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Beginners Guide To JV Giveaways

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Beginners Guide To JV Giveaways

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Beginners Guide To JV Giveaways

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JV Giveaways Explained

Have you ever heard that “**the money is in the list**” or “the fortune is in the follow up”?

It's no different in the Internet Marketing industry. Building subscriber base provides surefire way to create residual income long term.

To build a brand called **YOU** and to gain a strong identity as an internet marketer, you need to be actively building your own subscriber list.

When building lists, marketers run advertising campaigns such as:

- Pay-Per-Click
- Ad Swaps,
- Article Marketing,
- Joint Ventures,
- Affiliate Recruitment Drive,
- Press Releases,
- Traffic Exchanges,
- Paid E-zine/Web Advertising

Now for beginning marketers with a tight budget, some of these methods require costs and all well-executed list-building campaigns demand a high degree of skill.

In the last couple of years, the Internet Marketing circle conceived a new method of list building called:

JV Giveaways

It can be carried out as and when you – or anyone – like to. And to join a JV Giveaway event in the shoes of a contributor or JV partner costs **zero**, while potentially generating **thousands** of subscribers through joining Giveaway events.

And to get kick started, you just need a gift of your own and an auto responder to capture subscriber's information.

How Does JV Giveaway Work?

Well it works like this: think of a GIANT ad swap.

In a regular ad swap deal, you and another list owner (who probably has a similar mailing list size as yours) do an ad exchange.

1. You send the partner's advertisement to your mailing list.
2. Your partner sends YOUR advertisement to his or her mailing list.

Usually, you will want to send an ad that encourages the reader to **subscribe to your mailing list** (we've been talking about it until now so you know the drill).

You can call this "**legally stealing subscribers**" if you want to. After all, the average subscriber reads more than 10-20 newsletters, possibly more, which is a perfect norm these days.

While ad swapping is a perfect way to build your mailing list by playing the game of "**using subscribers to make subscribers**", the leverage effect is often **1:1** in a real sense.

During the Giveaway events, the host invites partners, who own email lists in the same niche to contribute a gift.

The gifts always come in digitally downloadable products, like:

- E-Book,
 - Report,
 - Audio/Video product,
 - Membership pass, and/or
 - Software/Script
-

The host of the event then pools all the gifts contributed collectively by the partners in **one page or member's area**. Visitors will go to download any gifts of their choice, and the link of the gift they click on brings them to the individual partner's signup page.

You, as the partner, prepare an opt-in page for visitors to sign up to your mailing list to download your gift. Similar to the one you used to obtain this report during the recent event.

So in a real essence, **anyone who wants to download your gift must opt into your mailing list to download your gift.**

Your visitors-turned-subscribers now either continue to subscribe or cancel their subscription to your mailing list at any time.

Of course, you should carefully nurture your relationship with the newcomers to your mailing list or e-zine or membership site so that they'd stay on your mail and receive your backend promotions.

Okay, so that's EXACTLY how you're going to build your mailing list after all. **But where DO these visitors come from?**

Like ad swaps, Give Away events **use subscribers to make subscribers.**

On the launch day and during the limited time event, you and other partners endorse the Give Away event to your individual mailing lists.

In other words, you will tell YOUR own subscribers to go to the Giveaway event to download their gifts at zero-cost.

You should then instruct your subscribers to check out the Giveaway event on a website where all they visit to download the gifts. With the host and other partners' abilities to market, it becomes a massive gathering of traffic at the website where you present your gift..

In this collective effort, you receive plenty of signups in a short time span.

How to Join a JV Giveaway Event As a Contributor

Although you can register as a subscriber to a JV Giveaway event with just a name and email address, I will be talking strictly about joining the event as a contributor in this chapter.

Your Own Mailing List

That's right. Giveaway events are pretty similar to ad swaps or co-registration in one thing common: **it's using subscribers to make subscribers.**

Bear in mind, though, that having your own mailing list just isn't enough; **you need to have a substantial one.**

Nobody likes a free rider in any Giveaway event. Period. And don't let that person be you. Unless you can contribute subscribers almost up to par with other partners, you're better off not joining a Giveaway event in the first place.

As a matter of fact, most (if not all) Giveaway event hosts are *strict* about partners having a minimum mailing list size before participating in their event. Also, it's important to note that you have to be willing and agree to their minimum mailing frequency to your mailing list; notifying your subscribers about the event you're joining.

