

*Enlightened Listbuilding*

# *Juicy JV Jumpstart*

**Build Authority, Increase Visibility & Position Your Message Powerfully!**

**Adela Rubio**



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## Welcome

Let's get your year off to a great start by getting clear on your Authentic Message, the Hot Topics that your Tribe craves solutions on, and the kinds of joint ventures that you're ready and eager to implement in your business right away.

We'll explore the elements of what you'll need to get started hosting and participating in juicy joint ventures so that you can rock your business in 2012, by sharing your message with more people in less time!

### STEP 1: POSITION YOUR AUTHENTIC MESSAGE

Lets explore who you serve, the problems you help them with and how you provide solutions.

**Why:** What is your 'WHY'? Your why is the rocket fuel that propels your mission, your business and the bigger promise that inspires the Tribe that you serve. Your WHY is the catalyst that unleashes your innate genius and sparks sacred momentum in your world.

**What is the 'Why' that propels your vision? Take a moment to explore.**

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**Who:** The folks you're passionate to serve. You also understand their problems and their hopes and dreams. These folks read specific magazines, and hang out in particular spots. They like to congregate with others who are just like them. Where and who are they? **Paint a detailed picture of the Tribe that you serve. Make it personal and specific!**

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**What:** What problem do you help these folks solve? They may actually be facing the same challenges you did, a while back. The SAME ones you have now overcome.

**What are the top two problems that you solve?**

1. \_\_\_\_\_

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2. \_\_\_\_\_

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**How:** How do you deliver the solution? Is it through strategizing, coaching, live workshops, online training, teleclass? And ... is your Essence embodied in the way you deliver your content?

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**Articulate Your Authentic Message.** Alright! Let's see if we can put this all together as your *Who, What, How* with the bedrock of your *Why* flowing through it. There should be energy and excitement as you put the words together!

**If you were to share your Authentic Message with a prospective client or partner, what would you say?**

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*Mine might read something like this:*

*"I teach creative entrepreneurs how to share their message and build their tribe by creating their own community of joint venture partners."*

## Additional Notes

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## STEP 2: PACKAGE YOUR EXPERTISE

You should have two kinds of offers ready for Juicy JV's: a free offer and a fee offer. Before you decide on which will serve the partnership best, give some thought as to your objective for the JV:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Free Offer/Bonus Gift

Let's package your expertise in a Juicy Bonus Gift Bundle. This is more than your newsletter, or an e-series. This is a bundle of related bonuses that provide an experience of your expertise, in solving a specific problem. Your Free Offer should:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



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Here are some things, that you probably already have, that greatly enhance the value of your Juicy Bonus Gift Bundle:

_____	_____
_____	_____
_____	_____
_____	_____

**Need some help creating a gift? [Watch this video and download worksheet.](#)**

## Fee Offer

When determining which of your products, programs or services to offer in a JV make sure to consider the following:

- **Price Point.** It should be a price point that your JV's Tribe can easily say "Yes!" to. Your JV Partner will know what that is. Make sure to have a range of programs & products with different price points. \$97 - \$297 is a pretty safe price point.
- **Have an Affiliate Program.** You want your affiliates to be able to access their own statistics: how much traffic are they driving to the sales page, how many conversions, etc. A professional setup, affiliate program with promotional copy, will go a long way to a Juicy JV!
- **Affiliate Split.** How much will you pay your JV partner for directing traffic to your offer? Averages that I've seen in the coaching/consulting niche are 50% for products and 15%-35% for programs and services.
- **Affiliate Payout.** You should pay your Affiliates as soon as your guarantee period is up, but not later than 30-60 days max. It's not cool to drag your heels on affiliate payouts.



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**List Out Your Offers.** Take a moment to write out your free and fee offers. Think of the kinds of partnerships you'd like to explore and ensure that your offers align with the topics/niche markets of your potential Juicy JV Partners.

