

Foreword

Dear Friend,

This book is short and it is short for good reason. You don't need to read 250 pages to learn something as simple as a Joint Venture. They are so simple you could teach it to your kids and they could even do it for you but my suggestion is don't do that. Do it yourself, you will learn more by doing it yourself than you ever will by having someone to do it for you.

As I have pointed out this book is simple and remember the simple things are sometimes hardest to implement because as human nature goes we like to complicate things. Please stop doing that immediately, you can let go of that pattern right now and move forward with a new, simple and easy approach to life and business.

What you are about to learn works, and works so well you should be paying a lot more than \$97 for the privilege of learning.

The only time it doesn't work is when people try to do it their "own way" based on all there years of experiences doing Joint Ventures (which is usually none). Get my point?

Do what I ask, don't argue (with yourself or me), do one step at a time in order and remember the organising principle that is marketing.

Test and measure everything!

Quick glossary - throughout this book I will refer to **Joint ventures as JV's** for simplicity sake and a **data base is nothing more than a customer base that has been captured** (name and primary email, address and sometimes mobile number) ideally in an electronic format (excel or other software) for promotional purposes.

So to sum it up very simply... If you do everything in here I ask you to do, there's a good chance you will be sending me an email (Kerwin@kerwinrae.com) sometime in the next 12 months with a story of how your business has been transformed from the power of this one incredibly simple and powerful strategy.

Once you have read this make no excuses or any empty promises just get off you royal dairyaire and make it happen. It may not work exactly as planned first time but **it will work if you use it** enough. No one ever learnt how to ride a bike by quitting when they fell off the first 5 times, they learnt because there was no other option but success but that's just child's play....and so is this.

It is not the mountain we conquer, it is ourselves.

To your success,

Kerwin Rae

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How to **Make A Million Dollars** with Joint Ventures...

From: [Kerwin Rae – The Business Marketing Expert](#)

Re: Making a million dollars in your business using Joint Ventures

Dear Friend and fellow business owner,

Thanks for downloading the most powerful ebook on the net for making money quickly in your small to medium sized business with Joint Ventures.

Let me jump into a few quick questions to see where you are at:

- ✓ **Are you in business and struggling to make ends meet?**
- ✓ **Have you been trying your best to market your business** through fancy marketing techniques only to find out they are a lot harder than you thought it would be?
- ✓ **Are you lazy and want to find the easiest things to do**, with the least amount of effort to make you business explode with a nuclear deployment of cash?
- ✓ **Are you making good money already and just want more?** Maybe you are sailing along nicely and just want to take your business to the next level to make even more money or prepare it for sale at a MUCH HIGHER VALUE than it is worth right now?

What ever your problem in business when it comes to making money, if you're open to learn I can provide you a solution...

That's a guarantee and my personal promise to You...

Pretty bold statement huh? I know... and I have the runs on the board to back it up, so relax sit back and read on...



Why should you listen to me?

Perhaps we have met or you've heard of me. I have been a Sales & Marketing specialist for close to 10 years and **in the past 5 years alone I have made well over \$10 Million dollars for my clients**, all of them were small to medium sized businesses.

And the surprising thing is most of it was made in the first 12 months of them working with me. I have literally exploded nearly every business that I have worked closely with 1 on 1.

Media Coverage...

I am the author of **"The Entrepreneurial Apprentice"** training system and co author of one the best selling series **"Secrets of Marketing Experts Exposed"**. I have been featured in **The Australian, The Sydney Morning Herald, The Financial Review, Australian Marketing Magazine, Qantas Business** and have been a regular on Talk Back Radio.



The Small Business Marketing Dilemma

You see for too long now people in the my field (the marketing field), the ones seen as experts, the so called guru's have been doing a really great job of making VERY SIMPLE THINGS appear to be VERY HARD.

It's Easier than You Think

I'm here to cut through the BS and show you a better way, a simple way and a very easy way to dramatically increase your cash flow and your profits for very little money and time outlay.

Sounds too good to be true doesn't it? You have to admit a statement like that can make some people wary... So let's just slow things down for a second before we **dive too deeply into the million dollar opportunity you have in front of you right now.**

Please don't fall into that trap. You know the one, right? The trap where you think "if it is good to be true, then it probably is so..." so you either stop listening, reading or worst of all learning.

