



Chapter submitted by Rod Beckwith -- Rod is a well known and respected Joint Venture Expert, Inventor & Publisher. Rod can be contacted via email at <mailto:rod@mrjv.com> or you can phone him at 650-747-9301. You can view some of Rod's accomplishments and activities at <http://www.internetinventions.com>

Joint Ventures are what Rod excels at. People need to work together in this world to be a success. Anyone who states they have done anything on their own doesn't understand how the world really works. Any product or project requires more than one entity to complete, even if that is God looking over your shoulder whispering in your ear on what to write next. I like to help put people together to do whatever ethical type of business that they would like to transact. See <http://www.mrjv.com/>

Rod has invented a number of different products in his lifetime. The most successful and well received has been his Dive Inn Instant Privacy Enclosure. The Dive Inn was designed to give people who need a place to change their clothes in a public setting a way to do it with very little effort. Go to <http://www.diveinn.net> for more info.

Recently, Rod and the great mail order guru Melvin Powers have started offering the success classic "Think and Grow Rich" by Napoleon Hill in ebook format... This is the same book that has influenced generations of some of the greatest achievers and leaders ever. Go to <http://www.tagr.com/> to learn more. Rod and Mr. Powers are in the process of publishing a number of new titles in various markets. See <http://www.mpowers.com>

The Big Question...

"You suddenly lose all your money, along with your name and reputation, and only have your marketing know-how left.

You have bills piled high and people harassing you for money over the phone.

Plus, you have a guaranteed roof over your head, a phone line, and an Internet connection for only one month.

You no longer have your big guru name or JV partners. Other than your vast marketing experience, you' re an unknown newbie.

What would you do, from day 1 to day 30, to save yourself?

The scene is looking bleak as someone has stolen my identity. Just like in the movies. I woke up and looked into the mirror and saw a face I didn't recognize, a body that was definitely not mine in any way shape or form. It takes me a moment to catch my breath, I am now in a full on anxiety attack because the person that I went to bed as, is gone, completely gone...vanished. I am someone else...physically that is. My mind is still intact with all of my memories, my experiences, everything that truly makes me, me.

Thank God, I think to myself.

Just as I start to calm down, the phone rings ~baRING~baRING. I stagger to the phone And answer it with a kind of desperation that comes with a life altering event such as this. The voice on the other end informs me that I am, or at least whom I've become is in big financial trouble. I am now the proud owner of a mountain of debt a mile high and with an angry mob of nasty bill collectors after my skin. I try to explain, but I sound completely off my rocker. The people on the other end of the line aren't buying it and sound very threatening with their hissing snake like voices.

I hang up the phone in despair, I hang my head and begin to wonder why this has happened to me. What did I do to deserve this bizarre twist of fate?

~baRING~baRING, Ugh, the phone again. Should I answer it? I gather the courage to pick the receiver up and say "hello", This is Rod Beckwith, may I ask who is calling? The voice on the other end of the line is very deep and monotone. It says, "You are now John Doe, how does it feel?"

I scream at the top of my fully inflated lungs into the phone asking why this has happened and get this terrifying answer. "Mr. Doe, There is no why, just do what I say. You have 30 days to become a successful online publisher or I am afraid you will have to stay the person we have transformed you into for the rest of your natural life." But, he says, if you can put together a plan that is successful and can produce substantial profits in 30 days, we will give you your life back.

I have never been more motivated in my young life to succeed in the forced task at hand, but I could not help but ask, "what assurances do I have that you will not go back on your word?" The voice spoke very slowly and clearly, "You have my word as an Illuminati"

He said, "You have 30 days, no more, no less. You will have a roof over your head, a phone line, computer and an Internet account for 30 Days to complete your task. Goodbye Mr. Doe, see you in 30 days"

I have 30 days to rebuild my life with just the knowledge and know-how in my head. I grab my composition notebook and begin to write feverishly...

This has been a somewhat drastic dramatization of what has been asked of me by the author of this book, Joe Kumar, but I did it to illustrate the mindset that you must be in to take on such a task.

I have recently heard a very good saying that applies directly to this situation.

