

*Liz Tomey Presents...*



**THE**

# **BIG FAT LIE**

**FILES**

**EXPOSED:**

**All The Big Fat Lies  
You've Been Told  
About Joint Ventures**



**[JointVentureSeeker.com](http://JointVentureSeeker.com)**

**"Wanna Know WHY The 'Gurus' Are Screaming Mad At Me For Letting YOU In On Their ONE Secret That Makes Them More Money In Just ONE Single Month, Than Most People Make In Five Years Slaving Away At A Crappy Job?"**



**Joint Venture Seeker**

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**Dear Reader,**

My name is Liz Tomey, and I first want to thank you for picking up this report. I could go on to explain about me and all my businesses, and tell you why you just gotta listen to me, but frankly I'm not trying to directly sell you anything here, so we can skip all that! ☺  
*(If you want to know all about me, there's an about me section at the bottom of this report if you care to take a glance at it.)*

I've simply put some killer content in this report that I hope opens your mind and gives you several of those profitable **“ah-ha moments”**. This report is all about telling you the truth about some **out and out lies** that have been told over and over, and to give you some examples of some great techniques you can use to kick your business into overdrive.

**Let's get started...**

I want to say right off the bat, that I didn't write this report to knock anyone or any other product out there.

I wrote this report because there was a true need for it. I've got to tell you and most importantly **show** you that you've been told a lot of lies about joint ventures, and you're also under a spell about them that could be costing you money.

**I'm not going to mention names or point fingers.** I'm just going to show you some examples of some of the lies, and give you the truth about them. Then we'll move on and allow you to see some real examples of these truths. (*Yes, this is the killer stuff.*) So, let's get started with "**Big Fat Lie**" #1.

## [The Big Fat Lie Files](#)

### **Big Fat Lie #1 – Joint ventures can only be used to promote products.**

**Are you freaking kidding me?** This lie has caused a way of thinking that is costing you (*and a ton of other people*) a ton of money. If you are only using joint ventures to promote products, you are missing out not only on money, but so much more.

Joint ventures can be created to build lists, share resources, create products, and so much more.

**When you get the following statement out of your mind...**

*Joint ventures can only be used to promote products*

You literally unlock the keys to success. **Seriously!** I'm not over hyping this and I'll show you some examples that PROVE this in just a second.

### **Big Fat Lie #2 – You Can't Use Joint Ventures If You're A Newbie**

This lie alone is probably responsible for the **most failures and loss of money** from literally thousands upon thousands of newbies.

I'm going to give you some amazing examples later on in this report that's going to prove that this is a big fat lie, and that newbies can use joint ventures to profit wildly just like the big name guys.

### **Big Fat Lie #3 – You Have To Have A Bunch Of “Big Guns” To Successfully Launch Your Product**

Now this is more of a belief that has been spread more than anything. However, I can show you launch after launch that I have done and many others that have made them tens of thousands of dollars very quickly with just a few joint venture partners.

What I'm going to be showing you in the examples section about this lie will really blow your mind!

### **Big Fat Lie #4 – Joint Ventures Can Only Be Used In The Internet Marketing Niche**

Come on! This “only works in the IM niche” comment is getting really old. It seems people just keep saying this so you won't use what works.

I'll go out on a limb here and say that just about any joint venture tactic I teach you (let's say 99.5% of them) can be used in any niche.

Simply put, if you're trying to sell something or create something for a niche, joint ventures can be your number one power source.

### **Big Fat Lie #5 – There's An “Underground Ninja Warrior Chinese Secret” To Contacting Joint Venture Partners**

This has to be the biggest lie of them all. So many people believe there is some underground secret to finding, contacting, and getting a “yes” from a joint venture partners.

The truth is most people are just like you. Regular every day guys and gals. Treat them well, always have a win-win-win (*them-their customers-you*) situation, and you'll get a yes every time.

In the examples section, I'll be giving you some great ways to find, contact, and get a yes from a joint venture partner almost every time.

**Enough Of The Lies Liz...**

Okay, I hope you're getting the point here. All of these myths, lies, misconceptions (*whatever you choose to call them*) are really holding you back.

Joint ventures are literally at the corner stone of my business success, and no matter what niche or what level of marketing you are at, you can easily use joint ventures to do many many many many (*one more many? Naaahhh... I'll stop. ☺*) things that will make you money and build your business.

**So let's move on to the next section and dive into some examples...**

## Can You Handle The Truth?

**The first lie** we talked about was the "Joint Ventures Can Only Be Used To Promote Products" lie.

If you take only one thing away from this report, please let it be this...

