

# How To Master JV Giveaways

Explode Your Opt-In List And  
GROW Your Online Business Like A Rocket!



This Product Brought To You By

**Jit Uppal's**



<http://www.MustHaveInternetMarketingTips.com>

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## Introduction

Welcome to HOW TO MASTER JV GIVEAWAYS.

In this e-book we'll reveal how you can EXPLODE your opt-in list of subscribers by using giveaway events.

Many online marketers today have seen a rapid increase in the number of JV Giveaway events in 2008. Some are wondering what all the fuss is about, some have jumped onboard and are already reaping the benefits, and then there's the skeptics that figure it's just a passing fad, and giveaways aren't a true way to grow your business. (After all you're giving away a product – and isn't the online market already flooded with people giving away free stuff?)

Consider these two important points for a moment.

1. You'll find that online marketers in all levels of success are doing JV Giveaways. (Brand new first timers, mid-level marketers, right up to very well-known marketers that have been successful for years).
2. Tens of thousands of people can't be wrong. The results speak for themselves.

So let's get started right now and reveal how JV Giveaway events can EXPLODE your business .... FAST!

## Chapter One – Giveaways Are Saturating The Market



The most succinct definition of a JV Giveaway Event is an event which leverages on the collective power of online marketers to help each other gain exposure and grow their subscriber lists.

And over the past couple of years JV Giveaway Events have become so popular that some marketers are beginning to wonder if they have reached a saturation point, where they are no longer effective and able to produce the results that they once did.

There of course is SOME truth to this statement. For example, you may have seen the same marketers repeatedly offering the same gift to the same lists over and over. So of course when this happens, the results just aren't the same. The impact is perhaps lost in all the noise.

Allow me to illustrate through an example:

Have you ever seen a brand new marketer with a forum signature offering internet riches if you sign up for THEIR affiliate program? And hey you just KNOW by reading their posts that they can't

produce revenue for themselves. They might even be so bold as to ASK within the forum something like, “how can I make \$1,000 by next Friday?”

The same is true for many internet marketing niches. List-building secrets revealed (and their list is only 15 subscribers.) Traffic-pulling strategies ... and they don't have a single web site producing more than 100 visitors a month. It makes you wonder doesn't it?

Day in, day out, the same private label giveaway products are flooded in hundreds if not thousands of events, and if you're a registered participant you'll see it first hand. THAT's the saturation, and THAT's where the problem begins.

Of course it's okay to start listing all the problems associated with events like this. You get tire-kickers on your list. Maybe you feel like you're devaluing your product. Maybe you tried one yourself and only got a few subscribers – none of which has yet purchased one of your “paid” products. Hey the list of problems could go on and on.

And in spite of what some may view as a problem, giveaway events are NOT going to go away any time soon. Why? Because for so many marketers, giveaway events produce phenomenal results.

Now to restate the problem of saturation, here's why this happens: when most online marketers surface, the first niche they market to is the “make money online” market. They're sucked into the dream – and hyped up by promises of riches such as “all you have to do is follow MY system and you can do it too.” But there's a problem of course – how do you teach what you can't yet do? The solution isn't to just promote some “other” expert's product. Especially if you haven't even bought the program yourself or you truly know if they KNOW what they're talking about.

It's THIS issue that plagues the giveaway world.

## Chapter Two – The Ticket to a HOT Product



It's time to slam on the brakes and STOP.

What's your niche? What type of list are YOU building? WHO is your market and who are YOUR subscribers?

Once you have answered these questions, the next one is even more critical to success.

What do they WANT. Don't go looking through your hard drive inventory for something to give away. That's actually backwards!

If you don't know what they want then a little research is in order. Visit forums for your niche. Ask questions. Read the most common questions. Survey your subscribers. Poll your web site visitors, and so on.

Once you KNOW what they want ... then it's time to either CREATE the product or purchase rights to have someone else create it for you. But remember – DON'T be giving away the same old same old. You know what I mean right? The same product you have already seen in a thousand other giveaways? Give away "junk" – all you'll get is "junkies". Even if that product was popular and picked up thousands of times, that's NOT a reason to offer it again. Get creative and fresh.

Offer something NEW, or something with a new twist. (However – don't disguise a rehash of the same stuff already floating throughout the web.)

A truly genuine HOT product for a giveaway event is new, tested AND ready to go. Ideally it will be something to impact another marketer's bottom line. Save them money? Make them money? And so forth.

More about a truly HOT product.

Although I haven't mentioned it yet it's also important that your product has a catchy graphic (that looks professional), a great title, and a clear and concise description that attracts people in your niche.

