

# PARTNERSHIP PROFITS

How to use Strategic Partnerships, Joint Ventures and Licensing to drive unlimited traffic, double your sales, and create ongoing passive revenue... all with no cost and no risk



**BOB SERLING**

---

# Copyright Notices

**Copyright © by Bob Serling**

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher. Requests for permission or further information should be addressed to LicensingLab, 2033 San Elijo Avenue #220, Cardiff, CA 92007.

**Published by LicensingLab**

2033 San Elijo Avenue #220

Cardiff, CA 92007

[www.LicensingLab.com](http://www.LicensingLab.com)

Printed and bound in the United States of America.

---

# Legal Notices

While all attempts have been made to verify information provided in this publication, neither the author nor the Publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the purchaser or reader. The author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials.

Any perceived slights of specific people or organizations is unintentional.

---

## Introduction – How I discovered the power of Partnering

As strange as this may sound, I owe nearly all my success to a very strange source...

*Burping, farting, rude noises, foul smells, fire and explosions*

Because oddly enough, those things led me to discover an extremely powerful principle that's resulted in the sales of millions of dollars worth of my products and services.

Here's how this happened...

When my son was younger, he was an avid skateboarder. He would skateboard for hours every day. He even rode his skateboard to school and back.

His friends were all skateboarders too. And when they weren't skateboarding, they were playing with small, plastic toy skateboards called finger boards.

Finger boards were about 3 inches long and you pushed them along with your fingers. Kids who were really good at it could make them flip and land right-side up, jump ramps, scrape along rails – and all the other things they did with real skateboards.

So I decided to see if I could make them more fun to use. The question I asked myself was, "What do young boys love?"

And the answer was clear as day... young boys love...

*Burping, farting, rude noises, foul smells, fire and explosions*

Based on this, I created a new version of the finger board called FireFoot. It had a small attachment on the tail that kids could drag on the sidewalk or other hard surface to create a ball of sparks.

I then licensed it to a large toy company who put Tony Hawk's logo and the logo of other well-known skate brands on 10 different versions of it. It was a blockbuster hit in toy stores, department stores, and gift shops all over the world, as well as on Amazon and other retail web sites.

However, this level of success never would have happened without one *key ingredient*. And I'll get to that ingredient in just a minute.

The story of my Tony Hawk skateboard spread quickly, as well as a number of other inventions I went on to create. So you may know me for inventing.

Or, you may know me for licensing.

I've created multiple workshops and courses on licensing marketing campaigns, business systems, and other forms of intellectual property. And my earliest course on this, "Million Dollar Licensing", produced \$3.5 million in profits the first year it was on the market.

You may also know me for marketing.

I was the marketing columnist for Success Magazine for 18 months. And a short lead generation letter I wrote that was slightly over one page quickly became known as "The \$25 Million Letter".

That's because it landed a contract worth \$25 million for a client of mine within 3 days of him sending it.

And while inventing, licensing and marketing all require different skill sets...

There's one *key ingredient* that's allowed me to ramp up to massive success in all three areas in a fraction of the time it takes most people.

Now it isn't that I'm particularly smart or went to a high-profile business school. The truth is, I barely graduated high-school with a C-minus average.

So what is this *key ingredient* that's allowed me to be so successful in all three of these areas?

### *Partnering with other people*

Every success I've ever had in all areas of my business was the direct result of some form of partnership.

My Tony Hawk skateboard toy would not have happened without an exceptional partner. He was a master of partnerships himself and was Tony Hawk's direct partner in Tony's shoe line.

Best of all, all it took to connect with him was a short email I sent to my friends and business associates asking if they knew anyone who worked for a major skateboard company. Within 15 minutes, a neighbor of mine made an introduction to this guy who was partners in Tony's shoe line and became my partner for the toy.

The \$3.5 million I made with Million Dollar Licensing all came as the direct result of Strategic Partnerships. I actually sold \$5 million worth of the course – all through Strategic Partnerships. And I paid my partners \$1.5 million in commissions, leaving me with \$3.5 million in profit.

The \$25 Million Letter and all my other marketing successes can be directly traced back to the lead magnet I used to drive traffic. It featured short interviews with the best marketers and copywriters in the business.

Many of these experts also became my promotional partners. In exchange for me promoting their lead magnet to my list, they promoted these interviews to their lists, allowing me to build my own list of 46,000 subscribers in less than a year. And one of those subscribers became the client I wrote the \$25 Million Letter for.

### **A quick overview – what exactly are Strategic Partnerships, Joint Ventures, and Licensing deals?**

To many people, the terms Strategic Partnerships, Joint Ventures, and Licensing are a bit of a black box. They can seem complicated and confusing.

However, when you put a human face on these terms, the complications and confusion quickly evaporate, revealing a much more beneficial way to market your products and services. In keeping with this, the true definition of all three of these methods is:

*Working together with another person or company  
for the benefit of both parties*

Takes the sting out of these otherwise confusing terms, doesn't it? And that's all it truly boils down to. Whenever you're using Strategic Partnerships, Joint Ventures, or Licensing, you're simply working with other people in a unique way that has great benefits for both parties.

So, now, let's go for a short and more specific definition of each of these methods.

A **Strategic Partnership** means working with another person or company in a medium to long-term partnership that both parties benefit from. For example, if you become a distributor for a company's product, you are a Strategic Partner.

Similarly, if you are certified by a company to use their Intellectual Property and pay them an ongoing royalty, that's another form of being a Strategic Partner.

**Joint Ventures** can be similar to **Strategic Partnerships**, but the key difference is that they tend to be short term and can often be just one-time deals. Also, with **JVs**, your share of each sale is usually fixed, typically between 30% and 50% of each sale. But with **Strategic Partnerships**, your share of each sale (which is referred to as a royalty), can be negotiable and may change over time.

