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How to Develop a Joint Venture Opportunity!

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When you are considering a joint venture to propel your business to new levels of success, it is important to realize that a strategic alliance can be the ultimate form of leverage. The reason for this is that you can use other people's money, resources and customers to launch your business into new realms. Figuring out how to develop a strategic alliance opportunity can be the hardest part, however.

Joint Venture (effectively executed JVs) are the "best-kept secret" and most powerful way to grow your business in the shortest period of time (when you approach with the correct strategy... without the correct strategy you make no money. That is why most people who simple "network" really never make any money).

Simply put, a JV is a way of working together with others that will benefit all parties involved.

It sounds simple, and when you learn the joint venture blue print, the steps, and tools you must have it place, it can be! But it's that "X" Factor leveraging that really takes JVs to the next level and makes them extremely profitable.

I'm talking about EXPONENTIAL GROWTH!

You see, JVs help you work less and earn more because they divide your effort... while multiplying your results.

Imagine instantly tapping into a vast network of profit-churning resources that would take you DECADES to reproduce on your own (if you even could).

Simply put, Joint Ventures are the STEROIDS that rapidly build your business profit muscles.

And muscle is what it's all about. Leveraging your efforts to reach 10 x 10 x 10 times as many of your prospects that you could reach on your own.

When you are considering logical partners for your joint venture, keep in mind that a relationship of this type is a way of working together with others for a mutually beneficial outcome. If you are looking for the perfect partner to combine your resources with, consider a partner that has the most to offer to you, as well. You need to be sure that your customers, advertising and resources will benefit your joint venture partner or they won't be interested if you can't convince them.

This can allow you to share email lists, advertising costs and package your products to make more sales. This can be easily accomplished in a joint venture, especially if the company is already larger than yours and feels that your product will make their product offer more attractive. For example, if you sell a homemade bread product, partnering with a lunch meat, garlic butter or cheese manufacturer, in a joint venture offer, might make more sales, especially if a discount is given when a customer purchases both products.

Of course, you don't always need a product, you don't always need an email list and you don't always need money to start a joint venture partnership. You can form a business relationship with exclusive rights to sell other people's products, and you can find plenty of other people's lists and structure these opportunities with no capital needed upfront.

Sometimes, your strategic alliance partner may be able to bring some of these items to the deal and they will be more than willing if you can convince them that your partnership will be advantageous to them.

Of course, if your business is able to bring any of these things to the table, your joint venture proposition will be more attractive. Two smaller businesses can operate as one larger company in this type of opportunity and reap the benefits individually. It only takes the knowledge, desire and willingness to enter into a joint venture idea. You can look at it as little hinges can open big doors, when it comes to a joint venture proposition.

The two biggest keys to success with this marketing strategy are knowledge and action, which can amount to big profits. When you are armed for success, it is easy to combine these two ingredients for success. Forming a joint venture is the number one marketing tool that a business can have for the best profitability.

By combining efforts with other successful businesses through a joint venture or strategic alliance, your business will thrive and so will theirs.

Scott Letourneau is the founder and CEO of Nevada Corporate Planners, Inc. Over the past 13 years NCP has assisted more than 5,000 business owners form LLCs and corporations to get their business off to a fast start!

Go to <http://www.TheUltimateJointVentureBootCamp.com> to find out how you can master this ultimate form of leverage in Las Vegas on January 29, 30 and 31st!

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