And in a little more detail ... the best type of graphic is an e-cover. Either spend some time making a nice 3-d box or dvd cover, or have one designed for you. For professional looking graphics, check out ['Jit Uppal's Custom Online Graphics for Internet Marketers'](#).

Describe exactly what they are going to get – and like in any sales pitch, state the benefits of what they will receive when they use your product.

Once these steps are all in place, now it's time to assemble your sign-up process and download page.

## Chapter Three – Creating the Perfect Landing Page



Next to the product itself, the landing page, the ordering process, and registration steps are the most important steps you will undertake. And unfortunately for many, these steps are not given enough attention, and failure ensues.

The landing page is the web page where registered guests of the event will arrive once they have clicked on your product. It **MUST** be clear and easy to understand.

Use the same elements for success on a sales page. Great graphics. No clutter. A strong headline supported by compelling text.

Remember that just because they clicked on your graphic doesn't mean they have opted in to your list. You still have to "convert" – even though it's a giveaway.

And although this may seem obvious, be sure that your offer within the giveaway site matches your landing page exactly!

## **TEST, TEST, TEST!**

Walk through the entire sign-up process to ensure that everything is free of errors, including the confirmation email that will arrive in your new subscriber's inbox.

Since the entire purpose of your participation in a JV Giveaway event is to add subscribers to your list – be sure you are doing this! Direct them to a squeeze page (an opt-in page), and then on the THANK-YOU page they will receive their free gift.

## **Your autoresponder sequence**

Have your autoresponder loaded up with sequential messages. It's time to start a long term relationship with your new subscribers so don't forget this all-important step.

## **An Offer On The Landing Page**

There are two reasons why you want to do this. 1. Ideally you'll be able to earn some revenue during the event, and 2. it's a quick and easy way to separate the tire-kickers from the immediate buyers. A low-cost item (under \$10) is always best. WHEN to do it? After they have confirmed their subscription to your list.

## **Ads and One Time Offers**

Some JV Giveaways also offer revenue opportunities. In some events you can add your paid offer, and once again this is an opportunity for some immediate exposure and possibly immediate cash too.

## Chapter Four – Yet Again More Problems?



Okay enough already! There are more problems associated with giveaways?

Well not if you know about them in advance, and how to deal with them.

First of all, it's NOT your goal to build a list of thousands of tire-kicking subscribers who are only seeking freebies and discounted products. But if you aren't careful that's what will happen ... or worse.

Worse? Yep worse. The minute you start offering them PAID offers they might start complaining to aweber or whatever list service you use, that you're spamming them.

Sometimes people sign up for so many lists that they don't even remember signing up for yours. And we all lead such busy lives that we don't read every single email that arrives in our inboxes.

First of all, realize that it's best that these subscribers opt-out. So even if you only retain 90% of those who signed up ... that's great.

You have already eliminated a bunch who only wanted your gift.

Next, it comes down to developing a relationship with your subscribers. E-courses build in value naturally, and allow your subscribers to learn about your expertise.

Always treat your list like PEOPLE and not just a total NUMBER. In the beginning stages of the relationship remind them who you are, and why they are on your list.

## Chapter Five – Choosing the Perfect JV Giveaway Event



There are only two significant things to look at when deciding on your next JV Giveaway event.

1. Is it a good match for your niche?
2. How big do you figure it's going to get?

Here's why this is important. To convert to sales you need targeted traffic. That means traffic that's interested in your product. So although most events are focused on the "make money online" niche, if you're in another niche altogether, don't sign up for the **WRONG** event! At the same time consider the reputations of the people running these events.

Once the guest at the event is logged in they will see a list of gifts. Then there's a page two, page three and so on. The bigger the event, the more pages there will be. If your product is on one of the last pages it may never be seen at all.

This is particularly important if you are new to list-building. Your first event should be a smaller one, so that you **CAN** be listed on one of the first few pages.

Next, once you are signed up, read the event rules so you understand how to earn points and get your product ranked higher. For the most part this means attracting sign-ups. But in many events you can buy your way up the list by purchasing points. This is usually offered when you initially register as a contributor in the form of a one time offer. Most often the price ranges between \$27 and \$47, and typically comes with other benefits too.

Yes you can use other methods of attracting sign-ups. Social marketing, forums, blogging, traffic exchanges and so forth. Even dedicating a few hours of your time should help out in this regard.

Follow the tips and recommendations by the person or team running the event. Since they are ones who are running the event, they are in the ideal position to give you some good suggestions on how to gain the most from your participation.

Success from giveaways grows with experience. With each event you participate in, make notes, and use what you have learned in the next one. And as your subscriber list grows, your ability to recruit contributors and registrants will grow too.

One of the most common questions I get about participating in giveaway events is ‘Where can I go to find out about them?’.