It reads:

"No Hocus-Pocus, Just Focus"

You must be hungry, very hungry. You must be willing to direct your mind on a given task until it is complete with no deviation. You must give it all you have 24X7, taking only the necessary time to sleep, eat and recharge the batteries a bit with family. Anything else is a distraction. No aimless wandering on the net or in your mind. **Write down what you need to do and just do it.**

Bill Gates and his Microsoft empire are masters at turning that beast of a ship on its ear and zooming off in another direction crushing everything in its path. That is what true focus can accomplish. I have first hand knowledge of this as I was one of the founders over at Netscape. Single minded persistence is what most successful people have in common, besides the original idea. Successful people can focus and they don't make excuses why they can't do something, because "can't" is something that is not in their personal vocabulary.

You must also realize that you can't please everyone. Many people will not like the way I dramatized the situation above, while others will see it as something more entertaining and useful than some of the canned answers that many people give. I like to have fun with my writing and I realize that I can't please all of the people.

I hear this kind of thing all too often, "I am a nobodyat least that is what everyone else thinks. "Who is going to want to talk or correspond with me about anything?" Who cares if you are not known, people ask me all of the time, "How can you just ask to speak with the CEO of such and such company or talk directly to a person without knowing them. It's easy when you remember these couple of things.

In my mind, a nobody is just someone who hasn't tried to be somebody or has given up prematurely. You have to be willing to try to get out there and be somebody or no one will ever know that you are trying.

CEOs, Celebrities, Gurus, etc. Are people just like you and I. They just happen to be in the public's eye, that's all. Nothing more, nothing less. It's ok to admire someone for what they have accomplished, but don't put them in a place in your mind where you are not worthy of talking to them. It's just plain silly and you will miss many opportunities if you can't deal with people like this.

Don't be afraid to fail, because that is where you learn the most valuable information. It may be painful or uncomfortable at times, but you will get past it. After the situation passes as it always does, you will look back and say "Gee, that wasn't so bad". We make things much bigger in our minds than we have to. Fear is the progress killer, fear is a self imposed prison that is what keeps many people from their dreams.

It's like Henry Ford said,

"Whether You Think You Can or Can' t, You' re Right."

There are only 3 possible outcomes to a question

1. Yes
2. No
3. Maybe

Always remember that #2 and #3 are negotiable. Recall when you were a child or if you have children now.....since when does no mean no? Your kids will hammer on you in different ways until they get what they want. No or Maybe are a challenge for you to get to Yes. You don't have to be a hard sell, just be persistent and think of different ways to get your potential partner what they want, while keeping in mind what you want out of the deal. Really listen.

At any rate, I am going to stop preaching here. I have been setting you up for how I am going to Attack my 30 day challenge. I am not going to write gobs and gobs of non-workable stuff, just a very simple plan that I know can be accomplished by anyone with average intelligence and aptitude. Look, a person is successful just in the sincere attempt to become successful. Go out there and give it an honest try, you may surprise yourself.

I am focused on Joint Venture Marketing and Digitally Delivered Information Products for the most part these days, so that is what I will be drilling down on in my plan.

Here we go...

Day 1: Whew! Gotta get things rolling quickly here. The first thing I must do it get those pesky bill collectors from calling. I pick up the phone and call each one. I tell them that I will have their money to them in 30days. It will do them no good to keep calling as I don't have the money to pay them right now and need to use the phone for the next 30 days for business.

This will only take an hour or so of the first day. I would then take the rest of the day off to gather my thoughts and devise a plan that will work within the 30day time-frame with the tools and resources I have at my disposal. I must be able to have a quiet environment to do this, so I will spend time at the beach or in the mountains with nobody around.

I will have my handy composition note book and pen in hand to write down some ideas that come to my head for what I must do next. I must also remain calm and confident. People can't think clearly if they are in a panic and full of fear. I know that it is easier said than done, but fear and any negative thoughts must be set aside. There is no room for them in your life, especially your business life.

I know from experience that I must find a group of potential customers with money to spend. They must have a problem that I can solve for them. I must then develop a product to fulfill these needs. I understand that there are numerous affiliate programs and products out there, but those are for later on down the road. I need to create my own product quickly. That is where the quicker profits are going to be made.

