



## MY MILLIONAIRE FRIENDS EXPERT CALL: STEFANIE HARTMAN

SM: Hello and welcome to the call! This is Sheri McConnell, founder and president of My Millionaire Friends. And that is at [www.my-millionaire-friends.com](http://www.my-millionaire-friends.com). And thank you all so much for being here today. Today you have reached our last speaker call, actually, in the program, depending on what order you listen to the CDs later. But we have Stefanie Hartman with us today. And the topic that we're going to be talking about today, and I haven't actually gotten to hear you talk about this yet, Stefanie, so I'm very excited – it's new information for me today too. And you're going to be talking about millionaire connections. And you just don't know how perfectly this fits into the program where we are at in the live course we've been teaching here for the past twelve weeks.

SH: Oh, great!

SM: Do you mind if I tell them a little bit about you first?

SH: Sure!

SM: Well, first of all, she's going to be talking directly on how to put these connections, these millionaire connections into action for profits and leads. And those of you who are in this course, you know what leads are because we've been talking about that all through the course. And she's going to talk about ways to do that with no list, you know what the list is, no money and you know what money is, definitely! And no-risk marketing strategies. So I'm really excited you're going to dig into that.

Before I hand it over to you though, I want to tell them a little bit about your history so they know they have the opportunity they have here today to not only listen to you but to ask some really good questions when we open it up at the end of the call.

But fifteen years ago, Stefanie started out in the TV industry. And you produced and hosted and created TV shows. And you have this media background as well as a marketing background. And really, your specialty is in understanding the art of the launch. And Stefanie's been referred to as that behind-the-scenes marketing strategies for the other experts out there. And she's been a person who really helped increase their bottom line in a very significant way and helped a lot of the experts sell a ton of products.

And if you're interested in some of who those experts are, she's worked with some of the high-profile speakers and best-selling authors and gurus. People such as Matt Bacak, T. Harv Ecker who everyone has heard of, Cynthia Kersey definitely – she's been on Oprah so many times. Ruben Gonzalez –

SH: Yep. Gonzalez. Olympian champion three times.

SM: Wow. And you've shared the stage with some people that I've seen on TV. And we all know who Mark Victor Hansen is. John Assaraf, he was just on The Big Idea not too long ago. He's also on The Secret. And those are just to name a few of the people. Your list is quite long. But what you've been doing, at least since I've



known you over the last two or three years, is you've been really in the trenches in passing on that education to entrepreneurs and women and people who want to start online businesses and make money another way beside working a full-time job. And that is exactly why I wanted you in this program because they are the type of people who are attracted to what we do here.

And you also teach them to become known as the expert in their field and build an entire info product business that pulls in at least 100K a year or even a month through your Millionaires In Training program. And for those of you in the program, you know that one of those six millionaire business models that we talked about, one of those was the information products. So to weave them in with two or three models to work together is really, really powerful. So, she's definitely going to be talking about that today.

You're also the founder of your Private Joint Venture Club. And what's the Web site on that?

SH: It's [www.privatejvclub.com](http://www.privatejvclub.com).

SM: [www.privatejvclub.com](http://www.privatejvclub.com). And that, I think launched this year or last year? It launched last year...

SH: Well, we're launching it again in May. It was in beta testing last year with kind of a private, exclusive group.

SM: Exactly...

SH: And now we're opening it up in May.

SM: I was part of that group. And I loved getting those emails and lots of opportunities came my way just from those emails. So I'm one of those people that love when things come to me and that was one piece I really loved about what you were doing there. So, Stefanie is definitely results oriented. And she's helped – just some of the examples, she helped a trainer sell over \$300,000 worth of products in a week. You've created strategies to help sell over \$4.3 million in programs for another company. And these are models that we can definitely adopt and incorporate into our companies. Not only companies we already have but understanding the strategies with new companies that we're creating.

Another story that you have is that you introduced a concept to a client. They fought you on it.

SH: Yeah!

SM: You ended up making them over \$700,000 in the first year. I hope they came back and hugged you and gave you a big –

SH: Yeah! Yeah, they did!

SM: They should have! Because if they didn't – you know.



SH: Well, sometimes people, they get in their own way! You know?