While **NOT** all Giveaway events are equal in their system, quality and results, you can qualify for a **big** number of Giveaway events as long as you have over 1,000 opt-in subscribers, from my experience.

Your Own Gift

This is yet another **critical** success factor (more than just a need to join a Giveaway event.).

Many events accept digital products of some kind. Things like E-Books, software, scripts, Resell Rights, Private Label Content, membership passes, reports, you name it.

In short, prepare a digital product you are ready to part with.

In addition, you're better off creating your own gift so you can give it away in your name and brand it in the process. You don't want your visitors remembering other people while you're going a great length giving them away to build your list.

Creating your own gift doesn't have to be hard, however. You can, for example, write a 4-8 page report (easy feat, really) on a topic you know well. If you own a membership site, you can give a trial pass away or even offer a "lite" version.

Important Tip: take a lot of pride and effort in creating a quality gift. This gift is going to make your first impression good or bad. So don't take it for granted... because people will be downloading it by the masses.

Auto Responder

This is pretty much a given if you already own a mailing list. But let's address a couple of important concerns.

Firstly, be sure to require a double opt-in for your visitors. This is in effort to prevent phoney details being keyed into your signup form by freebie seekers... who also want to take a step further in putting you into trouble such as spam issues. By requiring visitors to confirm their subscription from valid email addresses, you can cut more than a bunch of spam risks at stake.

Secondly, be sure to sign up for a reliable auto responder account. You wouldn't want to use an auto responder that produces a high bounce rate otherwise your list building efforts would be literally wasted.

[Aweber](#) helps you accomplish all of these.

Squeeze/Lead Capture Page

This is the page where your would-be subscribers would view the full important details of your gift.

Usually, this page is not shared publicly and used specially for Giveaway events and incidentally, you also include the opt-in form at the bottom of the page.

Be sure to include the following details in your landing/signup page:

- The benefits of your gift,

- Remind your visitor that he or she is required to sign up to your mailing list in order to download the gift,
- You will NOT rent, share or sell his or her details away,
- And that he or she can cancel her subscription at any time.

Support/Email Address

Be sure to include a way your visitors or subscribers can contact you on your landing page and thank you page.

You wouldn't want to trouble the JV Giveaway event host into handling yours. Besides, where your gift and signup are concerned, it's your domain and territory to take care of.

It's advisable to include a link to your support helpdesk on these pages over your email address, if you have a support helpdesk. Otherwise, email would work, too.

Miscellaneous

These are some other important things you may want to include in your JV Giveaway event preparation as a partner and contributor:

Photo & Signature – it would make your landing page more professional looking, and might just help with your signup rate boosting. Also, some events might require your photo so be prepared to have your best photo available.

Gift Image – people DO judge a book by its cover especially online. Be sure to prepare your gift image at various sizes (large, medium and small) because chances are that the Giveaway event host will need one from you to display on the gifts page.

Forwarding/Tracking Link – while not mandatory, it would be good to have one so you can monitor your click throughs for both “sending subscribers to the Give Away event” and “how many people are clicking through your landing page to see your gift” so you can monitor the signup conversion rate.

How to Identify a Quality Giveaways

Remember Not All Give Away Events Are Created Equal

Having said that, some JV Giveaways are great, some good and the others... real bad.
☹

In fact recently, a number of marketers believe that Giveaway events are beginning to become “wash outs” or diluted in their quality, and that they won’t work like a charm as they used to.

Now for the great news: Giveaway events are **still workable and viable** list building models – as long as they are done right!

It’s really only a matter of joining the right Give Away event. So what makes a good Giveaway event... good? Some important criteria you will want to look out for are listed below:

JV Giveaway Event Factor #1: **The Partners are Cooperative**

In short, are the partners in the same event as you are willing to endorse the event to their mailing lists as required? While it’s hard to tell if this is going to be your first few times giving a try at building your list through such events, you can usually tell whether the partners are cooperative or not if the partners are somewhat closely related or working together with the host.

This substantial difference can be seen in both of what I call “**Massive**” Giveaway Events and “**Mini**” Giveaway events.

Massive Giveaway events are usually participated by more than 20-30 marketers in the same event, and its growth is often encouraged by the use of affiliate programs.