If you keep believing this lie, you are going to fail, and you're going to fail miserably! Harsh, I know, but this really is the truth, and that's all I have to give you here. **Truth...**

Joint ventures are VERY powerful when it comes to doing product promotions, but they can be just as powerful when you use them to build your list, and create products too.

**Here's a great example of this...**

When I first got started in Internet marketing, I had nothing. No product, no list, no friends... Literally, I had nothing.

So, is what I did is I started looking at people within my niche. I found a few that I liked and started communicating with them. These were my first "friends".

One of these friends (Mike Steup) was having a giveaway, and invited me to participate in it.

**Side Note:** A giveaway is when X amount of people get together, throw their kick butt products into a pot, and all mail to one page. It builds everyone's list.

This single invite from this new friend allowed me to build a list of 2,000 people. This was a list building joint venture. Had Mike not realized that you could use joint ventures to build lists, and came up with a plan to do it, I might not be writing this report right now because I would have failed without that list.

**There are dozens upon dozens of ways to use joint ventures to build your list...**

- Thank you page ad swaps
- Autoresponder swaps
- Giveaways
- Interviews
- Teleseminars
- Workshops

I could go on and on here, but the point I want to make to you is that by opening your mind and seeing that joint ventures aren't all about product promotions, you can add even more to your business just like Mike and I did with using joint ventures to build your list.

Looking back at my four years in Internet marketing, I'd have to say the **number one** reason I have such a big list is all credited to joint ventures in one form or another.

*Now let's switch gears here for a minute and talk about product creation joint ventures.*

We're going to take another trip back in time here, and talk about my very first product. It's a good story, so follow along... 😊

In July of 2004 I came out with [JointVentureSeeker.com](http://JointVentureSeeker.com) It was my first product ever, and one of the corner stones of my business that catapulted me to success.

Basically I was hanging out in forums, and I had seen a lot of talk about joint ventures. I was a newbie and figured there were other newbies out there who wanted to do joint ventures, so I started asking the experts how to do it.

People came out of the woodwork to give me advice. I asked several of them if I could use their info in a product, and every single one of them was all for it. Basically, all of these people created my first product for me. I just took the information and put it into a digestible format (ebook).

**This was a product creation joint venture, and it's what gave me my start!**

As you can see, getting the thought that joint venture product promotions are the only way to go, you can build your list and create products using joint ventures.

Getting this little lie out of my head is the number one reason I'm where I'm at today with a successful 6 figure business. No matter what your marketing status or niche, you could easily be doing the same thing.

*Okay, now that I've beat that to death 😊 let's move on to our next big lie and prove that one wrong too...*

**The second lie** we talked about was the fact that if you were a newbie you couldn't do joint ventures.

Wow! Now that's a big one...

In the examples I've just talked about I was a newbie. I'm literally walking proof that joint ventures can be used by newbies.

No matter what niche you're in, if you're new to the market, or new to marketing period, you can use joint ventures to build your list, create a product, and make sales.

Now I'm not going to go into some big how to lesson here, but let me quickly give you a blueprint that will allow you to do this. It's the same blueprint I used to get my start.

### **The Newbie JV Blueprint For Total Success**

**Step #1:** Pick a topic within your niche.

**Step #2:** Find 3-5 experts in the niche.

**Step #3:** Interview these experts.

**Step #4:** Turn the interviews into a product.

**Step #5:** Set the product up for sale.

**Step #6:** Go back to the people you interview and ask them to promote.

**Step #7:** \$\$\$\$\$

Now I will be honest and say there are some more ingredients to this, and some real work, but it will allow you to have a product that you don't have to create, allow you to build your list (*a list of buyers at that*), and allow you to make sales.

If you take the above blueprint, and use it's full potential of incorporating the three main types of joint ventures (*product creation, list building, and product promotion joint ventures*) you can get you start in your niche just like I did.

That's two lies I've proved wrong so far. Let's prove the other three wrong now...

**The third lie** we talked about was the "*You Have To Have A Bunch Of "Big Guns" To Successfully Launch Your Product*".

Oh yes, this one is a lie to, and is mostly spread within the Internet marketing niche. When you have your product all completed, and your marketing system in place, having

just a few “key players” can most of the time be better than trying to get all of the “big guns” on board at one time.

Let’s take my [AdSenseNewbieVideos.com](http://AdSenseNewbieVideos.com) as an example.

I launched this site in the summer of 2006. You probably didn’t hear about it because I didn’t have every big gun in Internet marketing promoting it for me. I went to 4 people that I thought would make perfect joint venture partners. I explained this was not a big launch, and to get the site started I was only going to have a few people promote it.

These 4 key people jumped at the opportunity because they didn’t have to compete with so many people.