SM: I really wanted to kind of dig in a little bit and tell people a little bit about you from my perspective and you know, at this point, I want to hand it over to you. Because I know you have a lot of information to share.

SH: Cool! Well, thank you, Sheri and thank you all for attending. I really appreciate you showing up and investing in yourself. Because I love these types of people putting that out into the world. And that's cool that you mention "results." You know, what's mind-blowing is after you understand the power of connections and how to use them, specifically in marketing strategies like the one we're going to talk about today. You'll find out that going from even zero income to a few hundred thousand dollars a year income is not a big leap.

It's exactly closer than you think. And you might just be unaware of a few key things that are missing in your plans and/or a few key connections that can make all the difference for you. And I had someone who emailed me and she, just through connections, she was making actually \$300,000 a year and she jumped up to making a million dollars the next year just from two or three relationships that she built. So it's a really powerful thing. And the worst place to be is knowing you have a great product or service out there. But you're the only one who knows about it!

You know? Or you have no cash flow. Cash flow is very important for entrepreneurs. And this is a major frustration. So today we're going to learn how to turn that around. And I've actually dedicated a huge part of my professional life helping other people succeed and I'm going to do that for you right now.

And we're going to talk about the powerful marketing strategy which is actually the number one strategy marketers use to sell their products in launches, to gain brand new leads overnight and to generate monthly cash flow. Hands down, the number one strategy that we all talk about when we go for dinner privately. I'm not giving you the ninth or tenth best. We're going straight to number one. And if that doesn't surprise you, maybe this will – I'm going to do something that no one else is doing. I want you to put your wallet away. Today, I'm not going to sell you anything. In fact, if you hang out with Sheri and I for the end of this call and you show us that you've got the passion to follow this through and generate cash flow, whether you – maybe you just want an extra \$200 a month, or \$2000, or \$10,000. Just hang out with us for the next hour and we're going to give you some free additional training for you. You can get specifically ready to begin generating cash flow for yourself.

So, how's that for doing something really different off the top?

SM: Well, now I'm really, really excited because I didn't know that you were going to do that today, so – and I know this group really well. We've spent the last twelve weeks together, three times a week almost, so very, very exciting. So can I dig right in with the first question?

SH: Sure! Let's get going.



SM: Because I know now they want me to get to the end of the call! Well, I believe you now – I know that from my daily experience. But how important are the connections in business and in life? Can you give them, I guess, some more concrete examples?

SH: Well, I would say – anybody just think about this in your life. It's a great question to ask yourself. You know, how important are connections in business and life for me? I mean, I would say that connections help shape our destiny. I mean, I really believe that. I mean, think about that for a moment. Did you ever meet anyone – maybe you met one person who told you a story or perhaps inspired you to change your life? You know, one encounter, one meeting that set you on a whole new path.

Or maybe something simple like not so life changing, but simple like you needed something. Like a truck to help you on moving day? And a friend said, "Hey, I know a guy. He'd let us use his truck for, you know, just a pizza or a case of beer." Or maybe you're in business and the difference between a good, recommended accountant versus one you pick out at random actually meant the difference of you saving enough money to go towards your kid's education, something really important.

Like, I even met my own husband through a friend! So I would say that connection greatly shaped my life and my entire future. So, let's face it – knowing the right people can open doors for you. There's no doubt about it. You can get into the right schools, you can get returned phone calls from prominent or hard-to-reach people. If you met someone who knew the person you were trying to reach – I just literally this weekend got back from Los Angeles where I was attending one of client's, Cynthia Kersey birthday party, and one of my really good friends, Mark Victor Hansen, was there.

And I had a – I was telling someone that knew me that I was going to this party and I just said to him, which I do – this is a great thing to ask, to establish connections and relationships with people, I said "Hey, I'm going to this party. These are the lots of people I'm going to meet -- all these people are going to be there. Is there anyone – can I do something for you? Can I introduce somebody to you?"

