



# THE 5-STEP GET KNOWN NOW ACTION GUIDE

What if you had 200 highly-qualified customers waiting to hear you share your gift? All you have to do is show up, speak, and then make a big difference, a big impact, and a big income.

**USE THIS SIMPLE 5-STEP ACTION GUIDE TO  
GET IN FRONT OF YOUR IDEAL AUDIENCE NOW!**



<http://GetKnownandGetClients.com/actionguide>



JV Insider Circle.

## “Get Known Now” Action Guide

I’m Rich German and thank you for requesting our “Get Known Now” Action Guide.

In 2013 I started the **JV Insider Circle**, an amazing community of collaboration-minded coaches, authors, speakers, and experts who work together to get their messages heard.

My mission is to support **you** in being successful with **your mission**. My goal is to help you get your gift, your message out to the masses so you can make the **impact** you are here to make.

Ok let’s dive into what a joint venture is and why they are so powerful.

### WHAT IS A JOINT VENTURE?

By definition ... a Joint Venture is when 2 businesses or individuals come together with the intention of delivering great content and making a profit by helping each other serve the market better.

Cross-promotion is perhaps the most common type you have seen.

Meaning, you are on someone’s list and they send you an email sharing someone else’s free content.

It could be as simple as someone hosting you on a call where you teach his or her audience about your expertise. And it can be as complex as launching your program and having dozens of people emailing their lists.

Tele-summits, book anthologies, and free giveaways are other examples.

There’s a good chance that someone I have a relationship with suggested you download our action guide and watch this video. Someone you know and trust personally recommended me.

That's a Joint Venture – a personal recommendation. And as you know, a personal recommendation is VERY powerful. I'll talk more about this in a few minutes.

## **BENEFITS OF JVs**

There are so many benefits. The first is SPEED – they are a short cut to get to the next level in your business. They are the FASTEST way to build a large list of hot prospects and become a leader in your niche. By using the power of leverage you instantly tap into an audience someone else has spent a career building.

They are also the LEAST EXPENSIVE way to build your business. When someone promotes you it costs you nothing – zero! People promote you.

Their people opt in to your list. It is 100% free for you. A referral commission is only paid on the back end when a sale is made. Boom!

The next benefit is SIMPLICITY. JVs are pretty simple compared to most businesses – they involve minimal start-up cost, you don't need an office and to pay rent, there's no inventory, and you don't need lots of employees to manage. I like simple ... simple is beautiful.

And lastly, and you'll hear me talk about this over and over, the greatest benefit is you will build your own large, responsive mailing list of subscribers. Having this list will be your #1 key to creating a big, steady income.

So there are your benefits: They are FAST. Low cost. Simple. Will grow your list. And they are FUN!

Stick with me ... I will show you exactly how to do joint ventures and where to easily find partners.

**Ok now let's talk about the 5 steps to getting Instant Exposure with JVs ... this is how you will Get Known quickly.**

**First**, let's talk about PASSION. Wouldn't it be AMAZING to just do the stuff that you love to do all day long? For most people like you and me, that means things like creating and coaching. Creating new content that will impact others ... or coaching or training people directly. If you're an author you're writing. If you're a speaker you're doing your magic in front of an audience. In other words you are impacting lives.

JVs let you do what you're passionate about all day long. Since they take so many other things off your plate, they allow you to stay focused in your genius zone.

Most coaches and experts get caught up in so many different things during a typical day, when all we really want to do is be of service to others. When you are focused on your passion, versus the minute details of your business, you are connecting with people. You are getting exposure and getting known.

So the first step is to get clear on what you are most passionate about and decide to focus your attention on it. I believe it is a true blessing to build a profitable business based on your greatest passion that makes a meaningful difference for other people.

## **Number 2 ... One of the main reasons JVs are so awesome is the POWER OF ENDORSEMENT.**

When your JV partner hits 'send' on an email, you get instant exposure to hundreds, if not thousands of people that already know, like, and trust them. In many cases you will be exposed to people that person has spent years building and cultivating a relationship with.

And when your partner endorses you, their audience starts with a default of liking and trusting you, even though they don't know you yet. With one mouse click, you're building your community, your tribe of people who need you and who need your gift.