**List 1-2 Free Offers:**

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**List 1-2 Fee Offers:**

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## STEP 3: PARTNER TO SHARE YOUR MESSAGE

You'll want to find centers of influence who are already gathering a Tribe, very much like yours. Whether you're just starting to grow your list, or you've been online for a while, you can connect with partners who will be a perfect fit.

### BE A JV GUEST OR A JV HOST, OR BOTH!

There are lots of joint venture strategies, however, they all fall under two main categories: either you are a Guest or a Host. There are complex and simple models, which strategy is best for you depends on where you are in your business and what your goals are for the joint venture.

**Joint Venture Models for Guests.** These two models are the quickest way to get you partnering with others. Join a party that's already in progress, you don't have to create the technical or support infrastructure, you just show up and play!

1. \_\_\_\_\_

2. \_\_\_\_\_

**Joint Venture Models for Hosts.** Hosting joint ventures is a more advanced, though highly profitable strategy. It's what positions you for massive visibility, list building and profits. However, there are a lot more moving pieces. We'll cover from simple to complex. Which one is for you depends on what you already have in place and whether you have the resources to get up to speed quickly.



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1. \_\_\_\_\_

2. \_\_\_\_\_

**5 Essential Elements For a Juicy JV Guest.** Being a guest is a breeze, once you have these 5 essential elements in place. You'll be ready to partner again and again and again. Once you've been a fabulous guest word gets around and you'll be invited to more events than you can say "Yes!" to.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_



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**5 Things You Need to Host Juicy JV's.** If you're the host there are some extra things you need to have in place. This can be highly profitable and boost your list growth big time.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

