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Instructions

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Here is a link to a quick video that will show you how to

customize all of the messages in this set at one time:

http://www.lisamcope.com/customizing-messages

- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

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- Type your own information in to the "replace with" box.

- Click the “replace all” button.

You're done now just check to see if all of the information

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Copy and paste phrases

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"confirmation link" (found in your autoresponder service)

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Best of luck with your ventures,

Lisa M Cope,

If you need help or have questions, please visit the help desk:

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It is very important that you confirm your subscription

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Please take a minute and click the link below

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We will send your first tip as soon as we receive

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Remember we value your privacy. We will never rent,

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Message # 1

Subject line: Your First Issue of Understanding Joint Ventures

Hello "autoresponder code here",

Welcome to your first issue of Understanding Joint Ventures. Inside each issue, you will learn valuable information on how to set up, enter into and profit from strategic joint venture (JV) partnerships. This issue is a brief introduction to what joint ventures are, how they work and how they can benefit your business.

Whether you're new in the art of business or have been an entrepreneur for some time, you'll eventually presented with the idea of becoming part of a joint venture. While it may sound like complex business talk, a joint venture is simply a variation on the age-old idea of a business partnership. Of course, it's a little more complicated than that.

While similar to a business partnership, they allow more freedom for all parties involved. Generally, joint ventures are legal entities created when two or more companies combine their resources to achieve a goal. Small companies often enter them hoping to expand and global companies enter them to expand their reach into new markets and countries.

They usually come about in the way that most partnerships do. One party has something that the other wants and the other party is willing to share its resources to the benefit of both parties.

There are several advantages to joining a joint venture. The primary one is that a joint venture is a shared business. Meaning that work, resources, liabilities and profits are divided between two or more partners depending on the terms of the agreement. This enables all parties involved to enjoy a higher profit margin with less work and lower risk.

Usually, when a business enters a new market, the risks involved can be terrifying for the company even larger corporations tread lightly when they enter a market. Going into a joint venture with partners can make sure that the risk of failure isn’t devastating for the company.

Another advantage is that collaborating with someone who already has the infrastructure ready for your product enables you to deliver the product faster than other businesses. Trying to build up a distribution channel is a difficult proposition. It costs money and can be subject to delays.

On the other hand having ready-made distribution points provided by your partner can make it easier for your business to deliver the product and help you stay focused on your part of the operation. Joint ventures also carry with them the weight of the partners' reputations.

Imagine having a well-known and trusted brand backing you and how that could help grow your business, sell more of your products and increase your profits. Joint ventures are a great way to reach more customers, penetrate new market and expand your business. I hope this brief introduction gives you a general idea of what a JV partnership can do for your business.

Make sure you look for your next issue soon. We will be talking about more about the advantages of JV partnerships and what they can do for your business.

Thank you again for joining,

"your name here"

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Message # 2

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we talked about what joint ventures are and how they work. In this issue, we are going to talk more about what joint venture partnerships can do for your business.

As we discussed in your last issue, a joint venture is business association with two or more parties that involves merging resources for a particular purpose, project or goal. The first steps when considering entering into a joint venture is setting your business goals and understanding what you need from the partnership.

Your goal may be expanding marketing coverage, sourcing out information making new business contacts, building credibility with a specific target market, or accessing new markets that are hard to reach. After you understand your needs and set your goals, you should look for a trustworthy business partner who shares a common goal.

In the beginning stages, you should take time to research several prospective partners, exchange business ideas with them and see if your end goals are similar enough to from a successful partnership. Not all potential partners will fit the bill. You may need to consider quite a few before you find the right fit for your business.

Once you find a company that you want to work with and they agree to the partnership you’ll want to secure the venture with a written contract. You’ll need professional legal guidance for this, to protect the assets of all parties involved. We will talk more about that in another issue.