We have all heard it before and I am a firm believer of being careful, heck sometimes I am even slightly skeptic myself... But never, never ever am I not open to listening to someone who has made millions with their ideas when they want to share them with me. Think about that statement.

I need you to be open now, and ***read on like your life's dreams depend on it.*** Because if you do what I ask you to do you will start living them, every day in less than 12 months.

"What it's going to take up to 12 months???"

Yes this will take at least 6-12 months to make you serious money. Please don't tell me you after a get rich quick scheme?

If you are keep moving friend as from where I am sitting the only get rich quick scheme I know is the lottery and unfortunately the odds are not in your favor.

Still here?

Great now the next page is very important so keep reading....

**"Never,
Never Ever
Am I Not
Open To
Listening To
Someone
Who Has
Made
Millions With
Their Ideas
When They
Want To
Share Them
With Me".**

There Are 4 Reasons Why You Should Read This Like Your Dream In Life Depend On It:

- 1. It works!** Surprise, surprise, but remember it only works when you follow the system there is no room for reinventing the wheel just yet. You can get “fancy” once you have cracked you first million.
- 2. It's simple.** Let me be vulnerable for a moment and tell you a bit about my personal weaknesses. I'm lazy, very lazy in fact and with that comes the gift of being able to make hard things very easy by breaking things down into bite sized pieces and removing the ones that don't work or make any sense.

I remove 80% of the work and only do 20% of anything and that 20% is the heart and soul of any strategy without all the time and page filler.

- 3. You could make a million dollars with this one method.** I had one client go from \$400,000 to over \$5 Million in 18 months and the main driver was JV's. Need I say more? What I am going to show you here is the single most powerful strategy I know for making money fast in business.
- 4. I have made all the mistakes for you so you don't have to.** I have done it all (well most of it anyways) and have made so many mistakes it would make you head spin.

I once stuffed up so bad I lost over \$30,000 on a method that wasn't executed properly. And do you know what happened? I never made that mistake again. And neither will you thanks to me making them for you. Let me take the guess work out of it with what you have in front of you right now.

What If I Told You That If You Implemented Everything You Are About To Read Here You Would Be A Millionaire In 12 Months Would You Do It?

***As you read this implement it. Don't wait till you have finished the book and the stars are aligned with your rising moon. Do everything in the order as you read it and do it now, no excuses...**

Joint Ventures Big Profits Made Easy

The 8 Organising Principles for Creating a Powerful and Profitable JV

1. **Identify your target market** – who are you customers?
2. **Identify other interests** your target market might have – commercially, socially, spiritually, sporting, recreation, leisure. What else do they do and where else do they spend their money?
3. **Identify other businesses that have already captured the market** you're targeting – **hint** the answers to the info above is the key.
4. **Create a compelling and irresistible offer** that will be enticing and exciting enough to generate enough interest in the prospective partner that will **get them to sit down with you**. Don't go for everything all at once start with a meeting nothing more.
5. **Make it Win–Win.** Work out an arrangement that will be mutually beneficial to everyone involved. This is called a win-win and it is crucial you know how to position your prospective partner's potential win out of the relationship.
6. **Identify all the actionable steps** on each side. Keep them to a minimum and keep them very simple. Simple gets done.
7. **Set a deadline** to get it implemented. It should be no longer than 2 weeks otherwise you have over an 80% chance that the JV deal will fall over.
8. **Get an endorsement** from the JV partner if possible***. Make them a customer by offering free products or services and take the time to make sure they "Love" what you do or at the least "like" it.

*"In many cases it is possible to set up a JV and have it exciting enough to get the partner to pay for **all** the promotional costs."*

"A personal endorsement can have a dramatic effect on your response rate"

Joint Ventures

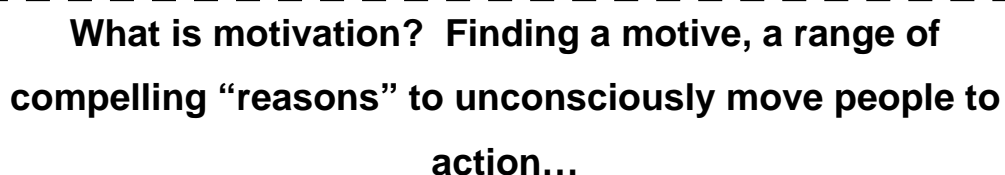
Now if you have been paying attention you would be getting the feeling that I think JV's would have to be one the best forms of lead generation on the planet.