And he was not invited to the party. He said, "You know what? I'm been trying so hard to get in touch with Mark Victor Hansen and I can't get through to his office. You know, he's got so many people in front of him. And it would change my life if I could do business with him." So I just went up to Mark at the party and you know, gave him a big hug and we chatted for a while and then I said, "Hey! I've got somebody who has been trying to reach your office." And he's like, "Oh!" you know – have I been bad? Have I not connected them back? And I said "No, no, no – he's just been trying to reach your office, and can't get through. And he's got this really great site and he'd love you to be a content provider. I think it would be a great relationship, and you know, if you are interested, here's his card. He's a really good guy. And he's someone I think you would have a lot of fun doing business with." He said, "I'm in. And I can make that deal this week."



And that was it. You know? You can help with a promotion for your company if you knew people who had great databases. Or lists? I don't know if you talked about that with people, Sheri. But people who have a big customer list already have a relationship with people that you want to meet. Your target market. If they like you, they'll help promote you when you are doing a launch or opening the doors for your business.

And also think about this. We've all heard this – right? That your income is the result of the average of those you hang out with the most? Wouldn't it make a difference if you're standing in that room that I was, that was full of millionaires, if those people became your friends and you hung out with them? It would just make such a huge difference in your life if you were able to hang out with people who are successful CEOs or people who started from nothing and built their business. Or millionaires. Or just really great, ambitious entrepreneurs.

Because what that does, is it not only opens your eyes to their world. It opens your eyes to their perspective. You get to learn, sort of a little bit of how they think and how they see the world. And the possibilities in your own mind just become that more real. And sometimes they will give you a nudge when you need it. They'll say, "Yes, you can do it. Stop fussing around, just go and do it." They'll give you the confidence to do it and they will give you the help.

And they say that everyone is six degrees from someone they want to meet. Well, remember that big thing about six degrees from, I can't remember that actor! But you know, because of the Internet now and the rapid way that people are connecting in it, it's now down to two. You're actually two degrees from someone you want to meet. And in fact, I brought my husband with me along to this party that we went to and we met this millionaire real estate guy, Chris, a very young guy but he also is a car nut. So is my husband and they were chatting and chatting. And they were talking about this car rally that he does every year with people and they stop at all these five-star hotels and they met up at this party at the Playboy Mansion and I said to my husband walking out the door, "Now you're one degree away from Hugh Hefner's world!" I mean, it's really that easy.

And I actually created the Private JV Club and our slogan is "Because connections matter." Because they really do. And I think on all levels. Look, we're human beings. And not only do I think knowing the right people will help you financially, but also spiritually. I also know that when we feel unconnected to the world, you know, like when you are alone in your home office or you're alone sitting at your job making these grand plans? Maybe they are not so grand but they just feel that way because they feel far away. Our world just gets that much harder. So it's important to feel connected. Okay? It's really, really important.

The first step is to feel connected, to get connected. And then it opens you up financially as well. So, yeah – I think connections in all sense in the world really matters.

SM: Well, and I think, that's definitely what my vision was with creating My Millionaire Friends. That's definitely what the key has been for me is, if I didn't have the time, the money or the expertise, that I want to surround myself with the people



who did as quickly as I could to learn from them. It doesn't mean we're not going to be working hard. It just means we're going to be working smarter. That's how I see it.

SH: Oh, that's really great! Yeah. Absolutely.

SM: Helping people along the way. Because like you said, you were there, you were willing to help anybody and you know cosmically or whatever, that connection for that person, he's going to remember you. He's going to mention your name for the rest of his life.

SH: Oh yeah!

SM: He will.

SH: Yes, it's great. It's great. And you know, that's how you build relationships, you know. When you just keep doing that for people. Absolutely!

SM: I agree. I love it. I got chills when you were telling that story because you know, depending especially on the niche markets, I mean, some of the niche markets that I'm involved in, these are really, really important in our society. They're helping children. They're helping women. They're helping... And just to be the part of the start of some of that, is so powerful in my daily existence, so I love this. I love that you're on, talking about connections and I don't think we really spend enough time on that on the Internet, talking about this piece.

We've talked about how to optimize your search engine listings and all these other things. But the connections are really just a huge piece of it.

SH: Yeah. That's very true.

SM: So I got off on a tangent! You got me excited.

SH: Okay, good! Because the rest of whatever marketing you're going to do when you build these relationships. And there's a whole key to building it over the Internet too, so we'll talk about that a little later on.

