

Welcome to JVConnector.com

Learn how to Create Winning Joint Ventures...



Ten Tips to propel your business to the next level for very little or no cost

Len Wright, creator of JVConnector.com offers methods every business can use to accelerate success using the power of joint venture relationships.

Move ahead of the pack using his extraordinary relationship model.

There is great power available to you but you need to know these ten tips in order to *take full advantage of your business connections.*

"These are more than 'just' tips - they are golden rules for business success and longevity! Len Wright's list of ten tips is equal to years of in-the-trenches experience."

~Bobbie Baxter, Senior Executive Producer of Dr. Pat WorldWide™

Ask yourself ... WHO else is already developing a relationship with your prospect, right now? Then form some sort of alliance with them to reach your ideal customer in a unique and agreeable way.

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Joint Ventures have proven to be one of the most powerful business tools for dealing with fast changing markets, technologies and customers. No matter how the global economy is acting, joint partnering is becoming the key that unlocks the elusive "Door to Success" for today's entrepreneurs. **Joint Ventures** allow you to transform and transcend the challenges that you are currently facing in your business today. The tips below will cause dramatic upsurges in every business model across the board. **Len Wright's** vantage point and creativity with teaching methods of creating successful JVs can be the blueprint to success that you as an entrepreneur are looking for in today's economy.

Follow these TEN TIPS and achieve MASSIVE LEVERAGED GROWTH in YOUR BUSINESS...

Create your own Prosperity Network:

Cultivate a relationship based network of talented entrepreneurial business friends that act as a supportive web that offers you the resources, exposure, marketing, credibility and partnerships you desire to move your business forward. The key though is to come from a place of true connection to the other person. This means that you must value trust and honesty, be sincerely interested and serve the other first.

Be of Service First:

We've already hinted at this point but it is a highly important one. Yes, this means laying down your expectations of return, it takes putting away your ego and your own wants for a bit. It is the timeless message taught by every great inspired teacher, mentor, guide, master or guru that has ever walked this planet – for true success to take place, in all areas, you **MUST** find ways to be of humble service to another. Once you master even just this one component your influence will compound a thousand percent, it is an age-old universal law.

Stop Trying to Be Everything In Your Business:

If you are seeking a certain resource, maybe administrative or assistant staffing but are on a less than desired budget, you can leverage the opportunity of student help. Yes, Interns that can have your project set up as a graded school project. I'm talking about the leading edge students within a graduate business admin program for instance working for a grade, reference letter and some real world work experience for their resumes all at no charge to you and since it's graded you at the same time gently enlist the aid and "eyes" of the teacher/professor and their vast experience. This same process can be tailored to most resources, talent or staffing requirements you may have, tech, web design, graphic artists, artists, admin, exec asst, etc.

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Work with Your Strengths and Joint Venture Your Weaknesses:

We all realize that we possess some talents in much stronger power than others. Some are natural sales people while others prefer to work from a more technical view. The misconception in the entrepreneurial world is that one must somehow go it alone, and at the same time excel at every aspect of business...this is a sure-fire way to business failure and burn out. You must value yourself through your business by objectively looking at what it is you are good at AND that you love to do! That may be in actual creation of your products, marketing, sales or any other important task. Once you've been totally honest with yourself and figured out what these skill sets are then you become a master at those and you joint venture everything else! You find others that do excel in your weaknesses and offer them a JV could be a share in your company or a share in certain profits. Could be that they require something that is one of your strengths...but no matter what benefit driven deal you offer, your business cannot help but be a success due to the fact that all angles in your venture are at their peak performance and being looked after by an expert. For another example you can Improve your closing ratios by joint venturing with Internet marketing companies, copywriters, sales people or open up other distribution avenues all increasing your profit by leveraging others talents.

Reactivate Your Inactive Customers:

Every business has inactive customers or clients that are not utilizing your services currently. That is a wasted asset that can be easily tapped into again and again. This can be done in numerous ways but a simple one is by introducing a non-competing yet like-minded partner's product and collecting a back end referral commission. This produces another revenue stream into your venture, something always welcomed. They should also be surveyed in a particular way to provide valuable feedback as to your business processes.