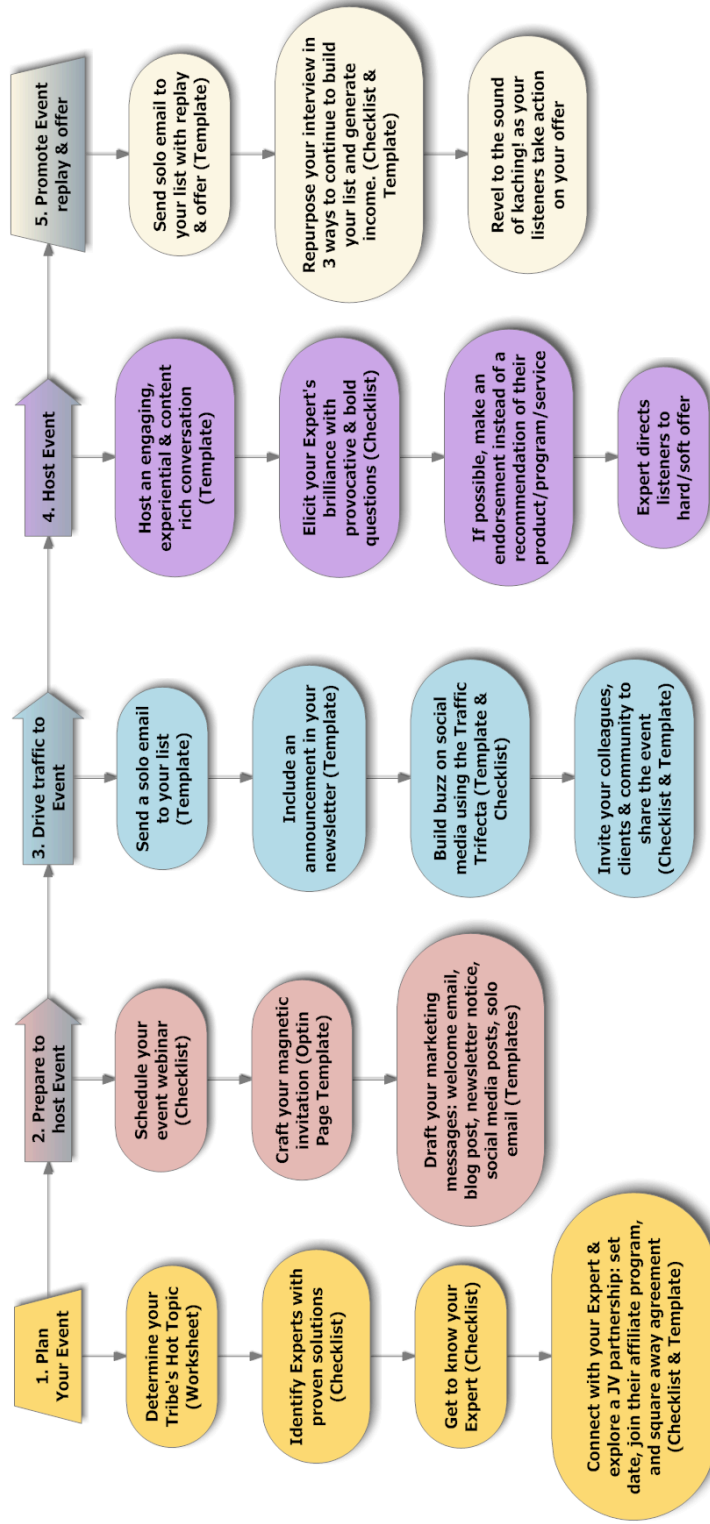
4. \_\_\_\_\_

5. \_\_\_\_\_



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## Enlightened Listbuilding Process Map