SM: Okay, great! Great. So – can I ask another question?

SH: Sure!

SM: How do you, specifically, when it comes to business because I think that's where this might get a little fuzzy with people. How do you use those connections in business to help the gurus or the entrepreneur make a lot of money? Or let's say someone here has a great product or a great business and they want to get that word out. What is that number one marketing technique that you were alluding to, that strategy that has the most impact?

SH: Okay. Well, hands down, the number one most effective and fastest way to find more customers – sell a ton and have more people want your product –



is joint venture marketing. Joint venture marketing is simply putting connections into action. That's all it is. Joint venture marketing is simply putting connections into action. And if you want to get big exposure for your business or product when you don't even have a list yet, or you want to find global marketing partners and what I mean by that is maybe you've got a product that you can ship or someone can download or something like that, where you can sell in China. Or you sell in the UK. Or you can sell in Canada and the U.S. Wherever it is, you can find global marketing partners.

And if you're short on time and money, this is a good way to do it for entrepreneurs, that's why I love this technique. So you need to learn the no-cost and no-risk marketing strategy that has literally built empires for a lot of the well-known people that you know. And just to break it down, real simple, a JV can simply be two people or two companies working together for a specific purpose and they create an informal win-win.

Lots of times, there's a simple agreement over email about "these are your duties, these are my duties," that kind of a thing. It's a nonexclusive thing. Now if you find a really great joint venture partner that you want to exclusively recommend them or do some type of exclusive deal, you can certainly make that. But generally, for the most cases, they are a nonexclusive deal. Which is great. Because it opens you up to a lot of opportunities.

So there are many different ways to do a joint venture. And I'm going to list several ideas for you today along with some steps. But if you just grasp the concept of no-risk and no-cash marketing technique tonight, you're ahead of the game. And you're going to get some access to JV partners that I'm going to give you. But the joint ventures are valuable because they can bring customers to you overnight and in a cost effective way, which is really key to entrepreneurs. You know, you don't have a huge advertising budget or none at all.

And many of the big Internet gurus built their databases through putting connections into action through JVs. And they get free leads. They sell their products. Even though these guys, keep in mind, can afford huge marketing budgets. They can afford \$100,000 on a marketing budget if they know that they are going to sell \$300,000 of product. But they don't do that. This is still their number one strategy so what does that tell you?

I mean, to me, it told me – pay attention to this. Joel Comm who wrote the Ad Sense book, he was quoted as saying that joint ventures were probably the most underused strategies for building an online business and it's a shame because they are one of the most effective. Nothing can improve an online business' bottom line faster. And I've seen that over and over.

So just to make it clear for you. Let's say you're someone who has a great product. Or even an idea for a product. But you've got no customers. Okay, you've got this tiny little list or you've got no list and you've got no money to spend on advertising. No budget to hire a publicist or buy out. And – to top it off – you're completely unknown! So if this is you, don't worry, you are in great shape! Because you'll be at



home wondering, what the heck do I do? How do you sell products if you don't have a list or any money or credibility yet? And no money?

Well. Here's how you do it. Simple is – the simple answer is you borrow what you don't have. Now joint ventures, which is putting connections into action, allows you to borrow the databases of customers. Allows you to borrow credibility through your association, through your reviews, through your recommendations of those people who already have a relationship with their customer. And it allows you to borrow the marketing vehicle and we'll talk a little bit more about that.

So you only pay a commission on sales. If you sell. So that's why there's no money up front and no risk. You can say "Hey! I want to do a promotion with you. And every time somebody buys a product, I'm going to pay you x amount per sale." So there's no risk. You're not paying out anything. You're not renting out their list. You only pay when you make a sale. So when you get the money from the customer, that's when you pay your JV partner.

So, let me give you an example – how many of you have seen a very common technique that comes via email? Where you see one new book getting released or a product or software and you receive five or six different emails from different companies depending on how many mailing lists you are on? Telling you all about the same guy, the same launch? And it's usually during the same day or the same week? This is called a timed campaign. Or a timed email campaign. And you do this kind of campaign to drive a book to a bestseller status or to sell out a product at its launch.