As a result, I have created a brand new site [www.GiveawayEventsSite.com](http://www.GiveawayEventsSite.com) to keep people informed on new JV giveaway events.

Be sure to visit the site often since new events are being added on a regular basis or sign up for the newsletter to find out about them from the comfort of your own inbox.

## Chapter Six – How To Attract Contributors



When done correctly, attracting contributors to an event is a slam dunk. It will always earn you points, and once they promote to their subscribers, you are now leveraging on the power of their list.

Of course the easy thing to do is to promote to your own list in the pre-launch phase. Each contributor who signs up and confirms will typically earn you a point. (More points means your gift will be positioned closer to page one.)

But here's another tip. Whether you are running your own event down the road, or you are just contributing to other marketers' events, login and print the page containing the leader board. These are the names of the contributors who have earned the most points.

For future events – they will want to be on board since they already know first hand the power of a successful JV event.

If you don't yet know how to contact any of these individuals, spend a little of your effort in the down-time between events to subscribe to

their lists, and get a little contact information.

Research what they like to give away, so you know if it's a good match before you even contact them. Also – be sure to act fast before they have signed up from someone else's link.

If any of these contributors were recruited by you in the first place, most events have a “downline page” which also lists their email address – but only if they were recruited by YOU.

Once you are able to attract contributors, then it might be time to run your own event. Many say that when you run your own event, you can grow a list of 25,000 or more in just a few weeks. Sound a little worthwhile? Most say it is. However running an event does require some skills that you'll now need to build on, as well as investment of quite a bit of time prior to, as well as during the event. It's best if done with a partner or two.

## **The End Game**

After doing your first event, most people say it takes an investment of a mere ONE HOUR of your time to get involved with another event (and once you get comfortable and develop a system, you should be able to do it in less than 10-15 minutes).

No wonder JV Giveaway events have become so popular!

If you're interested in participating in JV Giveaway events as a contributor or even simply as a member, check out [www.GiveawayEventsSite.com](http://www.GiveawayEventsSite.com) .

To your success!

Jit Uppal

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

## RECOMMENDED RESOURCES

[GiveawayEventsSite.com](http://www.GiveawayEventsSite.com) – A great way to keep up to date on new JV Giveaway events (<http://www.GiveawayEventsSite.com>).

[Viral Ebook Explosion](http://www.ViralEbooksSite.com) – Jeff Dedrick has created a great free membership site that allows people to create their own branded viral ebooks that they can sell or give away (<http://www.ViralEbooksSite.com>).

[Instant Bonus Page](http://www.MyInstantBonusPage.com) – This is another great free membership site by Jeff Dedrick. This one allows you to easily create your own bonus pages. (<http://www.MyInstantBonusPage.com>).

[Custom Online Graphics for Internet Marketers](http://www.gettingstartedonlinefast.com/customonlinegraphics/) – Want to create some professional looking eCover or mini-site graphics, but not spend a fortune? (<http://www.gettingstartedonlinefast.com/customonlinegraphics/>)

[HostGator](http://www.GreatWebHostingPlan.com) – HostGator's web hosting packages now include unlimited bandwidth and disk space and they have a 99.9% uptime guarantee (<http://www.GreatWebHostingPlan.com>).

[AWeber](http://www.ILoveMyAutoresponder.com) – AWeber is known for having top notch email deliverability as well as excellent customer support, which are both very important (<http://www.ILoveMyAutoresponder.com>).

[Mailing Lists Unleashed](http://www.GettingStartedOnlineFast.com/maillinglistsunleashed) – This is one of Lee McIntyre's best selling products. If you act quickly, you can even save \$10 on its already low price at [www.GettingStartedOnlineFast.com/maillinglistsunleashed](http://www.GettingStartedOnlineFast.com/maillinglistsunleashed).

[Internet Marketing Mentors Course](http://www.gettingstartedonlinefast.com/internetmarketingmentors/) – Over 500 MBs of audio featuring some of the biggest names in Internet marketing, including Tellman Knudson, Mike Filsaime, Willie Crawford, Russell Brunson & Ken McArthur (<http://www.gettingstartedonlinefast.com/internetmarketingmentors/>).

[Residual Income Formula Course](http://www.ResidualIncomeFormulaCourse.com/specialoffer.html) – Learn how to create your own profitable membership sites and for a limited time, you can get it at a huge discount (<http://www.ResidualIncomeFormulaCourse.com/specialoffer.html>).

[The Faster Webmaster II](http://www.FasterWebmaster2.com) – Erik Stafford has completed his Faster Webmaster II program and it is a very comprehensive program that covers a lot of topics that many Internet marketers struggle with (<http://www.FasterWebmaster2.com>).