Right now, I need to get all of the logistical things out of the way. Time for a list of products and services that I will need to do the job. I was not given any instruction on if I have any money or not, but I will

assume that I have at least a little room left on my credit cards. Many of the products and services have a FREE 30-day trial, so I will take advantage of this fact to reduce the start-up costs where applicable.

Although there are many FREE services out there for you to use, I don't recommend using them. There is a hidden price you pay with using FREE services that amounts to lost sales and credibility. There is always some advertising involved with any FREE products and we don't want to confuse your potential customers with that.

People are not searching to buy a product or service from you, they are looking to solve a problem from someone who knows what they are talking about, so having a Geocities website, or any other ad sponsored service will look like you are a newbie.

Here is my list of products, software, services and short explanation why they are needed to get started.

1. Service – Autoresponder –Getresponse.com or Eznetgroup.net

I have used both of these services and I highly recommend both. Both are reasonably priced with various options. An auto responder is used to stay in contact with your potential customers as well as current and past customers. You must have some form of newsletter/ezine that covers the interests of your market segment.

There has been much written about the use of Autoresponders, I highly recommend you reading that vast amount of material out there to become familiar with it. Since we only have 30 days to make a profit, I would say that you will need daily or bi-daily contact to gain your potential clients trust.

Normally, I keep a pattern of once per week with my standard newsletter and once per week for a special offer. We don't want to flood people with offers as they tend to unsubscribe.

Auto Responder Websites	Pricing
http://www.getresponse.com	\$17.95 Month
http://www.eznetgroup.net	\$15.97 Month

2. Software - HTML editor – Dreamweaver or Frontpage

Until recently (6 months or so) I was building all of my web pages manually. I mean I used a UNIX text editor vi and built them the old fashioned way. I started that way back in 1995 where there were no HTML editors and just stayed that path.

Thanks goodness I was forced to get Dreamweaver in January because I had to do some special things for a company and they wanted me to use DW. At any rate, I can't believe how much easier it is to use a quality product like this. My web development time has been drastically reduced.. If you aren't using a good HTML editor, you need to get one of these. It took me a couple of days to get the basics down, but that is all you need for the project at hand.

I haven't used Frontpage, however you can't go anywhere without hearing a reference to Microsofts flagship HTML editor.

HTML Editors	Pricing
http://www.macromedia.com	Free to try \$250 to buy
http://www.microsoft.com	Free to try \$99 to buy

3. Service - 3rd Party Merchant Account – Clickbank, 2Checkout, Paypal, Paysystems & Amazon

All of the services listed below are very solid companies that I have been dealing with for many years. They have their unique pluses and minuses. I use all of them for various types of products and services I sell. They all take a couple of days to setup, so you need to keep that in mind once you sign up.

I am including Amazon as many information publishers forget about it. Amazon takes a bit of work to get into, but it is worth it in the long run. You can't beat the amount of traffic they get. You will need to get an ISBN number to participate. You can find more information on getting an ISBN number at <http://www.isbn.org>

For my 30 day plan I will be using Clickbank as they are the only one that has a built-in affiliate program that can be started with virtually no effort.

Merchants	Pricing
http://www.clickbank.com	\$49 setup – No Monthly – Digital Products Only
http://www.2checkout.com	\$49 setup - No Monthly – All Products Allowed
http://www.paypal.com	No Setup Fee – No Monthly All Products Allowed
http://www.paysystems.com	\$49 Setup – No Monthly – All Products Allowed
http://www.amazon.com	\$19 Setup – No Monthly - \$12 year

4. Software -PDF Creator/Reader – Adobe Acrobat or Equivalent

There are a lot of different opinions about what kind of eBook software one should use. I have tried many, but I always seem to come back to Adobe's PDF.

There are many reasons, but the one that sticks with me the most is that it is platform independent. It doesn't matter if you have a PC, Mac or UNIX computer system. PDF is viewable on them all. It is also one of the only formats that is accepted at Amazon, Barnes and Noble or Borders.

PDF Creator and Reader	Pricing
http://www.adobe.com	Acrobat \$250 Acrobat Reader \$FREE
http://www.planetpdf.com	N/A Directory

5. Service - Webhosting Account – Host4Profit or A zillion others

Be very careful here. The key to good customer service and satisfaction is having your server up when it is needed. Host4Profits has been around for a long time and have a great reputation. Plus, you can get a residual income stream for recommending their services.

