet there won't be any problems with getting your desired paid membership.

Besides, You can offer such uncommon benefit as a share of future "gains" as a result of your partnership itself. For instance, affiliate commission or ad impressions can serve as extra advantages of your partnership for joint venturing with you.

Unlimited Benefits Supply

Almost everything listed in our sample table under Marketing-related and Expertise-related resources (yet your table may have other structure) can be doubled, thus doubling the benefit it brings.

Points like 8 (Ezine ad in "...") or 21 (Business Article writing) are "replicable", i.e. you can place several ads in your ezine for other partner(s), thus doubling, tripling or quadrupling benefits this ad brings. The same goes to ghostwriting several articles for him. The only existing limits are the space in your ezine if we speak about publishing ads or available time considering article writing. Still, no matter limits, these benefits can be increased in quantity, matching, if needed, the goal you want to achieve.



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