For now, let’s go over a few more advantages of joint ventures:

- Access to new technologies

If you want to enter into global markets to reach more consumers and increase profits, access to state-of-the-art technologies is very important. Joint ventures can provide a thriving or growing business with new technologies that sole business owners often can’t afford.

- Cost reduction

Costs of production, distribution, technology and transportation can be reduced with the right joint venture. It’s much easier to focus on product or service enhancement when you have additional resources to pull from and you don’t have to worry about exceeding costs.

- Improved market credibility

Many businesses struggle in the beginning when it comes to building credibility within their target market. The right joint venture can provide instant access to more customers and provide a certain level of built trust and confidence for any new project.

- Less competition

Since your fellow joint venture partner has formed an alliance with you and you share similar goals and interests there is no reason to compete with you for a share of your customer market when it comes to the joint project.

- Better market feedback

When a business is able to provide state-of-the art technologies, better market coverage, enhanced credibility and penetration, customers are able to give feedback more.

So as you can see the right joint venture can be a profitable alliance that can give any business access to more resources, less risk and a bigger share of their market. It can allow you to focus on developing your strengths and provide your business the ability to grow more quickly and in some cases can also open up to global opportunities that were once out of reach.

Make sure you look for your next issue soon. We will be talking about some of the main reasons why companies enter into joint ventures.

Until then,

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Message # 3

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we talked about what joint venture partnerships can do for your business. In this issue, we are going to go over some of the main reasons why companies enter into joint ventures.

Contrary to what many assume, a joint venture doesn’t always involve only two people. It can actually involve many more than that. While the general meaning is the same as that of a partnership they can often much more formal and official.

Joint ventures have been around for a long time but with today’s technologies, they are becoming increasingly popular for any size business from small companies to large corporations. They are great for startups and established businesses alike. This is because provide many benefits that we have discussed before including cost reduction, market penetration and reduced risk.

As we know, with a joint venture, business owners will sharing the risk with each other as well as the profits of the business. All the properties of the company or the entity created will be owned jointly and when the partnership ends or is dissolved, the properties will be divided equally unless otherwise stated of course in a legal agreement.

A joint venture can be long term or short term depending on the agreement between the involved parties. Often, there is no specified period of time, but rather a specified situation or goal.

Besides risk sharing, many business owners opt for a joint venture because of the benefits that they provide. One of which is access to resources. Say for instance one company holds a patent for a technology that another company needs to manufacture a product, instead of paying for the patent, the two companies can agree to do a joint venture. This can be for a specific amount of time where they will manufacture the product and divide the profits equally while still keeping the idea and the patent to each company.

Another reason for companies to go into a joint venture is geographical limitations. For instance, if you have a company that wants to reach into a country that has policies for foreigners owning their business, they can seek a partnership with a company to provide their product or service locally.

Another scenario is if a company who has a language barrier to contend when expanding their business in a particular country can opt to collaborate with a local company instead to minimize the hardships of reaching consumers.

Market access is another reason why some companies opt for joint ventures. Rather than spend millions introducing a product to the masses, a company can have a joint venture with a company who already has the market share and the access and just have that product or service bundled up with the local company’s own product or service.

Joint ventures are also started when companies need the additional funding for raising capital for a new business or for an expansion. Some lenders and banks also lend easier to companies that are in joint ventures because they feel that there is less risk involved with lending money to them.

Joint ventures provide unending benefits to anyone but keep in mind that care must be taken when choosing a partner because the success of the venture can depend on how compatible the partners are.

Make sure you look for your next issue soon. We will be talking about how to convince other companies to accept your joint venture offer.

Until then,

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Message # 4

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we talked about some of the main reasons why companies enter into joint ventures. In this issue, we are going to talk about how to convince other companies to accept your joint venture offer.

Whether your business is looking for a way to jumpstart profits or roll out an important project a joint venture may be the answer to achieving your goals much faster. If your business doesn’t have sufficient capital or technical expertise to get where it needs to go they are a great option too.

- But how do you get compatible companies to go into business with you?