Webhosting Accounts	Pricing
http://www.Host4Profit.com/cgi-bin/home.cgi?39965	\$24.95 per month
http://www.allcheaphosting.com	N/A - Directory of Services

6. Product - Small handheld digital recorder w/phone adapter.

There are many different products on the market that will accomplish the same task. But not all of them are created equally. Conducting interviews on the phone is one of the easiest ways to gather valuable information for my products.

Don't skimp on quality here. I own a Sony ICD-BP100. I very nice unit with all of the software that goes along with it

Digital Recorder w/Phone Adapter	Pricing
http://www.sony.com	\$69.00 and worth every penny
http://www.radioshack.com	\$14.95 Mini Recorder Control Catalog #: 43-1237 Model: 43-1237

7. Software – FTP Client – Secure FX

I have tried many FTP programs and I know there are many that are more popular, but for this techie, Secure FX is simple to use and has the option to use SSL encryption for your piece of mind.

There are many of them out there, so I am including a link to a directory as well. On the search bar, just type in "ftp client" and this should return many results.

Secure FX FTP Client	Pricing
http://www.vandyke.com/products/securefx	Free to Try \$59.95 to buy
http://www.download.com	N/A Directory

8. Service – Access to Publishing Co-op Sites – Pushbutton Publishing.

These are websites that have many resale rights products you can sell individually or in bundles. I am including them here as they are an inexpensive resource for bonus and FREE giveaways. Use them to beef up your own product offering.

Resale Rights Products	Pricing
http://www.pushbuttonpublishing.com/affiliates/t.php?rid=8276	\$19.95 per month
http://www.resalerightsriches.com	\$97 one time activation fee

9. Service – MiniSite/eBook Cover – KillerCovers or MaxCovers

As my friend Vaughan Davidson says:

It is a fact, people DO judge a book by its cover, or a product by its package! Don' t believe me? Go into any book store or video store and look around. Nine times out of ten it is the cover design or packaging that will first draw your eye to a particular product. It' s at that moment your first impressions are formed and the sale is made..... or lost!

Don't skimp or cheap out here . An unprofessional site or ebook cover can kill or retard your sales drastically. Get it done right. If you are not a graphics person, get a professional to do it.

Mini-Site – eBook Cover	Pricing
http://www.killercovers.com	\$197 per site/ecover
http://www.maxcovers.com	\$149 per site/ecover

10. Software – File Compression – Winzip

Winzip is the only files compression utility that I have ever used for my PC. You can go to download.com and look for others, but this is the industry standard. You will need it to uncompress files that you receive from your vendors or from programs that you have downloaded.

You will also need it to compress your packages for upload to your website.

File Compression Utility	Pricing
http://www.winzip.com	Free to Try \$29 to buy

11. Service – Transcription - Joann Moes

I can't say enough about Joann Moes work. She has done several projects for me and is very fast and accurate. She does way more than transcription. Anything having to do with text manipulation, scanning, editing, etc. I highly recommend her service.

I found her from a very cool service called elance. Elance is an auction site for all kinds of services. If you need anything done that you are not a wizard at, elance is the place to go.

Transcription Services	Pricing
FASTYPECLEV@aol.com	Varies, but very reasonable
http://www.elance.com	Varies

12. Service - Domain Name Provider

Something that is very important is to get you very own domain name. This is what will identify you to the rest of the world. You know, www.easytoremembername.com You must get your own domain as it definitely adds to your credibility. Even if it is your name, like www.rodbeckwith.com

There are many services out there, but the most reliable and best priced has been www.GoDaddy.com Goofy left over dot com name, but they have been the most progressive in providing services that people want at a fair price.

Domain Services	Pricing
http://www.godaddy.com	\$8.95 Per Year
http://www.internic.net/alpha.html	N/A Directory of Domain Registrars

13. Products – Self-Help, Motivational/Inspirational Reading Material

During these times of stress and growth, it is helpful to have positive reinforcement during the in between times. I have a very respectable library of such books, articles and websites that I frequent to keep my mind positive. Negative thoughts can hinder your progress in a big way and must be avoided at all costs.