Not only is it very powerful if targeted well it can also be one the most cost effective if set up properly in the early stages. I have had a number of clients set up JV's and the JV partner has bared all the costs because the offer was so strong – not bad huh?

Now before we go any further we need to under stand how people are motivated (prospective JV partners and their clients that you want).

People are motivated basically 2 ways:

1. **Emotionally.** This is what pulls them in, gets them high on chemicals from the brain based on the fantasy or the reality of “how” a product, service or JV will **give them something that they don't have**. Fill a void, fix a problem or provide a solution.
2. **Logically.** This is the “reason” we use to justify the emotional response “**to make sense**” of the decision we are about to make. This is where we present our brain with a range of perceived facts about why we should give in to our emotions.



What is motivation? Finding a motive, a range of compelling “reasons” to unconsciously move people to action...

So with that come 3 positions for your product, service and ultimately your JV.

1. **The emotional position.** This is for the emotional Driven decision makers. They are all emotionally driven when it comes to making a decision. These are the creative people, the right brainers as they are called and they are normally found in creative fields such as art, marketing, sales , hair and beauty just to name a few - you get the idea. They value ideas, dreams, fantasies and pictures.
2. **The logical Position.** This is for the other extreme. The people who are driven by logic and facts when it comes to making a decision. They are normally found in accounting, engineering, administration and sometimes finance. These people value structure and process driven, left brain dominated people.
3. **The Balanced Position.** This is to try and capture all of the above and more. This gives you the best of both worlds and will often set you apart from the rest because you answer both sides of the equation questions – does it feel right and does it make sense?

Now this is by no means an extensive breakdown of how to position products and services for the whole range of human personalities that are out there (otherwise I would be here for another 300 pages). This is the basics and a good place to start to recognise what we are dealing with.

*****Suggestion*** Find the balance of emotion and logic in
ALL of your offers**

[So what's a Joint Venture all about?](#)

In a nutshell a JV is nothing more than 2 businesses who share a common market place (customer) coming together and having each other promote the others business via a third party endorsement for mutual benefit.

Now to keep it simple a JV can be structured 2 ways.

1. **Profit share.** Where the businesses share the profits they make from promoting the others business to their customer base. If you're sharing the cost and all of the work load then 50/50 is a good deal. However if it involves more work on your side in some cases you can negotiate 10-20% of profit to go to your partner and you keep the balance.

Remember this is net profit share not net revenue share. Make sure you take the cost of sale out of it.

This can be hard to track, however online it can be done easily with tracking links.

2. **Mutual benefit.** Where you both agree that the mutual benefit of having each other promote and endorse each others business is sufficient reward. They keep the money they make from your customers and you keep the money you make from theirs. This keeps it nice and simple and there is less work for everyone involved.

On the next page I'm going to give you an example of an excellent Joint Venture that most people would have heard of...

Disney and McDonald's

When Disney started doing more movies they had a problem. They needed more customers to come to see their animated films. So the marketing department sat down and more than likely asked a similar series of questions to below.

Who are our best customers? (The answer was an obvious one – Kids.)

Who else is involved in the decision making process? (parents)

Who else shares our market, has captured our market but doesn't compete with our product but in fact can compliment our product? (Mac Donald's!!!)

I am sure most of us at some point have eaten at Mac Donald's. And for those of us with kids we would know very well what a "Happy Meal" is. And most of us would know that whenever Disney brings out a new movie **the little figurines** (*the trigger*) from the movie are sold in the Happy Meals from Mac Donald's along with a **voucher for adults at kids prices or a two for one deal** (*the compelling offer*).

Now when the child had a nice little figurine in their hand there is a great chance that their little creative minds are going to be in overdrive imagining how wonderful the movie would be and as a result they have a constant trigger (*the figurine*) about a product (*the movie*) that is being played with continuously. The kiddie plays with the figurine non stop and as a result he thinks about seeing the movie (*buying the product*) non-stop

The result is generally quite predictable, the child asks or in many cases **"kicks and screams"** (*the compelling emotional reason*) until the parents finally give in out of love or the desire to restore peace to the household. The parents often take the child to see the movie and they justify themselves

giving in to the fact that ***“well we have a voucher (the compelling logical reason)*** anyway, be a shame to waste it or lose the opportunity”.