This is a very common JV technique and for most people, it's the only one they know. And that's a pity because I teach people over 20 rarely-known JV techniques that generate different things – cash flow, leads, build your list, traffic and allow you to co-create products and exposure, whatever you want. And they are all no-cost efforts. And I teach people the different type of JV because that, I just think that will help you increase your success.

But John Assaraf, the best-selling author of *The Street Kid's Guide to Having it All* and *The Secret*, the movie – he used joint venture strategy to help propel his book to the best-seller list and also to launch his products. In fact, one of the women that is behind his new launch is actually a trainer with us in the Club and, you know, people will get to meet her. But he's made millions in profits in his investments and companies. He owned RE/MAX for a while. He could afford to buy advertising but he prefers JVs.

And I took part of this joint venture myself when I was launching a project and I asked two partners who let their customers know about my product, built a good relationship with them and they said "yeah." And I sold close to \$88,000 of product in 30 days. And all it took was one orchestrated promotion and two partners. And I say 30 days because I made two phone calls and it just happened to be within a 30-day period. So it really kind of two days. But I don't want to scare people and say that, so I usually say 30 days.



But you can get the same results. And the most important investment in yourself you can make is to actually begin now to learn how to master the strategy and to learn how to build connections and build those relationships and create those contacts. Because even if you don't have a product yet. Even if you're new and you're getting started and you're looking around, "I'm not sure what my product will be yet." Or "I'm reinventing my business," whatever it is. Or you're ready. But the important thing to do is to start building those relationships.

Doing so puts you in a stronger position because you get to go back to them and say "Hey!" – because you've already built the relationship with them. Say "Hey! I've got this thing going on in May or June or September, and I'd really love your support on it and your feedback as well. But do you think this is something we could work together on?" It just puts you on a much stronger position. And the best part is, once you put these relationships or JV partnerships together and treat them right, they are with you forever! You know? So it's great. So you can just keep building new relationships and you build up your connections bank.

I mean, I've made deals with people who regularly sell my products every three months. Because it's a good fit for their customers. And by the way, I just suggested that to them and they say, "Yeah, that sounds great." So don't be afraid to suggest that to somebody. The worst case, they're going to say "no." And one thing I want you to realize and write this down, and get it into your subconscious – you are really closer than you think. You're closer than you think to building the database, to generating the increase in cash flow and to meeting that business partner that is going to help you distribute your product to the masses.

You know, it could be the one connection that opens up the world for you. A big break. And remember, every relationship that you meet. They have relationships. They have their own connections bank. So every relationship you build, you could be building 30 or 40 relationships just off that one client. So it's very, very important. So that's why joint ventures and using this as a marketing technique is really powerful.

SM: I agree with that so much. And I'm sitting here, making notes of all the different aha's that I know that the people in the course are having. One of the things that we're doing in this course, whether they are doing this live one or they are doing the home study course is they have sheets that they take out – we call them the "aha! sheets." We're brilliant, aren't we?

SH: Yeah!

SM: I know, I know! So a few aha's that I know they should have gotten at this point in the course is, first of all, when you said "borrowing other people's lists," right away everyone on this call should have thought "leverage." They should have understood that right away, that they were leveraging other people's expertise, time and money and that should have been the light bulb that went on.

The other piece – when you were talking about that month you did that \$80,000 and you said, and this is what I thought was really a key piece and we've been talking about mindsets like crazy in this course – and you talk about, "You know, I say a



month because if I told people I did it on only two phone calls, they don't believe." And I just go back to you have to believe it before you can conceive it and achieve it. And that is so, so true. I have to dig back into that all that time. And I have to think back where I used to be and where my husband used to be and I'm always constantly calling him on his mindset because I get to surround myself with people like you. So I can believe it so much easier than he can. Because he is surrounded by the corporate world.

And so when you say that, I know it's possible. Because I've come very close to doing very similar to those things. And so of course I believe it. Because it's my experience. And so –

SH: And I believe it because I literally saw it behind the scenes. That's what I did for people. So I help other people do it all the time. So I literally saw it. You know, I appreciate you saying that because yeah, sometimes it takes a little bit of – you need to actually see it to believe it. So it's good that you were witness to that too.