It isn’t always easy to find JV partners who are willing to take on the risks involved in a new venture and persuade them to enter into an agreement with your business. To make the task less daunting and more successful, there are certain guidelines you should follow that will help make your offer more interesting and hopefully irresistible to potential partners.

First, highlight the win-win situation your proposed project could bring to your potential partner. Make the other company understand the practical and profitable benefits that they could gain by agreeing to become involved in the venture. Express the reasons why you are determined to make the venture a success. Be honest to tell them you’re your aim to expand, gain more exposure and increase revenues for both companies.

It’s a good idea not to make your joint venture proposal too lengthy. Remember the basic rule in business writing: Keep your message short, simple, direct and get to the point. Keep in mind that managers and owners of other companies are often too busy to spend hours browsing through a long formal joint venture offer. Once you get their attention you can provide them with all of the details.

Make the impression that you are a peer instead of a sales person trying to take their money. Personalized the proposal to the potential partners as much as possible, by including information about their business so they know you did you research.

When writing you first proposal use laymen’s terms and don’t include too much technical. They may not fully understand some of the technical terms and it may cause them to lose interest. You want your message to be comprehensive but easily understandable.

Let potential partners know you are willing to put in the time and work necessary to get the job done. They will appreciate your efforts and feel assured that they will be required to do less. The less work the proposed project requires from them, the greater is the possibility that they will agree to become your joint venture partner.

Don’t limit your list of potential partners only to major players in your industry. You may be surprised at how beneficial it can be to work with smaller companies can be when it comes to making your project successful. So be sure to take smaller businesses in the market into consideration. They could provide you with more resources and expertise than bigger companies can.

Lastly point out how your proposed venture can help their own customers and clients. Most companies won’t say no to projects that will benefit their existing customers and make their lives easier and more enjoyable. This will show them that you are committed to helping them provide better services to their clients, which will help them, trust you and assure them that you have their best interests in mind.

Make sure you look for your next issue soon. We will be talking about making the most out of any joint venture you enter.

Until then,

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Message # 5

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, how to convince other companies to accept your joint venture offer. In this issue, we are going to talk about making the most out of any joint venture you enter.

As we know, joint ventures are a popular way for companies to raise their profit margins and to lessen the risks involved in going into business. If you have been considering the prospect of going into a JV then chances are you’ve considered the up the pros and cons as well.

However, once you find the right partner to go into business with you’ll want to make sure that you do everything possible to ensure the success of the venture. You have to know how to maximize the relationship between you and your partner or it can end up being a disaster that doesn’t yield the desired results.

- Here are few pieces of advice to consider.

First, be sure to look out for your interests. Even though you may be partners, it doesn't mean that you shouldn’t protect yourself. Take note of what can benefit you in your business dealings and try to build your company's strength while solidifying your partnership. This way both companies will come out stronger in the end.

Remember that most joint ventures are a limited and you may eventually have to break off your relationship with your partner. So be sure to train your employees to do some of the tasks that your partner brings to the table so if the partnership comes to and end your business will still be able to function on its own.

It’s also a good idea to build up your list of contacts in the market so that you can cultivate your own business relationships. This way if the partnership dissolves your business won’t be left in the dust.

Secondly, look at what your business is putting into the partnership. Always remember that a joint venture is a partnership. There should be an equal division of work. If your partner is doing the easy part and not putting in the same amount of effort and resources as you are, it can be detrimental to your company's financial future. Having a partner that carries their own weight is essential to the success of any joint venture and its up to all parties involves to keep things honest.

Thirdly, pay attention to the venture itself. A joint venture is often like an independent business. You should keep an eye on its profit margins and losses. Make sure that you're in the black and are well aware of the market trends that may affect your partnership. You should also pay attention to the “joint” part of a joint venture. Make sure your relationship with your JV partner is both cordial and stable; this can make or break the partnership.

Always keep the lines of communication open between you and your partner. Remember that both you and your partner are focused on the bottom line and it is very important to the success of your venture if you can work together to achieve the end goal.

