

# Little-Known Joint Venture Marketing Ideas EXPOSED!

by Larry Dotson

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## **51 Little-Known Joint Venture Marketing Ideas!**

### **1. Co-Op Ad For An E-zine Ad**

First find a targeted e-zine in which you would want to buy an ad. You would then persuade four other businesses to join in on the cost of the ad. In return they would get a space on the web site you are advertising. You would ask the four businesses to pay you 1/4 of the ad's cost. That means you would pay nothing for the ad.

### **2. Host An E-zine's Back Issues (Archives) For An E-zine Ad**

A lot of e-zine publishers don't publish their archives on their web site. It's extra work and takes up a lot of web space. You could offer to archive an e-zine's back issues on your web site in return for the e-zine continuing to run one of your ads. Or just have them mention the archives are on your

web site because your product ads would be there anyway.

### **3. Trade A Percentage Of Your Sales For An E-zine Ad**

You could ask e-zine publishers to run your ad in return for a percentage of each sale. They could just join your affiliate program. The offer is usually more successful if your product is brand new.

### **4. Submit An Article For An E-zine Ad**

You could submit your articles to e-zine publishers who accept submissions. They would receive valuable content and you would get free publicity. Just include your resource box (ad) at the end of your article.

### **5. Trade Any Ad For An E-zine Ad**

You could trade any type of ad for an e-zine ad. It could be a banner ad, classified ad, graphical ad, links, etc. You may just have to give them extra ads or incentives because people usually value e-zines more than web site ads.

### **6. Trade An E-zine Article For An E-zine Article**

You could ask an e-zine publisher to trade articles. This would give you both new content to publish and cross-promote each other's businesses in the resource box (ad).

## 7. Trade A Subscriber's Discount For An E-zine Ad

You could offer the publisher's subscribers a discount on your product in return for running your ad. Tell the e-zine publisher this would help keep his subscribers loyal.

**Instant Marketing Miracle - Joint Venture Software!** Forget typing joint venture emails - I'll show you exactly how to automate these tasks and reduce them to 5 minutes a day! Click...Send...BAM! A Money Making Joint Venture is formed!  
[Click Here!](#)

## 8. Co-Author A Paid Publication With An E-zine Publisher

Write an information product with an e-zine publisher. You both would promote it and share the profits. He or she would likely promote it in their e-zine. You could have your other product ads inside the publication.

## 9. Original Content For An Ongoing E-zine Ad

You could offer an e-zine publisher ongoing, original content in exchange for an ongoing e-zine ad. You could just set up a deal to write a regularly scheduled column. Plus, if you don't want the hassle of starting your own e-zine, this is a good way to acquire a huge subscriber base for your offer all at once.