And with that you now have the whole family packed up to go and see the new Disney movie. Success for Disney as they have used someone else’s framework and infrastructure to get their product into the hearts, minds and marketplace of their target audience.

It doesn’t end there; the parents go to the movies with the kids (because the parents always go with most kids in the age bracket that buy happy meals, giving Disney a much greater return) and when the parents actually hand over the voucher to receive their discount what happens next? The people at the movies hand over another voucher for the kids to receive 50cent cheeseburgers and the cycle is repeated.

So in essence these two companies who were not in direct competition with each other, and have the same target market. And they both tapped into the billions of dollars in invested advertising capital already invested by the other partner without spending a fraction of that to do so. The result was a significant increase in both bottom lines and a relationship that has lasted well over a decade or more.

This is a very brief summary of the Disney Mac Donald’s JV relationship but you get the idea right?

Joint Ventures = Big Profits Made Easy

Steps to Creating a Powerful and Profitable JV

1. Identify your **target market**
2. Identify **other interests** your target market might have
3. Identify **other businesses that have already captured the market** you're targeting
4. **Create a compelling offer** that will be enticing and exciting enough to generate enough interest in the prospective partner that will get them to sit down with you (do this through either a phone call or a letter and or both)
5. **Sell the benefits** of the arrangements to the JV partner, focusing on what they will get out of it NOT you and be open with how you will benefit so they know up front.
6. Work out an arrangement that will be **mutually beneficial** to everyone involved.
7. **Set a deadline** to get it implemented
8. **Get an endorsement** from the JV partner if possible***



In many cases it is possible to set up a JV and have it exciting enough to get the partner to pay for **all** the promotional costs.

*****A personal endorsement can have a dramatic effect on your response rate**

The Goal of Your Joint Venture

There are 2 things above everything else that you want to achieve

1. Access to another persons data base/ customer base
2. The ability to Capture the basic personal info of the people who respond to your offer to grow your marketable asset (your data base)
3. A relationship that can be fostered with another complimentary business.
4. Sales. (Notice how this comes last?)

Sales comes last because if you focus purely on sales and sacrifice the first 3 goals and end up with no sales what do you have left?

Nothing!

However if you get access, capture data (for future marketing, and foster a great relationship and end up getting no sales the first time guess what? You try again with a different angle and you can do this because you have achieved all your other goals.

At the end of the day you want to have access to their customers or data, which is their customers recorded details. I am a very big fan of using data as it allows you to email or mail personally the people that you are trying to target. And when you can target them personally you have a much greater chance of success with whatever offer you are making.

Having an endorsement can have a huge impact on the level of response as long as the person endorsing it has looked after their customers well.

“I have had an increase as high as 400% from an offer and the only difference was an endorsement that came from the business owner who I partnered with when he sent it to his customers.”

Let's get started what do we need to do?

The 8 steps to make it happen

Step 1. The approach

Make a list of at least 20-59 potential businesses; you can create your list from the yellow pages or even your local and major newspapers. Make sure firstly you approach a business based on your profiling exercise (who are your customers and what other interests do they have etc.).

You must make sure your approach is clear and appealing. The best form of approach is

1. A letter followed by
2. A phone call and repeated until you have got
3. An appointment to sit down for a friendly chat.

It is even worth offering a free service to get them in.

Step 2. The offer

Remember it is not about what's in it for you it's about what's in it for them and their customers. Never try to explain to a prospective JV partner what you want to do over the phone. A JV is a product just like any other hard goods or services that must be sold using a sales process and is best done face to face.

Step 3. The deal

Make sure the deal is clear & mutually beneficial in all areas. Who does what and who gets what? Be transparent and open with your margins and generally they will be too. Think the whole scenario through from start to finish and make sure you have all the bases covered on the first go to avoid any unhappy JV partners or unhappy JV partner clients.

You do not want to accidentally burn anyone's customers. In some cases if your offer and deal is appealing enough they will even pay for the promo.