**Licensing** means granting another party the right to use or sell your product or service. However, the party that's granted the license does not gain any ownership rights.

Licenses can be issued as an exclusive license or a non-exclusive license. They can also be limited by geographic region, market type, and industry.

Now, the only confusing part of this is that **Strategic Partnerships** and **Joint Ventures** are forms of **Licensing**. Because any time someone pays to use or sell a product or service, but does not gain any ownership portion, that's a type of license.

But again, the important piece to remember is that **Strategic Partnerships**, **Joint Ventures** and **Licensing** really mean...

*Working together with another person or company  
for the benefit of both parties*

### **What these 3 forms of partnering can do for your business**

While all of this may sound complicated, the fact is that implementing these 3 forms of partnering couldn't be easier to do. The fact is that with a bit of training, anyone can benefit immensely from any or all of these forms of partnering.

All you need is four simple, common-sense based methods I've developed that let anyone successfully harness the power of Strategic Partnerships, Joint Ventures, and Licensing right out of the gate. The four methods I'm going to share with you here give you the following advantages:

**Method #1 – Drive all the traffic you ever need for your business.** Most importantly, this is done without any of those foolish hacks and gimmicks you hear about practically every day. And with no cost and no risk.

**Method #2 – Generate a surge in cash flow of 40% or more in just 6 days.** And be able to repeat this 3 to 4 times every year, eliminating any slow periods or peaks and valleys you'd normally experience in your business.

**Method #3 – Multiply your sales by 3x, 5x, even as much as 10x.** Setting up the kind of partnerships like I did that produced \$5 million in sales of my licensing program is actually very easy when you understand how it's done. And you never have any cost or any risk when you do this properly.

**Method #4 – Create a large stream of passive revenue.** One of the greatest advantages of using these 3 forms of partnering is that you can create a large stream of ongoing, passive revenue.

Best of all, because your partners do all the work when you use my method for generating passive revenue, you never have any cost or risk. So nearly all the passive revenue you generate with this is pure profit.

### Three important principles

That's a quick introduction to the four partnering methods and the results they can produce for you. In the remainder of this material, I'm going to show you exactly how to capitalize on all four methods.

But before we get to that, there are three **Core Principles** you should know about that anchor the overall **Partnership Profits** process.

**Core Principle #1 – Someone else always has the attention and trust of your ideal audience.** This is the master principle that makes all three forms of partnering work so well.

Regardless of what market you're in, regardless of what product or service you sell, regardless of who your prospective customers are – someone *always* has the attention and trust of your ideal prospects. And partnering with those companies and people who already have these established relationships is at the heart of all four of the methods I'm going to share with you.

**Core Principle #2** – All four of the following methods focus primarily on growing your profits by maximizing the sales you make to your *existing prospects and customers*. You'll notice that there isn't anything about building funnels, new marketing technologies, or clever marketing hacks.

Everything is based on solid marketing principles and of being of *greater value to your subscribers and customers*. So all four methods will work equally well right now and for as long as you remain in business.

**Core Principle #3** – All four methods leverage the assets you *already have* in your business. These are assets you've invested considerable time and money to develop. And because you already have them, there's never any cost or risk to use them to substantially grow your sales and profits.

So with this background, let's move on to the details of how to leverage all four **Partnership Profits** methods.



## Method #1 – Partnership Traffic

In my experience in talking with my clients and subscribers, driving traffic is the area that the most people find confusing and frustrating.

Where do you start?

Do you run ads on Facebook?

Post daily to LinkedIn?

Comment multiple times a day on X?

Do you publish content across as many platforms as possible?

Run short-form videos on YouTube, Facebook, and Instagram?

As you can see, just narrowing down your choices can be a near-impossible task. Worse yet, each of these methods are incredibly time-consuming and can be very expensive. All without any promise of generating any significant amount of traffic.

But let me remind you that one of the guiding principles of **Partnership Profits** is that *there is always somebody who has direct access to what you need.*

Someone has already done all the hard work and invested all the time and money into creating an asset that delivers exactly what you're looking for.

And in the case of acquiring traffic, the ideal source that has the attention of and connection to the exact prospects you're looking for is *the leading experts in your industry.*

Which means that if you can tap into these leading experts, you can gain direct access to all the traffic you'll ever need. Plus, you can do this without risking a penny.

### **How to get leading experts to send you all the traffic you'll ever need for free – even if they've never heard of you**

The method I recommend for getting leading experts to send you an unlimited amount of free traffic is to create **Strategic Partnerships** with 10 or more of the leading experts in your industry. Then leverage those partnerships to drive a large flow of traffic.

Yes, I know this sounds like a monumental task, maybe even impossible if you don't personally know these experts. But it's really much easier than you might think.

All it takes is this 6-step formula:

**Step 1:** Invite 20 of the leading experts in your industry to do a short interview with you on a topic that's of strong interest to your prospects. Tell these experts that in exchange for their interview, you will include a link to their website and that their interview will be shared by you, by many of the other experts, and on podcasts. This will get many experts to agree to be interviewed.

**Step 2:** Conduct your interviews. Keep them short and impactful. I recommend a maximum length of just 10 to 15 minutes that features an expert's best tip for getting a specific result.

**Step 3:** Once you've completed at least 10 interviews, give the collection a great title and put them up on a web page.

Include a photo of each expert you interview. And, as you promised, be sure to include a link to each expert's website along with their interview.

**Step 4:** Tell the experts who you interviewed that the web page is now live and invite them to tell their subscribers about it. Because your collection of interviews features many well-known experts, many of those experts will tell their subscribers about it.