Mini Giveaway events, on the other hand, are somewhat more “closed door” whereby the host is more selective of the partners he or she chose to work with.

While I cannot say which type of event is better than the other, from my experience, Mini events have most cooperative partners due to bias choosing

and “closed door” invitation. Incidentally, it’s harder to enter a Mini Giveaway event as an outsider.

Massive ones may or may not produce good signup results depending on the partners who join in. If the event is full of unknown marketers or free riders, you probably can tell that it might not be executed well.

JV Giveaway Event Factor #2:

There Are Some Hard-Hitting Partners in the Same Event

If there are a couple of reputable partners joining in the same event, it would be a good chance to hitch a ride.

Important tip: In many cases, I learned that some top marketers usually just join in without putting in any effort in endorsing (which makes him or her a free rider, too). So if you learn that the specific marketer is that kind of person in nature, it’s probably not wise to join in that Giveaway event... because the biggest free rider is there.

Not all top marketers are like this, fortunately.

JV Giveaway Event Factor #3:

The Event Host is Trusted & Responsible

You can tell this if the event host regularly updates his or her partners on the event – before, during and after.

The event host is considered responsible if he or she monitors the event carefully on a regular basis, and that he or she DOES indeed remove the free riders from the event promptly, justifying other active partners’ efforts.

JV Giveaway Event Factor #4:

The Event Has A Reputation

If the event has been heard of or recognized by many, this would be another attractive reason why you should join that JV Giveaway event!

JV Giveaway Event Factor #5:

You & The Partners Are All From The Same Niche

This way, the event would work successfully with everyone sharing subscribers of an almost same nature.

It would hardly work if all the partners come from a different background or niche. I mean, imagine pooling a gift to have people sign up for your “relationship dating” e-zine when all the other partners are referring subscribers from the Internet Marketing niche!

JV Giveaway Event Factor #6:

The Give Away Event Is Hosted For A Limited Time Only

JV Giveaway events should be running for a limited time only, and the model is at its best that way. It increases the urgency of people to sign up for your gift while protecting the value of your gift (assuming it’s used specially on for this occasion).

My idea of limited time events are in the range of **5 to 7** days but **fewer than 14** that’s for sure. When you hear of events running for ridiculous time length like 21-30 days, or even forever... you will do well NOT to join them because the above 2 success factors are ripped away owing to the long time length.

How to Look For JV Giveaways to Join

Here's the general rule of thumb: you need to be in the “insider” circle to know when the next JV Giveaway Event is in the pipeline. In other words, you have to be in the know and develop a relationship with other marketers who probably would get the news first. If possible, be in that desirable position. ☺

Mind you, **NOT** everyone can join a JV Giveaway event. As said many a times throughout this guide, not all events are created equal.

So the real secret to jumping in on the next hard-hitting event is to really have close contacts with would-be hosts of the coming JV Giveaway events.

Here are also some more **viable** ways you can use to find out when the next Giveaway event is:

Subscribe to Other People's E-zines

This is generally applicable in the Internet Marketing niche itself. Now and then, some marketers announce an upcoming JV Giveaway event and are looking to recruit new partners.

Often the case, you will be joining a **Massive** Giveaway event. However, as long as there's a chance to build your list at zero cost, why pass it up? ☺

You should subscribe to marketers whom you know are real Giveaway event junkies (and are in the know). I know of one at <http://www.bestdamnezine.com/>. Richard Wing is one of the few marketers I know who built his list at a very fast pace (he jumped from a few hundred subscribers to almost 6,000+ subscribers in the space of a couple of months), just through Giveaway events!

I would definitely recommend him and his newsletter, for he's usually in the know in this field.

Join a Giveaway Event in Action

If you detect any Giveaway events that are already in progress and it's still not too late for you to join in, you can still try your luck at coming in by emailing or contacting the host of the event.

Even if you can't make it on the current one, you will do well to ask him or her to include you in the next launch or so.

Participate in Forums

Some popular marketing forums like <http://www.howtocorp.com/forum> and <http://www.warriorforum.com/forum> have discussions on Giveaway events every now and then. While you don't have to really participate, you can lurk in every now and then to check out the latest Giveaway event in the pipeline.

Maximizing Your Cashflow From JV Giveaways

Up until now, all we've been discussing is how to build your mailing list through joining JV Giveaway events.