Step 4. The medium

The best medium is to have a letter sent (a letter is best however you can also email or fax) from your JV partner to his clients describing your offer, endorsing it and telling them what you do. Make sure the letter is written in the A.I.D.A (follow the copywriting principles of selling with words) format!

Step 5. The endorsement

An endorsement can increase your response rate by over 300%. Make sure they have actually used your products or services and give an honest appraisal. An endorsement can be worth thousands of dollars in profit so don't overlook getting one even if you have to offer FREE services to your JV partner.

Step 6. The action

Set out a Joint Venture action plan with your JV partner outlining what has to be done and when. Assign tasks and dates to be completed and make sure you have a follow up procedure to manage it from start to finish. This is where it is where you make it or break it. You must follow through and get it done.

Step 7. The result

It's all about testing and measuring. What happened? Where can we improve? When can we do it again?

Step 8. What next?

Repeat & keep looking for new JV partners based on your profiling

IDEAS:

Restaurants	Solicitors
News Agencies	Printers
Clothing Stores	Advertising Companies
Photo Shops	Real Estate Agents
Gymnasiums	Car Dealerships
Nail Technicians	Naturopaths
Masseuses	Mechanics
Accountants	Florists

[Get the Yellow Pages and newspapers out and locate the businesses you want to approach now!](#)

This is something you can **act on right away for the price of a stamp!**
There is no limit to how many Joint Ventures you can set up! How many customers do you want? Who wouldn't want to offer a valuable gift for FREE to their clients?

Firstly write down the names of businesses you know that spring to mind...

A final note on finding Joint Venturing partners...

Joint Venturing is the territory of entrepreneurs. Entrepreneurs are creative and realize that many people they approach “don’t get it at first.” This is unconventional and many people will not have a reference for what you are proposing. You must become an educator and teach them the value of joint venturing.

[Whatever you do...don't give up!](#) Remember, like everything in business, its a numbers game. If you work the numbers it will work. Pretty soon you will have a measure on your results...but only if you take action. The power of getting customers given to you, for FREE, should be enough to keep you on this one.

Make sure you follow every letter up with a phone call. It is well documented that a simple follow up phone call can double, triple or quadruple the result!

Take action, educate the business owner, and give the client an incredible experience so you keep them for life. That’s how Joint Venturing will work for you.

Here are a few Joint Venture examples;

Hairdresser & Accountant

A hairdresser approached a well-known accountant in her local area and asked him if he enjoyed a quality service when it came to receiving a haircut. The accountant of course agreed that he did. She then offered for him to come down for a full service treatment of a wash, cut, blow dry and even said she would trim up his beard for him and she said she would do this at absolutely no cost what so ever. It was valued at \$45.

He was interested but being an accountant was also curious and asked what the catch was.

She then informed him that there was a catch and the catch was if he absolutely and thoroughly enjoyed the experience she wanted to give him 100 of these services to give to his best clients for FREE.

(Bearing in mind that his best clients had more than most when it came to disposable income and the hairdresser knew this)

In fact she said she would like for him to be able to give them away and even create the “impression” that he bought it as a gift for his clients.

She followed up by asking; “When was the last time you did something special for your best clients?” The answer was “never!” She then asked “do you think you would look like a good guy in the eyes of your clients if you did this for them?” The answer was obvious.

Here was the cruncher she then asked; “do you think your clients would be more likely to talk about you to their friends if you did this, giving you the opportunity to create more business through word of mouth?” He booked in for his treatment on the spot to see where this was going.

When the accountant went in he was treated to a level of service he was not used to; a glass of champagne on arrival with fresh strawberries and a hand made chocolate, he was then given a 5 minute head, neck and shoulder massage before being given all of the services he was promised and not begrudgingly.

All were done by happy, helpful and friendly staff that were only too happy to give him what he wanted, which was great service with a smile.

The result was obvious, he was only too happy to agree to give 100 of his best clients this gift for FREE. And the salon owner was thrilled she immediately was referred 100 high net worth people who all were referred to her business with a huge endorsement from their personal accountant who they obviously liked and trusted. The salon owner knew two things.

Firstly that her [lifetime value](#) of a client was approx \$5000 over 5 years. Secondly she had a client retention rate of over 60% on average.