You can expect that 40% or more of the experts you interviewed will actually tell their subscribers about your interview series. Depending on how many subscribers each expert has, you can quickly add a lot of people to your list.

One of my best results was adding over 3,300 new subscribers to my list from just one expert sharing his interview with his large subscriber list and telling them about collection of interviews with other experts.

**Step 5:** Be sure to use an opt-in page that captures a prospect's contact information in exchange for giving them access to your collection of interviews.

Believe it or not, this is the most common mistake I see people making when giving away free information. They fail to use an opt-in page to capture each prospect's contact information.

Make absolutely sure you have an opt-in form that not only captures the contact information of people sent to your site by the experts you interview, but also by visitors who come to your website from other sources as well.

**Step 6:** Compile a list of the best points from your interviews as content for being a guest on podcasts. Reach out to the hosts of the podcasts for your industry with an offer to share “The Best Strategies for (the goal you feature in your interviews) from 10 leading experts”.

When you contact podcast hosts with your topic, be sure to include the list of all the experts whose tips you’ll be sharing. This will get you dozens of guest spots on podcasts.

During your podcast appearances, in addition to sharing the tips from your experts, be sure to include a link to your full interview series.

As simple as this process is, guesting on as many podcasts as you can line up can turn into a massive amount of new subscribers to your list.

Also, each time you’re interviewed for a podcast, be sure to ask the host to recommend other podcast hosts who would be interested in your topic. You’d be surprised how easy it is to turn each podcast appearance into 2 or 3 more when you simply ask for referrals.

To continue to drive more and more traffic to your website with no cost and no risk, just wash, rinse and repeat. Interview even more experts and repeat this simple 6-step formula.

### **The “secret sauce” that makes driving traffic using Strategic Partnerships work so well**

The question I’m most often asked about the 6-step process I just described is...

*That’s great for you Bob, because you know all these experts. But I don’t know any experts and they’ve never heard of me, so how could this possibly work for me?*

The beauty of this process is that you don’t have to know any experts and it doesn’t matter if you’re totally new and none of them have ever heard of you.

I’ve personally used this simple process to build large lists for my business in three different areas. And I was completely unknown in each area when I first started.

There are two keys to being successful with this right from the start.

#### **Key #1 – Pick the right topic**

When you pick a hot topic that many experts can talk about, they’ll naturally want to share their wisdom. All experts realize that the wider they can spread their message, the more well-known they’ll become – and the more business that has the potential to generate for them.

The simple act of choosing the right topic goes a long way toward getting a lot of great experts to agree to be interviewed by you.

## **Key #2 – Structure your invitation properly**

The way your invitation is structured is critical to getting the best results possible. The invitation format I've developed uses social proof to generate the highest response possible.

Here's how this works. In your invitation, you reveal the great topic that you've chosen along with a list of all the carefully selected, well-known experts you're inviting to participate.

Now, please be clear, you are not saying that any of these experts have committed to an interview. You're simply leveraging the "social proof" of demonstrating that you're smart enough to have invited all the right experts to be interviewed.

This causes each expert to think, "If most of these other experts do this, I don't want to be left out". So they agree to do the interview!

### **How well does this process work in the real world for people who are completely unknown?**

One of my clients was on the brink of shutting the doors on her business. She had tried every method possible to consistently drive traffic to her website, but nothing worked for more than a short time.

Using my simple, 6-step process, she invited 32 experts to be part of her interview series – none of whom knew her. Within 5 days, 31 of the 32 experts agreed to participate in her interview series. And the only one who declined said he was too busy but would love to do an interview a couple months later.

In just two weeks, she completed all 31 interviews and posted them on her website. Using **Strategic Partnerships** and nothing else to drive traffic, she rescued her business from near failure and now has a solid, thriving business.

Another client recently emailed to tell me that he's built two highly successful software businesses using nothing but this **Partnership Traffic** process. Each business does close to 7-figures per year. And he's now going to use this to build a third software business.

Whether you're well-known or completely unknown doesn't matter.

When you use this **Partnership Traffic** process, you can build a large list of highly qualified prospects in a fraction of the time it would take you with other methods. Plus, it costs you nothing and it will continue to work for as long as you're in business.

## Method #2 – Partnership Cash Flow

All businesses suffer from a lack of cash flow at one time or another.

For some businesses, there are seasonal issues that disrupt cash flow. For others, it may be a transition from one product line or service to its replacement that causes a serious dip in sales. There are many other reasons for cash flow disruptions, but bottom line, I've never seen a business that doesn't experience some form of disruption to its cash flow.

Fortunately, the process I'm about to show you puts an end to all forms of cash flow problems – permanently. It will generate a surge in cash flow of 40% or more. And it does this in just 6 days.

In addition, this process can be used 3 to 4 times each year. So you can reliably generate additional cash flow every quarter.

Now, it's important to understand that there are two significant components of this process that are *very different* from the other partnership strategies. And these components give you the ability to generate a substantial boost in cash flow with the least time and effort possible.

So let's take a look at both of these components and find out why they are so beneficial for your business.

### Component #1 – Partnership Cash Flow is based on selling your own product or service to your own list

Wait a minute, if partnering with other companies is supposed to be the engine that drives all of these strategies, then how does selling your own product or service to your own list involve a **Strategic Partnership**?

I'm glad you asked 😊.

You see, when it comes to using **Strategic Partnerships**, who doesn't want to find quality partners who will send you free traffic... help you grow your sales by 3x or more... and generate large streams of passive income for you?

And this is all done by partnering with recognized experts and companies with large lists and quality products who gladly agree to partner with you.

BUT – few people ever think of looking inward to find the ideal partner with the ideal product and the ideal list. And that partner is...