Did I make \$100,000,000 with this launch? Not even close... It took 3 weeks for all 4 of these people to promote the site. At the end of that 3 weeks, I had done over \$60,000 in sales.

Not only that, but I had more people on my list, and a load of new affiliates who were now (*and still to this day*) promoting the site for me.

You see, by just having a few key players, they didn’t have to compete with everyone. They were more than happy to help me, and made more money because of the way I did this.

They still added money to my pocket, subscribers to my list, and got several affiliates for me.

On your next launch really think about this. Don’t try to spend a ton of time getting everyone on board. Yes, a crap load of money at once is great. I won’t lie and say it’s not, but if you have an evergreen site (meaning *a site that is up all the time that can make you sales*) you can slowly get partners over time who will constantly make you money. More will even be more willing to do it because they don’t have to deal with the pressure and competition of a huge launch.

**The fourth lie** we talked about, “*Joint Ventures Can Only Be Used In The Internet Marketing Niche*” is something that I’ve just heard absolutely enough of.

Marketing is marketing, and different tactics are going to work a bit differently, but for the most part, what you do for one niche you can do for another.

The basic principles in online marketing are build your list, create a product, leverage others to build your list more and sell your product.

What about that can you NOT do in niches outside of Internet marketing? The answer to that is nothing.

Currently I am working in the travel guide niche. I have a travel guide related to Brazil, so is what I'm doing is going out, finding others who are in the travel niche, and joint venturing with them to build my list, create more products for this niche, and make sales for me.

I can walk into any niche with buyers and do joint ventures in the three main ways which are list building, product creation, and product promotion.

All you have to do is take what you've learned about doing joint ventures and apply it to your niche.

If you want to be in the health niche and don't have a product. Find the experts, interview them, have them write something for your ebook, or any other way you can think of to have them help you create your product.

You can then go back to these guys when the product is done, and get them to promote it for you. This will build your list and get you sales.

If you're in the dog niche, self-help niche, any other niche, joint ventures will build your business faster than any other single thing you will ever do. **Hands down!**

I think I've made my point here... ☺ Shall I shut up and move on?

**The fifth and final lie** we talked about, "*There's An "Underground Ninja Warrior Chinese Secret" To Contacting Joint Venture Partners*".

The simple answer to this is... No there's not!

Let's prove this...

You're a single guy, and you're in a bar on a Saturday night. You see this hottie that you would give anything to go out with. You've never seen her in your life, but she's hot and you just gotta date her.

So, do you...

**A:** Walk right up to her and stick your tongue down her throat?

**B:** Tell the bar tender to send her over another of whatever she is drinking from you?

If you said A, you're never going to get a date, and you're probably going to be spending a lot of time in jail, so none of this really matters to you.

If you said B, then you picked the right answer!

So when you are contacting joint venture partners don't just walk up to them and shove your joint venture proposal down their throat. Instead take the time to get to know them. Find out how you can help them, and naturally they'll want to help you.

If that's an "underground ninja warrior ancient Chinese secret" then I guess it's not a lie... 😊

Seriously though; it's all about treating others as you would want them to treat you.

Let me give you a current example...

I'm sure you know *Sterling Valentine*. If you don't he's a big guru guy (*you know I love you Sterling*) that would make the ultimate joint venture partner. He's very well connected, an amazing marketer, and a well known guy all around.

Have I ever asked Sterling for a joint venture of any kind? Absolutely not, and the reason being is I would rather have a long term relationship with him than a one off promotion of one of my products.

Now it just so happens that Sterling is one of my friends, but I want to help him before he helps me. Why? Because that's what friends do.

You need to think of your joint venture partners as long term "buddies". No you don't have to talk to them every day, no you don't have to be their drinking buddy, but there has to be a foundation laid, and then in time a good relationship built so you can benefit from each other over and over again.

Just like life... Why do you get married? To have a partner go through life with you, right? You want many things from that person, not just a one off thing.

Your joint venture partners should be the same way! Think of each of them as a potential relationship, and you will know the real secret here. 😊

## [I Told You They Where Lying](#)

So we've now covered the 5 main "lies" you're being told about joint ventures. Is what I really want you to take away from this report is this...

**No matter what market you are in, no matter what status level of marketer you are, you can use joint ventures to create products, build lists, and make sales.**

If you will burn the above statement into your mind, you will be an unstoppable marketing machine!

Take what you've learned from this short report, see where you can apply these joint venture tactics and I can promise you that you will see more results from using joint ventures than any other marketing tactic out there!

They really are that powerful and many others along with myself are prime examples of this!

Liz Tomey

[JointVentureSeeker.com](http://JointVentureSeeker.com)

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