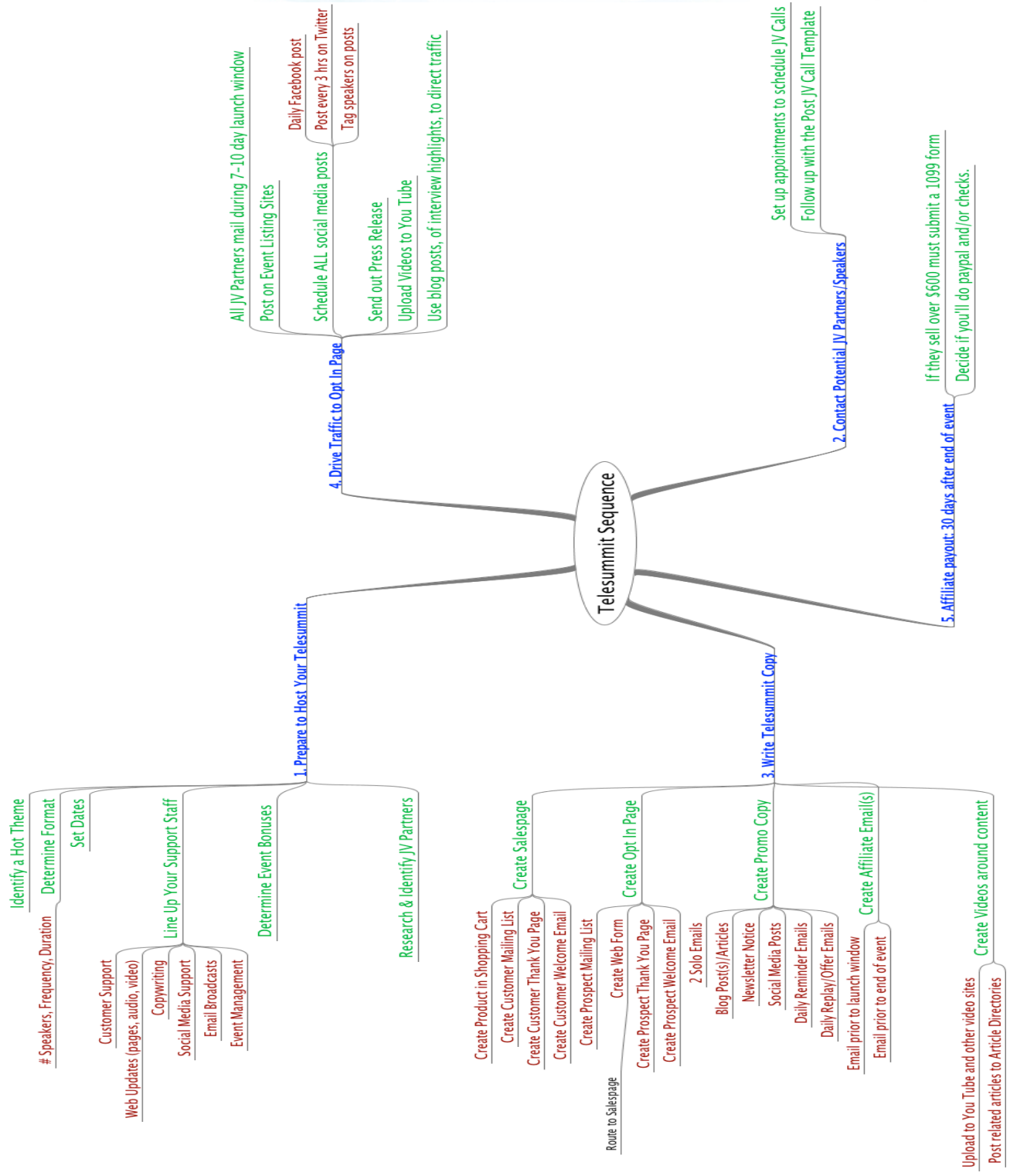


<http://enlightenedlistbuilding.com>

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## HOW TO FIND PARTNERS THAT SIZZLE.

You don't want to partner with just anyone. Yes, you can grow your list and you can generate income... but don't you want to connect with those FABulous partners that are partnership savvy and are easy to play with? You'll learn how to research and identify which Experts are a great fit for you and your community.

**6 Juicy JV Criteria.** The litmus test for Juicy JV Partnerships. Ensure that your partners, and YOU, meet these six criteria and odds are that your partnership will not only be profitable, but long term too. Plus... you'll have a blast working together.

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_
  6. \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**The TOP 5 Power Spots to Find Juicy JV's.** I've got seven ways I've found joint venture partners, but these 4 are where I've found the BEST ones. The ones I'm STILL playing with. Don't spin your wheels on other strategies, use the ones that work!



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1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**The Best Way to Connect with Potential Juicy JV's.** This ONE connection strategy is what creates rapport and synergy in any JV Partnership. Do not leave this out, or delegate it to your support staff!

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**Determine the JV Models for You.** It times to map out what kinds of joint ventures and which partners you'd like to play with next year. Take at least 30 minutes to explore...

**Pick 1-3 JV Models that you'd like to try on for 2012!**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Identify 6 Juicy JV Partners that you'd like to approach for 2012?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

You can use the [Juicy JV Worksheet](#) to help you keep track.