*You*

Here's why it's so important to recognize that one of your own best **Strategic Partners** is *you*. On average, most businesses convert around 5% of the prospects on their list to paying customers. You can easily verify this by comparing the number of customers on your list to the number of prospects.

Now, once you recognize this critical point, the absolute fastest, most reliable way to grow your sales immediately and generate a sizable boost in cash flow is to...

*Sell your own product or service to the 95% of prospects  
on your list who haven't bought anything yet*

These folks already know and trust you. They've already given you their email address, so they're easy to contact. And there's no cost to contact them and make your offer like there is with paid traffic.

Most importantly, according to a study in Harvard Business Review, sales made to people who are already on your list are *25 times easier to make*. And the same study also revealed that these sales are as much as 90% more profitable than making sales to cold traffic. If you've bought any traffic recently, the exorbitant costs of that traffic completely supports this.

## **Component #2 – The entire process takes just 6 days to run**

The second feature of **Partnership Cash Flow** that makes it work so well is that the entire process takes just 6 days to run. Since you already have your product or service and your list, there's no waiting on anyone else to deliver on their end.

YOU are your best possible partner because you have everything you need to take action immediately.

## **The strategy that makes Partnership Cash Flow so effective**

The 6-day run of **Partnership Cash Flow** consists of 3 emails sent to your list every other day. These emails offer one of your most popular products or services at a 15% to 20% discount. The 3 emails you'll use are:

- An initial email with your offer

- A reminder email
- A last chance email

All three of these emails use essentially the same copy, which keeps things really simple. Just a minor tweak is added to your second or third email, which I'll show you in a minute.

Now, what makes this **Cash Flow** email series work so well is that the emails feature a strong, believable *reason why* the discounted offer is being made. Dr. Robert Cialdini, a renowned Professor of Psychology and Marketing at Arizona State University, has conducted decades of studies that prove when you give a customer a *reason why* they should buy something – regardless of what that reason is – sales increase by as much as 70%

So when you make an attractive offer and combine that with a strong, believable *reason why* the offer is being made, you can generate an exceptional level of cash flow over the 6-day period of your marketing campaign.

One of my clients who sells training videos for athletes generated a massive 337% increase in sales, in just 6 days. Another client reported that they more than doubled their weekly sales in less than 8 hours on the first day. And they still had 5-1/2 days remaining in the full campaign.

If you want to put an end to the peaks and valleys in your cash flow, nothing works better and more consistently than this **Partnership Cash Flow** process.

So now that I've set the foundation for this process, let's move on and I'll show you exactly how to execute it.

### **A quick overview of the Partnership Cash Flow process**

This entire, repeatable process, is accomplished with just four steps. All are easy to understand and implement. Here's a quick overview of all four steps, and then I'll take you through them in detail:

**Step 1:** Identify your best-selling product or service

**Step 2:** Identify your most effective email for that product or service

**Step 3:** Create and send a Results Repeater series of emails

**Step 4:** Automate your Results Repeater series to be sent 4 to 12 times per year



That's the entire process. Each step is easy to implement, so let's move on and I'll show you exactly how to do that.

### **Step #1: Identify your best-selling product or service**

Now, if you're going to sell more of a product or service to your list, then it makes sense to offer your *best-selling* product or service. The track record of sales this product or service has established demonstrates the strength of its appeal to customers. And it proves that it is the easiest product or service to leverage for generating immediate cash flow.

Identifying your best-selling product or service should be easy. Simply review your sales records for the past 18 months and identify which product or service has generated the most revenue.

If there are multiple products or services that are close in generating the most revenue, than select the one that has the highest profit margin.

Simple, right?

### **Step #2: Identify your most effective email for that product or service**

Next, it also makes sense that if you're going to offer your best-selling product or service to your list, that you use the email that was most effective in selling it. This can be a bit tricky to identify, but it certainly isn't difficult when you follow my simple process.

The first step is to look at your sales records for the past 18 months and determine which short periods produced the most sales of the product or service you've selected. I typically like to look for strong sales over a 2-week period. If there are multiple 2-week periods with strong sales, select the single 2-week period that outperformed all others.

Then, once you've identified your strongest sales period, go back and identify the email from that time period you were using to sell your product or service. All email services (Active Campaign, Keap, Mail Chimp, Aweber, etc.) maintain an archive of all the emails you've sent. This archive is kept in chronological order, making it easy to identify the exact email you were using during your strongest sales period.

### **Step 3: Create and send a Results Repeater series of emails**

Now that you've identified your best-selling product or service and your most effective email for promoting it, you want to use this knowledge to **repeat the results** you've previously gotten. The way to do this is to send out that same email again.

Now, you may be thinking, “I can’t do that. People have already seen that email and will think I’m an idiot!”

But let me prove to you why that is not the case.

For this proof, we’re going to study the reaction of someone who you already know quite well... YOU.

Here’s what I want you to do...

Think about all the emails you received yesterday. Just yesterday. It isn’t necessary to think back any further than that.

Of all those emails that you received yesterday, how many do you remember?

If you’re like most people, the answer is absolutely none of them.

Once you understand this, then it’s easy to see that your subscribers won’t be offended by receiving the same email they received before, and won’t think poorly of you for re-sending it, because they won’t remember ever having received it in the first place!

### **How to send your Results Repeater email series**

At this point, you’ve identified your best-selling product or service plus your most effective email for promoting it. Now, I’m going to show you exactly how to use this to create a substantial burst of sales over a period of 6 days.

The way this is done is to create what’s known as a *serial mailing*. For our purposes, we’re going to use a series of three emails, all of which are very similar.

The reason for doing this is that decades of studies have proven that a series of emails will increase your overall sales by anywhere from 30% to as much as 150%. And since it’s so easy to create a serial mailing when you use my method, you’d be leaving substantial sales on the table if you don’t take advantage of this.