The result was astounding she ended up having 64 people come in for their free service the first time the offer was made and from that she retained over 65% which was 42 people that had a combined 5year lifetime value of \$210,000.00 and that is if they refer no one else to her.

The accountant was so happy that he paid for the printing of the letter, stamps and even got his secretary to stuff the envelopes and post them. It cost my client \$0 upfront to market and she spent \$1142.00 to provide the free service which was recouped within 2 months of the promotion from repeat business she generated.

The result was two very happy people in business. The promo was run twice more and the hairdresser even did the same thing for the accountant by mailing her customers with a free offer that generated more business for him also.

This example above can be CHANGED to represent nearly any sort of business there is. The only thing that stops people is asking the right questions.

Newsagents and Lawnmowers

Who would have seen the connection? A newsagent approaches a lawnmower retailer and proposes a Joint Venture where they can mutually promote one and other to their clients in a unique way.

The newsagent approaches the mower man and asked him a few good quality questions; “how many people do you get through your doors and of that how many do you convert into business?” To which the response was not enough on both counts. With that the agent asked the mower man; “how would you like to get exposure to an additional 5,000 people a week?” Obvious answer!

The newsagent proposed the mower man put a display in the agents shop so that 5,000 of his customers every week for a month would get exposed to the mowing mans business he said he would also give away vouchers that offered a free 6 point safety check on all mowers to every customer (put in their carry bag) that made a purchase.

The condition was that the agent could give away the display at the end of it to one lucky customer who went in the draw by purchasing \$10.00 or more worth of products from his agency and every additional \$10 spent gave another chance to win.

The result was significant the mower man gave the agent a \$5,000+ display (his actual cost were 50% less for wholesale and he even go the mower supplier to subsidise it as he was promoting their brand of mower – smart!) and agent increased his average dollar sale immediately by every person who

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purchased something being told; “did you know if you spend just 3 dollars more (or what ever the figure was to bring it to \$10) you will go into the draw to win this display” (which they pointed out right there, which was a very powerful visual tool) this increased the average number of transactions as everyone wanted to buy everything from him to get the chance to win the \$5,000 + display and so came back more often.

There was an explosion in sales within days.

The lawnmower man was a happy camper. He sold more than 3 times what he would have sold from people who had seen the display and came in to buy it and he also got plenty of mechanical work that led to up sells to new products and other add on pieces.

This promotion cost the agent who set it up \$0 and the Mower man more than tripled his investment from the display giveaway.

Everybody made money!

There is no limit to the ability to set up JV's with any number of businesses all it takes is the right questions and the right approach.

Whenever you set up a JV it really comes down to being able to “sell” someone on the idea that what you are offering will help them either make money or raise their profile. It is all in the right approach the following are a few examples of letters that have been constructed for setting up a JV.

Use your imagination to make it suit your business and refer to the [A.I.D.A](#) for basic rules of thumb.

*This deal was facilitated by an associate of mine Brendan Guyer.

Letter 1 – Hairdresser to prospective JV Partner

How would you like \$6,500.00 to spend on your best clients without it costing you a cent? That's right \$6,500 to spend on your best clients for FREE!!!

Dear John,

John before I go on I just want to let you know I am not trying to sell you anything! I am just a local small business like you who has come up with a great way to promote both of our businesses.

John let me ask you one very quick question. When was the last time you took the time or spent the money to say, "thank you" to your best clients?

If you're like most people it's never or maybe at Xmas when you get your secretary to send out a few cards.

John, I am not sure if you are familiar with my business, I own and operate Michelle's on Park St, which is a men's and ladies hair salon that is dedicated to providing the very best service available not just in our area but also in our industry. How do I know that? Well that's exactly what our customers tell us, and I have the letters to show it.

So why does a hairdresser send a letter to an accountant?

John here's the thing, I am looking to align myself with another quality business in the local area and

I have been told by some of my client who are already your clients that you are very much quality orientated when it comes to fulfilling the needs and providing excellent service to you clients.

So what I would like to do is meet you with a difference. I would like to cordially invite you to come down to my business and have a full service provided on me at no charge.