Now let's talk about something more interesting... like **how to make money** from joining JV Giveaway events. 😊

It's already a given that you can make money from:

- **The Giveaway event affiliate program** – if the event you're joining has an affiliate program, you can earn commissions generally from any of your referrals taking advantage of the host's One Time Offer.
- **Sending promo emails to your list** – you can broadcast email promos to your mailing list since the new leads are now already in.

Here are even more ways I suggest you take advantage on to cash in on more cash points while getting subscribers in the process from the events you're joining:

- **YOUR own One Time Offer**

Yes, prepare your own One Time Offer. Very often, this is where you also keep **100%** of the profits without having to share with the host of the event. You can introduce the One Time Offer to your visitors after they sign up and before they download the gift from you. Be sure to offer them 2 options: **buy the offer from you and still download the gift afterwards** OR **pass the offer to get your gift.**

- **Backend Offer**

Slip a good backend offer in your Thank You page where the gift is. Whether you're having a One Time Offer or not, you can cash on another cash point right here. The backend offer can be priced lower than the One Time Offer but it's up to you to decide how much money you want to make.

- **Automated Emails**

You can automate a series of sequential emails to your new subscribers, endorsing what I call "long term selling" products to them. You can also automate some reminders as well.

➤ **Affiliate links**

If you're contributing an E-Book or report as a gift, you can still depend on this cash point by putting affiliate links in your written digital product and get paid for some more takers through your recommendations.

JV Giveaways & List Building Tips

I trust that by now, you know all of what it takes to build your mailing list through this sophisticated method widely known as **joining JV Giveaway events**.

As the book draws a close end and nears publication, I would like to part with some tips (or golden nuggets if you may call them). Believe me, you will find them really useful!

Here goes!

1. Always use the same gift.

Okay, not really always, but use it for a long period of time. Most marketers and active Giveaway junkies believe that they should always offer something new in every event.

While they have a valid point and there's absolutely nothing wrong with it, the problem is that you will find yourself drowned in creating new gifts all the time! This is going to be the case if you decide to participate in Giveaway events actively.

Secondly, you will find the issue of "double leads" becoming apparent when the same subscriber to your list downloads your second gift by subscribing to your other list.

When you send a promo email out to ALL of your list, the same subscriber can get annoyed by the same emails being thrown into his or her inbox repeatedly due to the numerous subscriptions – hence the 100% un-subscription!

Besides, there are literally abundance of people online who probably have not heard of you much less download your product so you can confidently comb the net for new subscribers with the same gift. Just change your gift occasionally and sparingly and when you do, be sure you reward your current subscribers first so there's no reason for them to opt into your list again the second time or so.

2. Contribute your own gift.

That's right. As in, YOU create it. Of course, you can opt for engaging ghostwriters or use Private Label Content but ultimately, it should be your name on the gift.

Don't carelessly bundle a group of products with Resell Rights due to possible terms violation (unless you're pretty sure about it).

But the encouraging factor about offering your own gift is because of the branding and privilege of being unique, and if you understand the true value of it, even the excuse of having no time seems lame!

You get what I mean. ☺

3. Join 2-3 Give Away events that are held at the same time where possible.

Not only can you build your list faster through this leverage, you only need to send one promo email to endorse ALL 3 events!

But of course...

4. Don't overdo yourself with joining Giveaway events!

Otherwise, your email promotions will be full of sending subscribers to joining Give Away events. And when that happens, your list might just be a haven for freeloaders and phony leads.

So do it sparingly and at your own wise judgment. Speaking of phony leads...

5. Comb your mailing list database once in a while for phony leads.

Once in a while, spend some time combing your database for phony leads. They should be deleted because they can warrant unwanted trouble such as potential theft, troublemakers and possibly hackers!

Since these people didn't want to provide their true details in the first place, there's no say as to whether they can be just as honest later on!

You can save some of your trouble upfront by banning common phony names such as "abc", "asdf", "qwerty", "zxcv", "hjkl", "aaa", "123", "abc", and so on.

You might also want to ban and blacklist some domain names and known email addresses that just places your emails in their junk box, such as *@neverbox.com.

And last but not least...

Don't forget to thank your new subscribers when they join in after the event!
GOOD LUCK WITH YOUR LIST BUILDING VENTURE!

About the Author



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