On the first day of your email series, you’ll send out the exact email you’ve identified as your most effective promotion, without any changes to it. This is critical to your success.

Following the age-old advice of, “If it ain’t broke, don’t fix it”, you’re going to use the exact email that produced your best results in the past. Changing any aspect of it will only cause potential problems. If you don’t produce the results you expect, you won’t know if the email itself failed or if tampering with it caused the problem.

So send out your best-selling email exactly as it is, without any changes. Then you'll skip a day between mailings.

On day three, you'll send out your second email in the series. This email will consist of the same email you sent on day one, but with a short introduction that will look something like this:

Hey...

I sent out the email below a couple days ago and interest has been so strong, that I wanted to make sure you see it.

Take a look and if you like what you see, place your order now, because this will be going away in two days.

(Your name)

----- Copy of the original email -----

>>> Insert the original email copy here

Once you've sent out this email, you'll again skip a day before sending out the final email in your series.

### **Your final email in the series – and the results you can expect**

Your final email will be sent on day five. Here again, it will consist of your original email along with a short introduction that looks something like this:

Hey...

I sent out the email below a few days ago, and while interest has been quite strong, I have to wrap this up, so this offer is coming down tomorrow.

Be sure to take a look right now, before you miss out.

(Your name)

----- Copy of the original email -----

>>> Insert the original email copy here

As you can see, creating a series of three emails to promote your best-selling product or service doesn't get much easier. And this can be done with any email for any product or service.

So what kind of results can you expect? I'm happy to report that your results should be exceptional.

Here's what the typical results from a series of three **Results Repeater** emails usually looks like. For this example, I'm going to use round numbers to make it easier to understand.

Email #1 – 100 sales

Email #2 – 30 sales

Email #3 – 15 sales

You can see from this example, which is fairly typical, that by using a series of three emails instead of just a single email, you can expect to produce 45% more sales. Not too bad for just a few minutes of additional effort!

Plus, keep in mind that this is just a working example. Because it's common for many people not to act until the last minute, I've seen many occurrences of the final email in a series producing nearly as many sales as the first email, and sometimes even more.

So if the equation changes to 100 sales, 30 sales, then 80 sales, you've now produced 110% more sales than you would have if you only sent a single email!

#### **Step 4: Automate your Results Repeater series to be sent 4 to 12 times per year**

This final step has to be the easiest step in this process to implement. And it's also extremely profitable.

Using this technique alone, you can put an end to any cash flow problems your business may experience. You can create a steady stream of ongoing sales that comes in like clockwork 4 to 12 times per year.

So let's take a look at exactly how you do this.

In order to create an uptick in sales once every quarter or once every month, all you need to do is *automate* your **Results Repeater** email series. The way you do this is to schedule your serial emails in advance to be sent out either once every quarter or once every month.

Yes, I know, you're doubtful yet again that this won't cause negative blowback from your subscribers. But let me remind you that when I asked you which emails you received just yesterday that you remember today, the answer was "Zero".

Now, when you spread out your repeat mailings to once a quarter or once each month, this "memory loss" is even greater. Quite simply, no one remembers your previous emails.

In fact, repeating those emails multiple times has just the opposite effect. Studies have proven that the same message delivered repeatedly tends to create a strong recognition factor.

People start to feel like they've been seeing your message in many places, when in fact, the only place they've really seen it is from you. This recognition builds a stronger sense of trust and that trust converts into increased sales.

How well does this work? I have one client who has been sending out essentially the same email series once every month for more than 8 years. Each month, it brings in a considerable amount of new sales with no maintenance on my client's part.

This step couldn't get much easier to implement. And it completely eliminates any cash flow problems you might have, regardless of what product or service you offer.

## Method #3 – Partnership Sales

Making sales is the life blood of any business. If your sales are low or inconsistent, you won't be able to meet payroll, pay your overhead and achieve any significant level of growth.

I don't have to tell you that making sales is the number one problem that plagues nearly every business. Fortunately, growing your sales consistently, and often exponentially, is easy when you use my **Partnership Sales** method.

As simple as this method is, you can realistically multiply your sales by 3x, 5x, even as much as 10x in a reasonably short time.

However, before we get to the details of how to use this method and why it works almost effortlessly, it's important to understand a critical, underlying growth principle.

So let's take a look at this critical principle now.

### **The Customer Success Journey** **...your key to unlimited sales growth**

In every business, there's a wealth of additional, untapped sales that you aren't capitalizing on. These sales can be made almost effortlessly once you understand a simple, fundamental growth principle, which is:

*No sale ever takes place in a vacuum*

You see, whenever a customer buys a product or service, it's never an isolated sale that stands on its own. It's actually just one piece in the *complete process* of solving the customer's problem or achieving their goal.

There are many steps, both before and after they buy a product, that make up the full **Customer Success Journey** that's required for a customer to achieve their complete goal. And by mapping out their complete journey, you can identify and offer them the *exact products and services* that help them most at each step in that journey.

For example, let's say you decide to start a keto diet. Your first purchase would probably be a book explaining what the keto diet is, why it's beneficial, what foods you can eat and what foods to avoid.

But is that the end of your journey to success with the keto diet?

Of course not!

It's just the beginning. So next, you'll probably buy...

- A keto cookbook
- Vitamins and supplements that are recommended for this diet
- A glucose testing device
- More books that go into greater detail about the keto diet
- A book on intermittent fasting (a very popular trend with keto dieters)
- A pressure cooker, which is a fast way of preparing foods without any loss of vitamins or nutrients
- Specially formulated keto foods and snacks
- New exercise equipment
- New exercise shoes
- New exercise clothes
- Group coaching with a keto certified nutritionist
- Individual coaching with a keto certified nutritionist
- And a lot more!