Gain Massive Exposure and Publicity:

Share advertising budgets and marketing reach by co-advertising, co-registration, cross-endorsement, cross promotion, product back-ending and collaborating with each other's marketing efforts to save money and receive more bang for your buck. There are literally hundreds of ways to make these techniques work depending on the type of business and its sales process.

Gaining Access to Other People's Databases:

Whether you already have a sizable list or not you can gain access to other businesses hard earned credibility and customer/prospect lists by co-marketing with them. This again can take hundred's of different forms but it works in every business, including yours! You need to figure out who else is marketing to the same market you are, the same targeted end user, then once you have that figured out you can start creating joint ventures that match your brand up with that other product or service. You can gain access, usually by endorsement to another's list in a highly effective way. Huge value here.

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Create Your Own Referral Alliance with a Few Other Like-Minded Companies that Share Your Niche:

Create a mini network that allows you to share trade leads, resources and even advertising when it fits with others in your niche. Use landscaper story to show that underutilized leads, phone inquiries, left over resources, tools or opportunities can be shared among the group.

Leverage the Sales Process You Already Have to Create a Stronger Revenue

Model:

Within each businesses sales process there are many points of possible leverage to tighten the response level and increase the close rate, which in turn increases profit potential sometimes by hundreds if not thousands of percentage points. Find areas within your sales process where you can add non-competing products and services that compliment your offering and that your end user is going to appreciate. If you sell an info product for instance (all businesses should have some sort of report or white paper introducing their product or service) you can add additional resources as a back end. You automatically increase your ability to earn from each customer without having to increase your effort. There are always complimentary products/services that can be added and by receiving a commission every time your customer chooses that complimentary offer you get paid again with no further outlay of money. Creating opportunities to add revenue streams can take a business from the brink of failure to its ultimate success.

Knowledge + Experience = Wisdom:

If you were to survey the top most successful people in almost every field of endeavor you would find that a common thread among them is they all have at least one mentor or coach to guide them along the path in a specific area of their lives or businesses. To transcend challenges and go beyond the mundane to far exceed your goals you need to tap into someone who has successfully traveled along that same road and come out the other side. This saves you time, money and aggravation in the learning curve and allows you to learn from the experiences of another without you having to go through those learning curve issues. My last and most important point is to hire a Joint Venture coach to guide you through and to offer you a fresh new perspective that is the catalyst for changing everything and setting you on a course for success right away. I suggest you go to my web site and see what hiring an experienced JV coach can do for your business and you!

"Len is one of the most professional, innovative and genuinely down-to earth people I've come across in my professional career. When working with Len I know I can expect a job well-done partnered with endless enthusiastic support." - Richelle Zizian, Publicity Manager, Hay House NYC

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Bonus Point:

Obtain competitors Old telephone numbers if someone in your market goes out of business to reap the rewards of thousands spent BY THEM on advertising and promotion. Bankrupt businesses can offer you a smorgasbord of assets hidden deep inside of that business like client/customer lists, supplier relationships, skilled workers, name recognition; future paid for-advertising, recognition, repositioned web sites, email addresses, insider relationships, and intellectual property for pennies on the dollar and allot more.

Len Wright is not only a powerful Joint Venture Coach but also a **Conscious Entrepreneur** and **Business Visionary** who has the unique ability to naturally connect the dots and create massive leverage within any business or project. His unique and powerful approach to Creating Win-Win Strategic Alliances makes him a much sought after and highly effective Joint Venture Coach.

Visit www.JVConnector.com today and
Learn how you too can Harness the extreme Power of Joint Ventures to grow your business.

"Your help with this project transformed the way I was thinking about it. Once you helped me see the possibilities, the deal became 10X bigger than what I had even hoped for. I used the language you recommended and because I focused on solving their problem, we were in a supercharged creative space where we found a way for everyone to win! Thank you so much for being who you are. Much love and gratitude for all you do, YOU ROCK, Len!"

~Charrise McCrorey, Owner/Certified Business Coach, Emergence Business Coaching, LLC
www.Emergencebiz.com

"In just the first session, I was able to see that even with a small network, I can start creating JV's. He has incredible energy, expertise and insight. The shifts I've made through coaching with Len, are making a huge difference in how I view my business and expand it. I'm in such gratitude for attracting him into my life."

Julie Mele, www.ProspertyLighthouse.com

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