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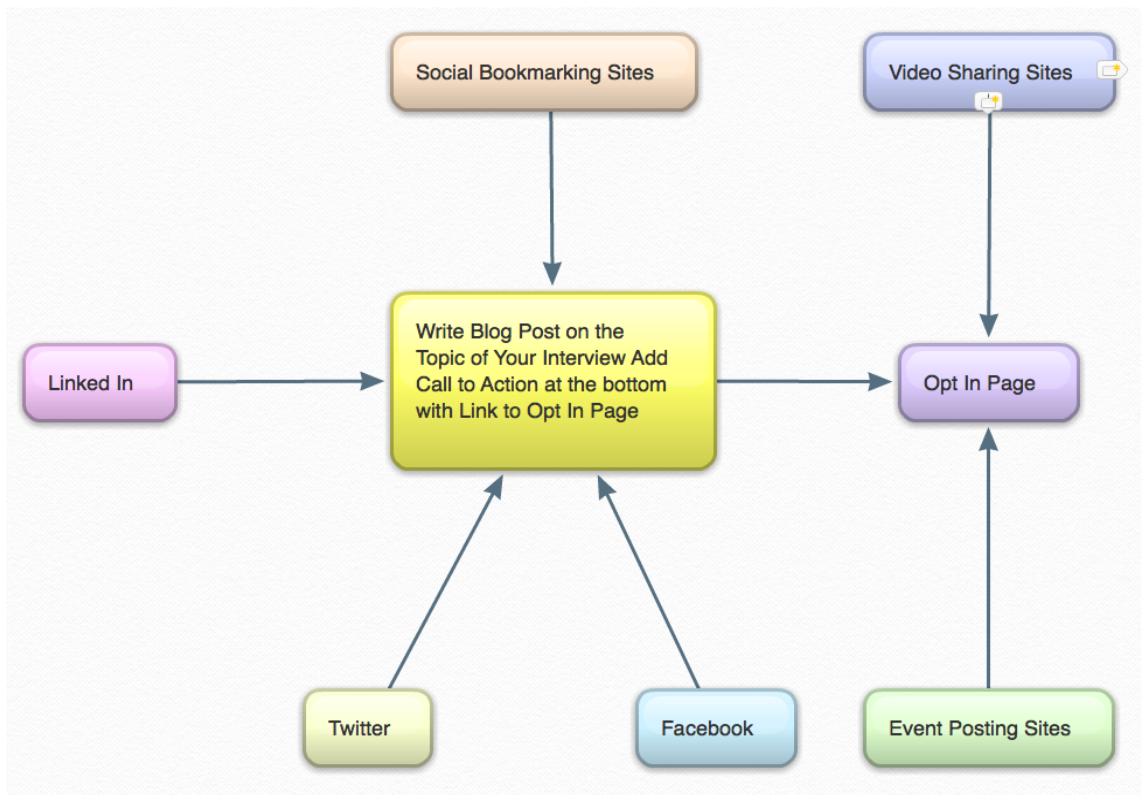
## SESSION 4: PROMOTE YOUR MESSAGE

Once you've got some Juicy JV's on the schedule you need to build some buzz and amp up the visibility to drive traffic for your events!

**3 Traffic Boosting Strategies.** This strategy will drive engaged traffic to your site.

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_  
\_\_\_\_\_

**4 Social Media Best Practices.** Set yourself up for success by determining your social media strategy. Build buzz for your event with the power of social media, the right way!

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
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**Buzz Building Strategy.** Consider how you can implement the Traffic Trifecta for your business.

**What is the easiest and most natural way for you to generate content?**

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**Which social media site is your home site?**

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## *Additional Notes*

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## About Adela



Adela Rubio is passionate about creating engaging and transformative online events through the power of partnership and community to grow your business fast.

She shares her Tribe-building expertise with community leaders and creative change agents who are looking to bring their message online, in order to increase their impact, influence and income.

Adela has been online since 2005, when she served as Community Coach for Coachville's Fully Alive Community. She also was Director of over 200+ Coachville Chapters and Study Groups. She's been hosting and managing online communities for the past eight years.

As a joint venture strategist, and expert tribe builder, she has hosted and produced over twelve virtual events, with more than 100+JV partners.

Her Enlightened Listbuilding program shows change agents, and Tribe leaders, how to build authority, increase visibility and position their message powerfully online, so they can share their message with more people in less time.

Adela was formerly the Technology Administrator for a New York City law firm and the co-owner of a World Gym franchise. Adela is also an Amazon bestseller, as contributing author to ***Trust Your Heart: Transform Your Ideas Into Income***.

Adela is an avid reader, creative writer and latin dancer. You can read some of her poetry and prose, along with her community members, at <http://thenakedwriter.com>.

You can learn more about Adela's programs, products and services at <http://www.enlightenedlistbuilding.com> and <http://adelarubio.com>.