The list goes on and on!

But the critical point to recognize here is that all these additional steps in the complete **Customer Success Journey** also kick in the minute someone buys ***any product or service.***

Once you realize this, it becomes abundantly clear that a single sale is never just a single sale. It's actually the start of a long chain of possible sales that are all based on helping your customers achieve their *complete goal*, not just one small part of that goal.

And it's this tool – the **Customer Success Journey** – that gives you the unlimited opportunity to generate as many new sales as you'd like. All without any cost or any risk.

## Simplified Joint Ventures

### The key to generating unlimited sales growth

Now, it's essential to understand the principle of the **Customer Success Journey**. But once you see the long list of additional products and services that your customer needs to achieve their complete goal, it becomes abundantly clear that you can't possibly produce all of them.

There aren't enough hours in the day for any single company to produce the full range of products and services your customer needs to achieve their complete goal. And it's highly doubtful that any one company has the skills needed to create all those products and services.

BUT – you can still sell any and all of these products and services to your customers. And the way you do this is by leveraging **Simplified Joint Ventures** to offer the products and services of other companies that your customers are eager to buy. In exchange, you're paid a solid commission for every sale that's made.

In order to do this, you're going to hand-select as many companies as you like that already produce the products and services your customers want.

*However, you are NOT going to use the conventional method  
of inviting them to be your Joint Venture partner*

Most people approach other companies and invite them to participate in a *reciprocal* joint venture. In their invitation, they say something like this:

*I have a great product (or service) that I know the people on your list would love. If you'll offer it to your list, I'll pay you a 50% commission for every sale you make. In exchange, I'll offer your product to my list on a similar basis, so we'll both make money on both sides.*

Do you know what happens when you do this?

Nothing.

This rarely gets you any results at all. In fact, most companies don't even bother to respond to decline your offer.

All you get is dead air.

Why? Primarily because they don't know you and they don't have the time to perform the due diligence to determine if you and your company are credible and won't harm their reputation if they partner with you.



But remember, your actual goal is to be able to offer a wide range of products and services that you don't produce to your customers and collect sizable commissions for doing this.

To achieve this and overcome the key problem that kills nearly all reciprocal JV offers, the **Simplified Joint Venture** method turns the tables completely. Instead of inviting companies to participate in a reciprocal joint venture agreement that includes offering *your* product to their list, you start by offering to sell *their product or service* to your list.

And that's all you do.

You do not ask them to sell your product to their list at all. And you don't even hint at a reciprocal agreement at this early stage.

All you do is offer to sell *their product* to your list.

Regardless of how small or large your list is, hardly any company will turn you down on this offer. Because what you're really offering is to send them more sales at no cost whatsoever. And few, if any, companies will decline this offer!

## Optimizing your sales with Simplified Joint Ventures

The **Simplified Joint Ventures** I just described are designed to take full advantage of the **Customer Success Journey**. And they work in a way that's quite different from how most people think of joint ventures.

With **Simplified Joint Ventures**, you avoid all the hassle and time-consuming negotiations associated with conventional joint ventures. The key principle, as I've already described, is that instead of inviting a potential JV partner to promote your product or service in exchange for you promoting their product or service, you *simplify* the process by inviting your partner to let you sell their product or service to your list.

That's it.

You do not ask a partner to do a reciprocal promotion of your product or service to their list. Simply asking to sell a partner's product or service to your list, and nothing else, immediately removes all the complications that come up with the conventional approach to reciprocal JVs.

The first step in this process is to compile a list of all the associated products and services people who buy your product are also interested in. This is a list of all the products or services that help your customers achieve their complete goal in their **Customer Success Journey**.

You'll compile your list just like I did with the list of associated products and services for the keto diet above.

Then you'll approach companies that make those products or services and request permission to sell them to your list. That's all.

When you simplify your joint ventures this way, you immediately gain a number of valuable benefits:

- Nearly 100% of partners you invite to JV with you this way will accept. After all, what you're really doing is offering them free sales with no other obligation on their part. So you've removed all obstacles that might prevent them from agreeing to work with you.
- 100% of the commissions you receive for these simplified JVs are pure profit. Your partner provides all the email copy that you send to your list, which takes your subscribers to their sales page.

Your partner then takes the orders, bills customers' credit cards, fulfills the orders, and handles all customer support issues. All you do is send out the email copy your partner has given you to your list, then sit back and collect your commissions.

- You generate tremendous goodwill with your customers and subscribers. Any time someone wants to buy a product or service, when they do a Google search, they get thousands of results. This makes it extremely difficult to determine which products are good and which are not.

So when you recommend a quality product or service to your subscribers and eliminate all the confusion for them, they will naturally appreciate you for doing this. Do this multiple times and your customer loyalty will shoot through the roof!

One final thought. I want to emphasize that the revenue you get from these simplified joint ventures is nearly pure profit.

That's because the only effort you have is sending out a simple email. Then you collect your commissions at a near 100% profit margin without any other effort on your part. There is simply no other form of sales or marketing that match this profit margin.

Because of this, clients often tell me that the profits they generate from this simple method are greater than the profits they make with their main product or service.

Roland Frasier, who is now a main partner in Digital Marketer, used my **Partnership Sales** method and materials when he was first starting out. As a result, he made \$1.3 million in just 6 weeks – and kept \$880,000 of that after paying his partners.

Andy Hussong is one of the best-known joint venture brokers in the business. And he built that business by going through one of my training programs and using this **Partnership Sales** approach.

Bottom line, the **Partnership Sales** method is simple and produces far superior results to the conventional method of setting up joint ventures. It's worked well for thousands of businesses who have been through my trainings or I've worked with individually – and it will work equally well for your business.