SM: And that's an aha! That's a mindset. That's what I want everybody to see. That the mindset that she had was totally a belief. And so you were able to go out there and take that action. And we talked about that action method that we work on here. So, really, you're just bringing up so many aha's for people on the phone call and I really want to tie those in for them. I just had to say that.

So did – what about the most important factor in creating a successful connection in business? Did you talk about that already? I got so deep –

SH: No, haven't gotten to that yet.

SM: Okay. Sorry. I interrupted you!

SH: But just before I do that, I'd love to talk about why putting connections into action is important for entrepreneurs. Because I want them to really get it. I want them to really – if that's okay with you. Because I want them to really understand –

SM: Definitely!

SH: You know, why it's important for you. Because I think if they can value it. Then they can start putting themselves in a place to make more connection and building relationships. And one thing you were saying on the aha! moments that I want people to get from what you said earlier, is that I made, I built from two contacts, made that amount of money. And I just want you to know is that sometimes, people think, "Oh, I need to have 100 connections to make a lot of money!" It's really not true. In fact, I've done campaigns for people where we've had like over 150 affiliates and partners, and we did better – we did actually probably about 80 percent of the sales from five or six, or even less of close relationships that we had with people.



So sometimes, you know, the numbers don't really mean that much. It sounds very exciting to you and in putting it together you say "Hey! I have a 100 or 25!" or whatever. Really, what's important is the value of the relationship you have with people. If people – I don't know what it is – maybe it's some kind of secret in the universe or something. But if people really like you and they want to help you, they will make sure to get that email out on time. Or they will throw something extra in the deal to make it happen. Or they'll just, from the way they will write or talk about you, it will come across that "Hey, this is something that you guys should take advantage of and do." So that's – if you are writing down your aha's, that may be something too. Sometimes you're focused on the quantity of the relationships. Focus on the quality. And that will increase your bottom line. Pretty fast.

Okay. So we're going to be talking about putting connections to action and why it's important for entrepreneurs. So here's some reasons I want you to write down. Because the number one reason – I was shocked when I heard this, that a lot of businesses fail because of a lack of \$200 in their business account. It blew my mind. So, you know, a big part of it is lack of cash flow. So in order to get cash flow, you need to sell your product or service, right?

So you can dramatically increase or even predict sales, which is cool! Wouldn't that be great? You write on your calendar, I'm going to be doing these, I have these relationships put into place on these days who are going to be doing things for me, distributing my product or selling it here for me, and you can predict sales and that's really cool.

And also, with joint venture marketing techniques, you can actually save cash which is important in a business, as much as bringing it in. Is saving the cash. Because you're not putting any money out for advertising or anything like that. So you're finding, you know, marketing techniques that don't cost you anything up front. You only pay when you're successful, which puts you ahead.

So let's look at some common problems entrepreneurs face and how joint ventures can solve them. The first one is, maybe you've got a product but no one to sell it to. All right! So through joint venture, you can borrow someone else's customer list. Now to find them, think about who has a relationship with your customer already. Or Google your target market or even your competitors. Find out who has a relationship with your customers already. And see, I said relationship. You have a greater chance of selling your product through the recommendation of people who have built a solid trust in their own customers' minds.

So another thing you want to look for, when you are looking at connections and you're looking at a possible joint venture partner. You want to say, is this someone who takes care of their customers? Do they have good rapport with their people? Or do they just spam their list every day? Okay? Because you have a much greater chance of selling a lot more of your product if they are someone who has built a trust with their customer's mind.

And the great thing is, when you are borrowing customers' list, you don't have to come in as a stranger, even though you technically are – right? Their customers don't know who you are. But because the person is recommending you, they know



their customers – it's like a warm handshake. It's the same thing as you coming to a party not knowing anyone. The host of the party introducing you to people and saying "Hey, Joe, this is someone you need to meet. Let me tell you about her. You guys need to do business together." Joe is going to stand up and pay attention.

And your joint venture connection partner wins every time. Because they get to offer something new to their customer base when maybe they are too busy or they don't have enough of their own stuff to offer. So it looks great for them. You know, it looks really good for them. They don't have to create anything and they can quickly earn commission for almost no effort. So you win, because you get instant access to a warm market, which is everything in this business. And you get recommendations and you get lots of sales and you get lots of new leads. Even people who don't – even those you don't buy a product right away, you get those new leads especially if you set up something for them for lead capture during your sale process.