Make sure you look for your next issue soon. We will be talking about some important tips for ensuring a successful joint venture.

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Message # 6

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we talked about making the most out of any joint venture you enter. In this issue, we are going to go over some important tips for ensuring a successful joint venture.

It’s a sad but true fact, joint ventures aren’t always successful. This can be hard to imagine especially when the right partnership holds so many benefits for all concerned. We already know a solid JV can reduce risk, provide needed resources and give the participants access to additional information and ideas. Most of the time it is a win/win situation with everyone working towards the same goal.

Think about setting up a joint venture as if you were organizing an event. To plan the party and make it a success, you need a good caterer, a good party planner, great sound system, decorations and stage set-up. Each of these companies provide expertise that you can’t. When they come together, each putting their own products, technology, service or expertise on the table It’s a good example of a successful joint venture.

There are several vital elements to a joint venture and you need to look into each one to make sure that it will be a success.

The first one is the partners involved. Who will be the partners in the endeavor? Do you know them? Have you researched their personal background and company history? If it is a company, have you reviewed its performance and its current CEO or its leadership in general? It is important that you know these things about the partner that you will be seeking. A joint venture can fail when two incompatible partners come together.

The next element is the contractual agreement. As we know this is established so that the partnership, the goal, its duration and the contributions of each will be put into writing. This minimizes confusion and other potential problems in the future. It will also help avoid any discord because everyone involved will know what their role is.

Another element is the purpose and duration of the contract. Partners in the venture need to put into writing how long the partnership will last and if there is a provision for extending the contract for and additional time. This should be established at the start of the partnership. This way, everything is clear and the partners know how long they have to accomplish the objective of the project.

Keep in mind that most joint ventures aren’t forever. They can be long or short-term. Most of the time they only last long for the duration of the project. However, some may last longer especially for those who have products to sell in other markets than their own. Then they can continue for years until one partner or the other decides to back out of or extend the contract.

Lastly, there should be the joint property interest, which states which properties are shared and will be distributed to the partners in case the venture is dissolved. This states the percentage of the joint property that partners will get depending on their initial and continual contribution.

Make sure you look for your next issue soon. We will be talking about some of the drawbacks of entering into a joint venture

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Message # 7

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we talked about some important tips for ensuring a successful joint venture. In this issue, we are going to go over some of the drawbacks of entering into a joint venture.

Joint ventures are like a strategic alliance. They are often described as a collaborative effort in the form of legal entity like a corporation, partnership or limited liability company. The elements common to joint ventures include a shared interest, sharing profits and losses, equal right in the decision making process of the venture, and ethical relationship of trust between all the participants involved.

Over the last few issues, we have discussed the many benefits of entering into a joint venture but when they aren’t set up properly they can lead to unwanted burdens, risks, and ultimately disaster.

Let’s go over a few of the most common drawbacks:

- Loss of competitive advantage

Joint ventures, acquisitions, and alliances with an actual or potential competitor may jeopardize the cooperative advantage that a business might otherwise have developed in the absence of the relationship. As a participant, it’s important for you to evaluate whether your goals and business opportunities can be achieved even without assistance of competitors or whether the price of such opportunities and goals is excessive in light of the overall business objectives of the entity.

- Lack of control

Two heads is better than one, so they say. But no matter how the partnership is structured, all participants will inevitably lose some aspect of control over the project. That is the nature of a JV, in order for participants to gain; they must also give something up.

If you want your venture to be successful, you need to structure the management in such a way that your business retains as much control as possible without affecting the outcome of the project. This way all parties involved can be assured a certain level of trust going forward. Each partner must contribute complimentary skills and resources in the relationship to share in the mutual benefits.

- Administrative relations

Some joint ventures involve alliances formed with foreign entities. This kind of relationship can lead to substantial opportunities for a growing your business but it’s important to be mindful of local regulations and governmental procedures that may affect the success of the venture.