## Method #4 – Partnership Passive Revenue

Of the four **Partnership Profit** methods, this is the one that excites me the most! There are two reasons why I like it so much.

**Reason #1** – This method builds on what you’ve already accomplished with **Partnership Sales**. So all you’re doing here is ramping up what you’ve already done and expanding on it. Which makes it very easy to implement quickly.

**Reason #2** – When you execute this method properly, you can actually make more money with it than you make with your main products or services.

In fact, one of my clients generates about \$600,000 in revenue each year with their main product. But they add another \$850,000 in revenue using this method to generate a large stream of passive revenue.

Sound good?

Then let’s look at how this method works.

To start with, let’s quickly revisit the **Customer Success Roadmap**. This highly valuable tool tells us that when a customer buys your product or service, and even when a prospect joins your list but hasn’t bought yet, your product is not the only purchase they need to fully achieve their goal.

Armed with this understanding, you use the **Customer Success Roadmap** to chart all the steps along the way of a customer’s complete journey to achieve their goal. At nearly every step in the complete customer journey, there are products and services that will help them achieve that step.

Along with this, you also recognize that no company, including yours or mine, offers all the products and services your customer needs to achieve their complete goal. But you can identify the products and services other companies offer for achieving each step of your customer’s journey and create **Joint Venture** partnerships to offer them to your list.

### Accelerating what you’ve already accomplished with the Partnership Sales method

In the previous method, you discovered how to set up **Simplified Joint Venture** agreements to offer a wide range of products and services to your customers and subscribers.

Doing this gives you the ability to operate like a much larger business, offering far more products and services than you could create on your own, but without any of the overhead, cost, or risk. That's an extremely potent combination!

Now, we're going to take things to the next level. Everything you'll be doing is still driven by **Simplified Joint Ventures**. But now, we're going to expand the ways you offer other companies' products and services to your list of subscribers and customers.

Doing this effectively takes just two steps:

**Step 1 – Track the sales of the products and services you offer from your JV partners.** This is simple enough to do. Just review your sales of the products and services you've been offering and identify those that sell the best. I guarantee there will be some that considerably outperform all the rest, a large "middle", and a few at the bottom that barely perform at all.

**Step 2 – Leverage the best-selling products and services that you've identified.** In keeping with everything I'm sharing with you here, leveraging these best-sellers is easy to do.

All it takes is to: (a) Make them available more often; and (b) Make them available in more ways.

This makes perfect sense. But at the same time, you may be wondering, "OK, but how does this generate passive revenue? And better yet, how does it generate that passive revenue month-in and month-out like clockwork?"

The way that both of these are accomplished is by automating the entire process. Which again, is easy to do and I'll show you in just a minute.

The important point to recognize is that when you automate the process in the ways I'm about to show you, once you've set things up, you have little or no maintenance. The sales just keep coming in, month after month. And with little or no intervention required, practically every penny you collect is pure passive revenue.

So, let's dive in and I'll show you three different passive revenue strategies for leveraging the **Simplified Joint Ventures** you've already set up.

### **Passive Revenue Strategy #1** **The Welcome Sequence – Individualized**

Now that you've identified the best-selling products and services from your JV partners, here's a really easy way to capitalize on them.

Whenever you gain a new subscriber or customer, you should have a **Welcome Sequence** of emails that help familiarize new prospects with your company and products. The length of your **Welcome Sequence** can range anywhere from a few emails to 10 or more. I've even seen a few **Welcome Sequences** that included more than 50 emails.

So returning to our keto diet example, if you sell a program on weight loss with the keto diet, your sequence might include an email on your top 3 favorite recipes... another email on the best keto snacks that won't blow your diet... and a third email on tips for sticking with the keto diet when eating in restaurants.

And here's how you produce more sales and passive revenue with each of your **Welcome Sequence** emails...

At the end of each email, you simply include a P.S. for one of your JV partner's products or services. And when you have a series of emails in your **Welcome Sequence**, you can even include a promotion for one of your own products that your customer hasn't bought yet.

Your P.S. couldn't be easier to create for any product or service. It will read something like this:

P.S. We're always looking for ways to make your keto journey easier and more successful. And nothing is better for this than the bone broth from our friends at Best Bone Broth. Take a look at their line-up of GMO-free broths – and take a 15% discount while you're at it: [www.bestbonebroth.com](http://www.bestbonebroth.com)

Now, the additional sales you'll produce with this will be solid, but not necessarily massive. But they will be regular and uninterrupted for as long as you use your **Welcome Sequence**.

Plus, because you automate your **Welcome Sequence** by loading it into an autoresponder that every new subscriber or customer gets, all of these sales are pure passive revenue.

## **Passive Revenue Strategy #2** **The Welcome Sequence – Top 5**

This strategy steps things up from what I just showed you in the first Passive Revenue Strategy. Now, in order for this to work properly, you need to have 5 to 10 products or services from your partners – and your product or service can be included in this group as well.

With this strategy, you're going to write a short article featuring the benefits of one of these products or services in each of your **Welcome Sequence** emails. And, of course, each article ends with a link to purchase the product or service.

Using this strategy, your first email would start something like this:

Welcome to our keto health and wellness community! In addition to our flagship Keto diet program, we've carefully researched five of the best tools available for helping with your complete keto journey.

Each day for the next five days, we'll be sending you a short article on using these tools to get the results you want – and to get them quicker. Today's article shows you all the benefits you get from regularly consuming bone broth. I know you'll be surprised by some of the important benefits we've discovered... so let's get right to the article!