Can you see how powerful this is?

Step 2 is not only understanding the power of endorsement but it's making the decision to take on collaboration as your way of operating. This requires a mindset of abundance. If collaboration and abundance feel better than competition and scarcity, you are in the right place.

**Third**, they allow you to **express your genius to your ideal audience** because they put you in front of the people who want to hear what you have to say.

Not only will people be promoting and endorsing you, they will be doing it to an audience that you want to be talking to.

The first question to think about when you want to find potential partners is “who is already talking to the audience I want to be talking to?” Who already has the list you want to connect with?

When people who already have rapport with your ideal audience start spreading the word on you, then you just show up and share your message to an endorsed audience who automatically sees the value in what you offer – that is strong.

So step 3 is to decide who your perfect partners would be. I will talk a lot more about this but for now be able to answer the question – “who is already talking to the audience I want to be talking to?”

**The Fourth step to doing JVs powerfully is to create a killer program that people love, need, and buy.**

One of the real secrets to my own success is that I created a really good program – the JVIC – that really helps people. It’s a home for coaches and experts to be trained on how to tap into the leverage and power of JVs. It’s a place where they can easily find partners, friends, and support. It’s the community many people like you have been looking for.

And when you have a great program, you become very attractive to both JV partners and to customers.

This is how I make a huge impact while working part-time hours. I just focus on selling my program and leading our community.

In fact, I believe your success is pretty simple – build great relationships with the right people (like I said in step 3) AND have a hot program that converts – this is the real formula for success. This is what makes the magic happen. And this is where I can really help you.

## **This leads into the Fifth Step, Get Promoted Any Time You Want.**

As you will hear me say often, no matter what niche you are in, no matter what business you think you are in, the real business you are in is the business of creating relationships.

As you start to create relationships with your ideal partners – these are people you like and enjoy that have a list of people you want to be talking to – you will build a stable of people happy to promote you anytime you want to offer free content like a webinar and to sell your hot program.

Your goal is to create 2 communities.

One is your list, your audience, your tribe. These are the people who love you and fund your dream life.

The second is a community of colleagues ... of JV partners and friends. If you are like me you work from home and you work alone. We need people not only to promote us but also to mastermind and brainstorm with. People who can help lift us up on bad days.

I want to help you build both of these important communities.

How cool would it be if anytime you wanted to get in front of an audience you have people ready to spread the word for you!?

Let's review ... Imagine this:

1. You are doing what you love to do all day long. You are living your passion, maybe for the first time ever in your life.
2. You fully understand the power of being endorsed by colleagues of yours who believe in you.
3. These partners tell their audience about you and you just show up and express your gifts, your genius.
4. People gladly invest in your products, programs, and coaching services. They come to your events. They love being on your list and in your world.

5. And because you are building real relationships with people you can get promoted anytime you desire.

On a deeper level, you are living your TRUTH, confident in yourself and in what you offer to the world.

You are able to get your gift to the masses – to finally be known, to be credible and feel validated – to no longer feel like the best kept secret!

Can you see how it all comes together?

These are the reasons JVs are the #1 strategy, not only for me, but for the vast majority of leading experts in the coaching world. Again, it's how all of us have built our large audiences and make our impact.

There's another very powerful side to this...

As you grow your list, you will also be endorsing other partners. You can make a small fortune simply by sending out emails to your audience and sharing their free content.

Since your partners are already people you trust, your audience will trust them too. If their product or program is a fit, they'll buy and you'll get a commission for bringing your partner new clients. You get paid without having to deliver a program, that's your partner's responsibility. Anyone besides me like getting paid without having to work?

So, your audience gets served better while you stay focused on the work you love. And the people you promote are going to be more willing to promote your offers to their list. Another WIN-WIN!



**Rich German** is a best-selling author, speaker, and business / lifestyle coach. Since 1999, he has conducted over 18,000 individual coaching sessions. He is the co-creator of the JV Insider Circle, a powerful community that supports coaches, authors, and speakers in building their businesses via joint venture partnerships.

Rich lives in Laguna Beach, California. When not working, he can be found on the ocean paddle boarding with dolphins and whales. To learn more, visit: <http://getknownandgetclients.com/actionguide>.