- Time constraints

For many businesses, entering to new venture is time-consuming. Getting to know all of the participants and developing a good working relationship can be challenging. For any joint venture to be successful, all parties involved must be prepared to put in the time and effort to get to know each other and to ensure completion of the project before entering in to the venture.

- Increased managerial burden

Shared control of any business can increase the burdens of management. Time constraints and a risk of deadlock can loom among participants. To avoid this type of situation, it’s important to have a carefully drafted joint venture agreement that describes everyone’s roles and responsibilities in the partnership. This will help eliminate confusion and minimize any problems that may come along with shared control.

Perhaps the most difficult part of a joint venture is that the law doesn’t generally recognize joint ventures as legal partnerships. This means, that the signed and preferably notarized joint venture agreement is the only thing protecting your business from exposure to liability or the wrongdoing of the other participants. By outlining the terms of the agreement carefully, you can protect yourself and your business.

Make sure you look for your next issue soon. We will be talking about what to look for in a joint venture partner.

Until then,

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Message # 8

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we talked about the drawbacks of entering into a joint venture. In this issue, we are going to go talk about what to look for in a joint venture partner.

As we know, joint ventures are very popular in the world of business. This mostly because they provide a wide range of benefits for any prospective company, both large and small. Including the sharing of resources while reducing the amount of risk that one of them would usually face alone. Another big benefit is that the cross-pollination of information between the companies can lead to faster product development and exciting new breakthroughs.

Financial support is also a great benefit; entering a new market or launching a new product can be costly but when you can spread out the cost between partners, it can help ease financial burdens and help ensure that losses aren't catastrophic if it falls through.

As we have discussed before, forming a joint venture can be very profitable for everyone involved. The thing is, for a partnership like this to prosper; you need to have a good partner.

Having a partner that doesn't carry their share of the responsibilities is even more of a burden than going it alone and a partner that is actively sabotaging your business relationship, whether intentionally or unintentionally, can be a tremendous problem for any business.

This is why it's so important to screen your prospective partners. So what should you be looking for in a potential partner?

Firstly, the company needs to have strong leadership. A solid hand on the wheel can help integration between two companies be a lot easier. Indecisive leadership or an unclear chain of command can cause problems like conflicting orders or lax discipline that can spell disaster for your partnership. Always do a background check of the head of the company for possible problems personality conflicts.

Secondly, take a long look at the other company's corporate culture. Many potential problems can crop up when your company's laid-back style clashes with the fast-paced one of your partner's. Your employees will be interacting and mingling with each other and creating a good rapport between them will be important.

Thirdly, the business needs comes into play. Draw up a list of what your business needs from the partnership. If you're looking for a distribution channel, check your prospective partner's market penetration and capabilities for delivering the product.

If you're looking for research and technical development (R&D), look at the company's track record on developing technology. Always have a set idea of what you want, that way you won't be disappointed when you're waiting for your partner to deliver the goods.

A company's track-record is usually public record for the shareholders' benefit and if not, have a background check done. When you think about it, all of these things can be summarized into one sentence: Know exactly whom you're going into business with. Remember, knowledge is power and that's the key to entering into a successful in a joint venture arrangement.

Make sure you look for your next issue soon. We will be talking about using joint ventures to get your business idea off the ground.

Until then,

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Message # 9

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we talked about what to look for in a joint venture partner. In this issue, we are going to go talk about using joint ventures to get your business idea off the ground.

So you've got this business idea that you think is going to be really big the problem is you don't have the resources to make it happen or, let’s say you've got everything set-up and all you need is a distribution channel.

You can go about in getting your idea off the ground or product to the market two ways. The first is you can use your own funds and set up your own distribution network. Both of which would require a lot of money, time and effort, or you could go into a joint venture with someone who already has presence in the market or has the capital you need.