(Article with link to purchase your partner's product goes here)

Then, each day for five days (or longer if you prefer), you send out another article in your **Welcome Sequence**. And each day, you rack up new sales and profits! Plus, because this is all automated and your **Welcome Sequence** is part of an autoresponder series, all the profit you collect is purely passive revenue.

Now, in case you're concerned about offending your new subscribers or customers with these offers, don't be. A person's interest in purchasing a product for a goal they'd like to achieve is never higher than when they first join your list, either by subscribing or by buying something.

So what you're really doing is guiding them in finding great sources for more of what they're already looking for. And not only will you make more sales this way, but you'll also build a high degree of customer loyalty at the same time.

### [Passive Revenue Strategy #3](#) **The Resource Center**

This final strategy gives you a great way to generate more sales – and passive revenue – from your subscribers, your customers, and visitors to your website.

Building on the products and services you've already identified in your **Customer Success Journey**, you'll continue to create JV deals for as many products and services as you can. Once you have 10 or more, you'll then set up a **Resource Center** page on your website.

Your **Resource Center** page lists every product and service you offer to help your subscribers achieve their complete goal. And the majority of those are products and services from other companies, all of which pay you a sizable commission at a near 100% profit margin.

Doing this generates additional sales with no effort in two ways.

**FIRST** – you can direct your subscribers to this page to generate sales. One way to do this is to include a link in the P.S. of every email you send out. The topic of the email doesn't even have to be related to the products or services listed in your **Resource Center**.

All it takes is a short P.S. that says something like:

*To see a list of the best products and services for achieving all your keto goals, be sure to check out our Resource Center at (your url).*

Some of my clients generate 20% more sales every year with this simple technique alone. Those sales are all hands-off. And all the proceeds are entirely passive revenue.

So it's well worth the minimal effort it takes to set up this automated process.

**SECOND** – Another way that sales are made is that your **Resource Center** is available to your subscribers, customers, and new visitors every time they visit your web site, resulting in additional, passive sales.

Now, sales from these visits to your site certainly won't become your main source of revenue. But if you can bring in 50 extra sales every month, that's passive revenue you've generated at no cost with this simple strategy. All automated, so it occurs with no work on your part.

And don't forget – for every sale made through your **Resource Center**, you receive a direct payment on sales of your own products and a commission on every product and service of other companies.



## Why you have no cost, no risk and nothing but upside potential when you apply these 4 Partnership Profit methods to your business

So you now have a wealth of ways to use Strategic Partnerships, Joint Ventures, and Licensing to acquire all the traffic you need... solve your cash flow problems... consistently grow your sales on a regular basis... and generate ongoing passive revenue.

Plus, with all of the methods I've covered, you never have any cost or risk involved. That's because every asset you're going to optimize – whether they are your own or the assets of other companies – already exist.

Your list, your products or services, and your relationship with the members of your list already exist. And all the products and services of the other companies you'll partner with already exist.

So there is no cost to develop any of these assets or to pay outside vendors to develop them for you.

In addition, these assets already have a proven track record. So the risk of them not performing when you use them to generate new sales growth and passive revenue is eliminated. But even in the few cases where a given method doesn't work as well as planned, you really haven't lost anything other than a small amount of your time.

So I want to make sure that you understand the immense power of adding ongoing sales and passive revenue to your business where there's nothing required other than a small investment of your time. And as you can see from the examples I've given you throughout this material, even the amount of time you invest is kept to the bare minimum.

I'll close here by summarizing two critical points that will serve you well for years to come:

**FIRST** – Without any cost or risk, the majority of the proceeds you generate when you use any of these methods are *pure profit*.

Your overhead costs are already covered by your core business. And since you are leveraging and amplifying assets you already have, but in new and highly profitable ways, you don't have to buy traffic, pay for new marketing pieces, hire additional staff or pay for anything else that's normally required to start a new project from scratch.

**SECOND** – Because you aren't required to invest heavily to implement any of these strategies, you can have multiple **Partnership Profits** initiatives running, or in the works, at the same time.

The only real limitation is your time or your staff's time. So this is a much more efficient way to increase your profits and passive revenue than constantly focusing on the next new "big thing".

## Wrap up

If you've been frustrated by the never-ending stack of traffic hacks, funnel hacks, technology tricks, and all the other questionable marketing practices that land in your inbox every week, **Partnership Profits** offers a refreshing and effective alternative.

With just a minimal amount of sweat equity, you can use Strategic Partnerships, Joint Ventures, and Licensing to achieve all your marketing goals. Whether you want more traffic, a burst of cash flow, a consistent way to multiply your sales, or regular streams of passive revenue, the methods I've shared here are the answer.

The four methods shared here are your roadmap to achieving your marketing goals more sanely and without spending so much time on your marketing that it seems like a second career.

I hope you've been inspired by these four methods. And more importantly, I'd love to see you pick one or two methods and start implementing them today.

As you've seen, they cost you nothing to implement and you have no risk whatsoever. All are repeatable and give you the ability to start out as big or as small as you'd like.

So why not get started today?

Happy partnering!

## About Bob Serling



Bob Serling is a 35-year marketing veteran and the founder of LicensingLab. His innovative take on marketing, licensing, and strategic partnerships has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and licensed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect... then created strategic partnerships to use that same letter in 14 different industries... and much more.

He's perhaps best known for having pioneered the use of Strategic Partnerships, Joint Ventures, and Licensing to achieve all your marketing goals with no costs and no risk. Whether you need more traffic, a quick boost in cash flow, more sales, or multiple streams of passive revenue, Strategic Partnerships, Joint Ventures, and Licensing are more effective than other costly, risky methods. Bob's clients find that using his methods not only increases their profits, but balances cash flow so there's a steady, reliable stream of income every month.

You can contact Bob at: [partnerships@licensinglab.com](mailto:partnerships@licensinglab.com)