Must have books and information	Website	Pricing
Think and Grow Rich	http://www.tagr.com	\$24
How to Make Money on Demand	http://www.howtomakemoneyondemand.com	\$37
SelfGrowth.com	http://www.selfgrowth.com	N/A Directory
Getmotivation.com	http://www.getmotivation.com	N/A Website
Mpowers.com	http://www.mpowers.com	Varies w/title

Day 2: Software, Products and Services Day

Is a day of downloading and setting up all of the software, services and products above. This must be done right away as some of the services such as the merchant account takes a few days to get ready.

Days 3-5: Product Research Days

Are spent doing research for the new product. I first must define what type of product(s) I want to develop. It is important to remember that you should develop a product that you have some knowledge and passion about. If you are thinking about trying something new, forget it for now.

To learn something new is fine, but if you are on a tight schedule for success, you really need to start someplace that is on familiar ground. Or find experts that can give you an interview. In fact, that is just what I am going to do with this product. I am going to develop a platoon or compilation product with influential members of the Internet marketing community.

Good places to do research are readily found all over the Internet. Here are some of the places I like to go to gather basic intelligence information when dealing with the Internet marketing segment.

<http://www.ablake.net/forum>

<http://www.netbreakthoughts.com>

<http://www.howtocorp.com/forum>

<http://www.revenews.com/opinion/discuss.cgi>

<http://www.williecrawford.com>

Here is a resources of general interest forums and newsgroups

<http://groups.google.com/>

Here is a good website to research the many Online and Offline marketing scams, plus some systems that work.

<http://www.mazu.com>

You can also find great resources at your local library. An often overlooked place with a plethora of valuable information.

Days 5-15: Product and Website Development Days

For me, this is one of the easiest parts of the whole process. I have decided to do a platoon/compilation eBook on an age-old problem on the Internet Traffic, or lack thereof. It really doesn't matter what the subject matter is, what really matters is that you have 2 things before you write one word.

1. A large hungry group of people that have money to spend on learning about something they are passionate about.
2. This large group must be accessible from many different inexpensive venues.

After gathering enough information on what problem you are going to solve for this very hungry market, you then start putting together a simple outline of what the product will include. You then come up with the most critical questions that people tend to ask over and over. You must also list what appropriate bonuses that should be included.

Platoon/Compilation products can be done rapidly as the content that is contributed by many people. My job is to interview the participants either via an email questionnaire or via telephone. Since I am not a well known author or marketer at this time, I shoot for quantity rather than a targeted group of quality. I send out to a large group of people, between 50 and 100. To alleviate resistance I will offer the participants a 60% cut of revenues. The pricing of the product will be in the \$49-\$99 price range.

I have learned some very valuable lessons on how to build a platoon/compilation product quickly and effortlessly. Remember that the people you are going to contact are **EXTREMELY** busy. They will agree to work with you most of the time as long as the project will not take up an enormous amount of their most precious resource....Time.

You must also remember that these guys/gals are approached every day with JV offers and all other kinds of deals, so you absolutely must make it worth it for them financially. Sometimes they will do it just to get their name out there, but don't count on it. Most of the time, giving them a piece of the pie is much more of an incentive to get you on their to-do list. Giving someone 10%, 20% even 40% is not going to turn most of these guys heads. You must give them at least 50% of gross sales.

Joe Kumar started his affiliate program at 75% in the favor of the platoon authors and any potential JV partners. And on a \$97 product, that is very attractive to participants. Very smart move on Joe's part. On one of my projects in the past I offered the authors 100% of the profit to participate. This was done to get my name out there, build my list and although I won't make immediate profit from this action, I know it will come back to me ten-fold in prospects for the future.

Days 16-20: Joint Venture and Testimonial Acquisition Days

After completing the product phase, you must then gain access to the targeted customers for your product quickly. I will already have a built in market with the platoon authors I have selected. They will send out the offer for the product to their lists.

Since I have already studied my market and gathered a list of the people/websites that I would like to Joint Venture with other than the authors, I craft a letter to send out to those people.