In previous issues, we have discussed the many benefits of joint ventures and how they can reduced the costs and risks when entering into a new market. They can give your business access to local or knowledgeable talent. They can also help diversify your company holdings, and lessen the financial burden of going it alone.

In fact, many companies use joint ventures to increase their global reach, by collaborating with local businesses or manufactures in the area they are trying move in to. This way they can tap into the market as quickly and cost effectively as possible. Much faster than they could on their own.

This can also work on a lower level when a company who has no experience in a particular field goes into business with someone who's already in the market. This can be helpful for a small enterprise because it spreads out the potential losses and helps enhance your profit margin.

As with any business venture it’s important not rush into a partnership too quickly or lightly. The first thing that you should think about is whether you'll be able to commit your time and energy to the partnership. For something like this to be successful, you need to be willing to cooperate fully with your partner. If you're an independent spirit sharing your leadership role probably isn’t for you. However, if you think you can rein in your pride in the name of profit, then it can be a very beneficial option.

As we have discussed before, when it comes to choosing the right partner for your new venture, you should start by drawing up a list of prospective partners and doing your research. This means checking their backgrounds, history and to see if they have a good reputation and track-record.

Here are a few questions to consider:

- Have they been successful?

- How do they handle their employees?

- Do they have the resources you need from a good partner?

- Are they in other partnerships that could hurt your business?

- Are they willing to commit to the venture?

When you've narrowed down your options and settled on a potential partner, it's time to get into the nuts and bolts of the venture. Meet with them and hammer out all of the details. Drawing up a cooperative business plan should be your first priority. It will help ensure that everyone involved knows what is expected of them and that everything runs as smoothly as possible during the term of the contract.

Make sure that all parties involved agree to the terms and then have a contract drawn up, signed and notarized to make sure everything is legal and everyone is protected.

Make sure you look for your next issue soon. We will be talking about important tips to help you make your next joint venture productive and profitable.

Until then,

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Message # 10

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we talked about using joint ventures to get your business idea off the ground. In this issue, we are going to go over some important tips to help you make your next joint venture productive and profitable.

Making the decision to take part in a joint venture can truly help boost your business. In fact, they can be a very powerful and strategic move especially these days when competition is intense and resources are often limited.

If the goal for your business to achieve success, you have to approach every new venture using every bit of knowledge and resources available to you. If you don’t your efforts will more than likely end in a catastrophe.

It’s important to keep in mind that not all joint ventures succeed. That is why before you enter into one, you should consider all aspect of the venture and follow a few important guidelines.

Firstly, be sure you are pursuing the right goals for your business. As a manager or business owner, you should be able to look at the big picture. You should be strategic and logical at the same time. Before entering any joint venture agreement, be sure that you know exactly what you want to achieve. Knowing what you need from the partnership will help you choose the right projects and partners to move forward with.

The cardinal rule is to choose a specific project that will help your business grow and profit in the end. Your management skills and expertise as a business owner should help, when it comes to assessing whether or not a project will take your business where you want it to go. As I have mentioned many times before it’s important to carefully consider any proposed projects and use good business sense when it comes to making decisions.

Secondly, choose the right companies or people to work with. I know I’ve said this before but I can’t stress it enough, before entering into any venture, make sure you know who you are getting into business with.

Choosing the right joint venture partner it vital to your success. You should never enter into a project with someone just because they make an offer. As a rule, the right partners are those that uphold similar goals as your own. They should be reliable, trustworthy and willing to work hard to make the partnership a success.

Finally, be sure to choose partners that will bring what you need to the table. Ideally, you want to collaborate with a company that will be able to do things that you can’t do on your own or without investing substantial resources.

Make sure you look for your next issue soon. We will be talking about important things to consider before you take on your next joint venture.

Until then,

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Message # 11

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we went over a few tips to help you make your next joint venture productive and profitable. In this issue, we are going to go over some important things to consider before you take on your next joint venture.