In fact when you arrive you will be welcomed with a chilled glass of champagne or light beer served with a delicate hand made chocolate which you will indulge in whilst warming you aches away with a warm wheat bag around your neck that will prepare you for a head, neck and shoulder massage that will leave you drooling for more.

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You will then receive your service of choice with no restrictions at absolutely no charge to you!

That's right run of the house for FREE!

During that time we can have a chat and get to know each other I will be able to see whether or not you are the sort of person that would benefit from me giving you one hundred of these services for you to give to your best clients at no charge.

Now John to be fair I am looking at doing this for one business over the next month and I will be meeting a few local business owners before making any decisions so *call now* so as to not miss out on this, not just for yourself, however also imagine what your clients will say if they received a glowing little letter from you offering them all the same service at no charge, just because they are your client?

So don't wait John this is a very limited offer to one quality local business to take advantage of and as I am sure you would imagine it won't take long to find a willing business.

Pick up the phone right now and call me on 5555 5555 to book in for your FREE service as it is only available for the next 2 weeks.

Yours Sincerely

Michelle Smith

PS. Call before Thursday and you will also receive a shampoo and conditioner set valued at \$45 FREE just for coming down.

See you soon!

***This style letter can be changed to suit any style of business bearing in mind this was constructed purely on the [A.I.D.A](#) principle and was filled with lots of great words that made the offer compelling and exciting.**

Over the page is now an example of the letter that the hairdresser would give to the accountant to send to his clients.

Letter: From JV Partner to JV partners client base

How long has it been since the last time I said THANK YOU for being my client?

Dear Mary,

It was only last week I was in my office finishing up on some work getting ready to go home when it dawned on me that I couldn't remember the last time I said thank you for being my client and the timing of that thought couldn't have been better.

The next day I was booked to get my hair cut in a place I had never been to before and on my way there I was starting to wonder whether or not I should have just gone to my usual haunt. Until I got there!

When I arrived I was greeted with a genuinely warm smile from a young lady who was just as nice as could be, she then sat me down and gave me some magazines to look at while I was waiting and she wasn't even gone a minute before she returned with a silver tray bearing **a glass of chilled champagne and the most mouth watering hand made chocolate I had ever tasted.**

In jest to myself, I thought 'at last, someone sees me for the person that I really am!' And then after 2 sips and a bite of chocolate she was back again with a beautifully warm wheat bag which she gently placed around my neck. I thought she must have the wrong person I am here for a hair cut and I asked what it was for and she replied "**to loosen you up for your neck rub**".

I nearly fell off my chair in shock!

To cut a long story short after the champagne, chocolates, head and neck and shoulder massage I was then treated to one of the best hair cuts I have ever had.

I was left amazed with the level of service and attention to detail - nothing was too much trouble for them.

As I was leaving it hit me...

Imagine giving this as a gift to my very best and most valued clients. What if I gave it to You just as a way of saying than you for being my client?

So I asked to speak to the owner and with her help I have arranged to pay for a service for you to the value of \$65.00 with all of the same inclusions that I was privileged to receive.

It's just not that often I get the chance to say a BIG THANK YOU to my best and most respected clients.

Please call Michelle on 5555 5555 and just mention you're one of my clients and she will book you in.

Regards

John Smith

PS. If you book before 08/08/01 Michelle will also give you a special gift....of xxx

What else do you need?

Well if you're like some people you need you hand held or more detail.

For more information go to:

www.businessmasteryinternational.com and find out when we are running our next 1 day Marketing Extravaganza.

Mention that you have this ebook and you will get \$200 off your ticket price and [you can attend for only \\$97 for a full one day program with me.](#)

If you have learnt a lot over the last hour reading this wait till I get my hand on you for a whole day!

I will load you up with more money making information in one day than you could probably get in a year...

For those of you who want the nitty gritty detail of what to do and say along with more letters and scripts for setting up Million Dollar JV's get you hand on my

[Joint Venture Play Book](#) – which has every single detail covered for setting up strong and very profitable JV's.

Please email me your thoughts and feed back or testimonials or for more information please email info@kerwinrae.com.

Now go out there and make this happen and then send me an email telling me how much money you have made. If you do it and do it well, next time you're in town (Sydney) it will be dinner on me at my favourite Italian restaurant down the road and you can ask me any questions you want.

Be the best you can be,

Kerwin Rae