I will make sure that I personalize each JV letter I send out. I don't mean write the whole offer over and over, but you must humanize the letter such as it shows that you care enough about them to spend the time to do this. By personalization, I don't mean just their name, I mean say something nice about their website, service, software, etc. Don't be phony as people will read right through that. Just be honest and find something you like. It isn't that hard.

If you don't do this, you can be accused of SPAM. Sometimes you will be accused of this regardless. Just make the effort to do things right and most of the time it will turn out fine.

At any rate, keep the letter short and to the point. Busy webmasters don't have time to read War and Peace.

Days 20-25: Sales Letter Tuning and Newsletter/Ezine Days

Test, Test, Test. That is the mantra of a true marketer. You must test various aspects of your headlines, sales copy, and pricing. Then establish a control piece to compare all of your changes to. I recommend changing only making one key change at a time so you can track it accurately.

You must also start building your newsletter to build up your prospect and customer list. This doesn't have to be a long thing that takes up an enormous amount of your time. How I do most of my newsletters is via autoresponder. The secret is to do many in advance so you are not pressured to do them every day/week/month. I recommend contacting your no more than 2 times per week unless you have some kind of daily thing that your customers would be interested in.

There are many good places for you to get FREE articles out there. Go to any website and look around. Many will give you permission right on the webpage, while others you will have to ask the author's permission. Never just assume the author will allow you to publish something. This can get you into trouble. Always ask if you are not sure!

Day 25-30: Begin Cycle Again on New Product and Search for Affiliate Product Days

I believe in the Matthew Lesko way of producing many products in succession. Unless you have a runaway hit on a new subject that people are extremely interested in, the shelf life of your product is limited. You can verticalize it in many instances to extend its life, but the product will eventually cool off and you will need something new to replace it.

Always be on the lookout for products that can compliment your own. Affiliate programs for aligned products are a very nice additional income stream. A solid back-end is where most of us make the lion's share of our money.

A back-end is simply other related products that may or may not be created by you. I would plug these into my newsletter and/or send a special offer to my now growing list of customers/prospects increasing my revenue.

Conclusion:

Becoming proficient at knowing what people want and why are not brain surgery. They haven't changed for thousands of years. Please read **Think and Grow Rich** by Napoleon Hill. <http://www.tagr.com> It will help you see what these things are more clearly and help you identify and develop a successful person's persona. Also read, **How to Make Money on Demand** by Mike Litman. <http://www.howtomakemoneyondemand.com> This book is so awesome on helping you understand why many people fail, while others succeed.

Always be ready to educate yourselves as the opportunity arises everyday. If you are not learning a new thing or two everyday, then you are not trying. Exercise your mind, the dividends will pay off well into the future. Many people avoid thinking and this is what contributes to their failure.

Also, keep a composition notebook, pocket notepad or a digital recorder with you at all times. If you write down or record your ideas and thoughts, they are guaranteed to be saved to be reviewed at a later time. Many times before I started using this, I lost many great ideas. Don't let this happen to you.

Continuing on, I think it is important to note that you must keep the pressure up all of the time with new products and services for your customers and potential customers. Although I haven't quite reached this point yet, I think and good info product publisher should be doing at least 1 product every month.

Joint Venture, Joint Venture, Joint Venture. I can't emphasize this strategy enough. You must be constantly searching for new partners on a daily basis. Set a number of messages that you would like to send out a day and stick to it. This is the lifeblood of your business. Everything else will fall into place if this is your primary focus. Your targeted list will be built with the help of others. Read my newsletter at <http://www.mrjv.com> for better insights on how to become a JV Marketer. I will be releasing **Secrets of the JV Masters** here in the next few weeks, so keep an eye out for it.

Keep in contact with the relationships you have already established. Relationships grow stale if they are not nurtured, so even if it is just a simple "Hello Joe, hope all is well with you and how are things?" goes a long way to sustaining a good relationship.

Just keep trying and you will succeed. This business can be very rewarding and profitable, but it does require some patience and persistence. Here is a great quote from H. Ross Perot on achieving success:

"Most people give up just when they are about to achieve success. They quit on the one-yard line. They give up at the last minute of the game, one foot from the winning touchdown."

Or as Captain Taggart(Tim Allen) from Galaxy Quest said:

"Never Give Up, Never Surrender"

To Your Success!

Rod Beckwith