Joint ventures are great for business but as we have discussed before they aren’t without disadvantages. Some are wildly successful while others crumble against the weight of the conflict. Therefore, before you opt into a joint venture, there are some things you should consider in order to make sure it will be successful.

- Your partner

Your partner must be somebody or a company who you trust and believe in. If you are thinking of collaborating with a company, research the owner as well as it’s key employees who are a part of running the business. You will need to work with these people if the joint venture moves forward. The potential partner you choose should share the vision that you have for the venture and for your company.

- Their contribution

Another important aspect that you need to consider is the contribution that each partner will have for the project. These contributions should be clearly stated and agreed to before beginning of the project. It’s also a good idea to include them in the JV contract or at the very least written down on paper and signed by each of the partners.

This way, everybody is aware of their roles, minimizing the potential to for misunderstandings and dereliction of duties. It’s also good to include a stipulation in the document that if any of the partners fail to honor the arrangement that can be removed from the project their share of the profits lessened or it can be can be dissolved completely.

- Exit strategy

There should also be something in writing about how long the partnership will last. Remember that most joint ventures are temporary. It’s good to have a specific end date and then include an option to extend for all parties. This is a good way to ensure that everybody who is staying in the joint venture is still committed to the partnership and isn’t just staying in it because of the contact.

- Property

When two companies go into a joint venture, they will be combining some of their assets. Make sure that the properties that each of you will be bringing to the table is equitable. It isn’t only in the number of properties but also the value attached to each one.

If the contributions aren’t the equal among the partners, make sure that you talk about it and put them into writing. The sharing of profits may depend on the contributions of properties. The bigger the contribution, the larger the percentage of your profits.

Make sure you look for your next issue soon. We will be talking about some reasons why you may not want to opt into a joint venture.

Until then,

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Message # 12

Subject line: Understanding Joint Ventures

Hello "autoresponder code here",

In the last issue, we talked about some things to consider before taking on your next joint venture. In this issue, we are going to talk about some reasons why you may not want to opt into a joint venture.

When you’re building up a business, one of the main things that you have to decide on is whether you can do it on your own or if you need a partner to carry some of the responsibilities.

This may seem such a no-brainer but don’t be fooled because it is one of the most important decisions you need to make for your business. Partnerships with other people may seem a good idea in the beginning, but if you don’t have the right partner they can also be a disaster especially when you don’t get along well.

If you can’t decide whether or not a joint venture is right for your business, here are some of the things that you should consider.

- Do you know your partner well?

One of the worst things that can happen to you when starting a business is working with a partner who drags you down. Trust me; there are plenty of situations like this in the business world. Even longtime friends who decide to work together can end up hating each other because of the business.

Before collaborating with anybody, make sure that you know them well. Ask yourself these questions:

- Do you have the same work ethic?

- Do you have the same drive?

- Do you have the same vision for the company?

- Can you trust him or her with your business?

These are just some of the questions that you need to ask yourself before you decide to partner with anyone.

- Do you need the money, expertise or the extra hand?

If the basic concept of the business is your idea, you may want to consider trying to make a go of it on your own first before seeking a partner. Keep in mind that you only need a partner if you need that person’s expertise, resources or if you don’t have enough capital to grow the business.

A partnership is also a good idea for people who have full time jobs and are only doing the business as a side job. They need the partner who can help them run the business.

If you don’t really need any of these three, I would advise you to start the business on your own at least in the beginning.

- Can you work with a partner?

Some people work well with others while others are complete disasters when it comes to dealing with other people. Examine your personality and see if you are cut out to be in a partnership.

Keep in mind that a partnership means that you won’t be boss, you’ll have to compromise and you will also have to relinquish some control when it comes to the decision making process. It’s like having a relationship it takes compatibility and work.

If you think your business needs a joint venture partner to grow and you still aren’t sure if it’s right for you then why not try working together on a short term basis to see if it’s a good fit. You can always extend the partnership if it works out well.

Make sure you look for your next issue soon.

Until then,

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In this issue let's go over ..................

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