The other thing is – entrepreneurs need help to be successful. I know a lot of people think you are a one-man operation or a one-woman operation and you think of yourself like that. Even if you are a one-woman or two-people organization, the biggest mistake is to actually think that's who you are. Because through your connections, you're bigger. You're connected to the whole world. And one of the biggest challenges that service professionals, entrepreneurs face is feeling like the lack of resources or the isolation. And this leads you to feeling stuck and exhausted and frustrated, unable to grow as fast as you want or as big as you wanted to.

And the problem with this is you are simply not making the connections, you're not feeling connected and you're not working with joint venture partners. And I've literally seen people go from turning their yearly income into their monthly income just by adding this one technique. You know, you don't have to do it alone anymore. And it's way more fun to work like this and to work with connections.

And the other thing is, entrepreneurs need product. But maybe you don't have the cash flow or the expertise to put it together. One way to do JV's is to co-create a seminar with other experts. Maybe you want to put a seminar together but you want to host the seminar and you want to bring an expert. Or maybe you're an expert and you want to – I'm actually doing a seminar this May. My expertise is marketing. And I'm working with someone whose expertise is the lead systems because he's saying in his business, just through conversations and a relationship with him, he said "Stef! There's so many people that I'm changing their belief systems but they don't know how to market their business." And I'm saying "Gary! I know so many people who want to market their business but sometimes they self-sabotage things. I need to change their belief systems, they've got a bad habit that's getting in the way."

So we've come together. And it's easy for us to do. We've got a whole new product. Both of us have a whole new product, just by collaborating. You can do the same thing and create a CD product. There's some well-known companies out there who created books called anthologies, which all that means is that they've interviewed a whole bunch of people and put them in chapters as chapters in their books, or the same thing with CDs. Okay.



They've made a ton of money with these things! And they haven't really done anything but interview people. And this costs you nothing to do because you can do it over the phone at no cost! And people love being interviewed. Because, it's good for the ego – right? When people see you as an expert. That's just human nature. But it's also good for their business and good for exposure. So they are happy to do it. And you've seen those products, where they just interview other people. And they can sell for something like a thousand bucks.

And the other thing is, entrepreneurs need advertising but they don't have a budget. Okay. Well, how many people here can afford to spend \$10,000 on advertisements in the newspaper for your workshop or your product or for your business service every month. I mean, even if you could afford it, it's a scary thing to do! You know. And when you pay for the ad, and even when it doesn't pull for you. And this is the opposite of a joint venture. Because – and it's very cool. Because I can just imagine one day. If you call up any newspaper in the country or TV advertiser and say if they will make that same deal with you that a JV partner would do, see if you can say "Hey! I'll do this ad on your front page or your newspaper. But I won't pay for it unless I actually make money on the ad." I mean, they just won't go for that, right?

But that's what you are essentially doing with joint venture partners. So it's really cool. Because you get the result of major marketing campaigns without spending a dime. And it's fun.

And maybe your problem is you have no exposure. No one's heard of you. Well, you can gain instant credibility through association and referrals. You can increase credibility and exposure by aligning with someone well known. And sometimes they're well-known to like the world, because they are a famous speaker or a famous person in the industry. But sometimes it's just a well-known to your specific target market. You could maybe be in the financial services industry and maybe there's some guy there that is well recommended. Or a scientist that is well recognized in the community that holds a lot of clout. So it doesn't matter. You can increase credibility and exposure just through your association with them. And this is awesome for start ups! Or people who want to build acceptance in their market or their market base or customer base. And this key alliance with a larger-known person can dramatically improve your credibility in the eyes of your customer.

In fact, that can lead you to hundreds or thousands or tens of thousands new customers in a day or two days. Just through that alliance. So you get credibility and exposure every time you put your connection into action through a joint venture technique.

And this is also the last point on this, is entrepreneurs need predictable sales and cash flow. Okay? We do, right? We do! We've got bills to pay! You know – we don't have maternity leave, we don't have all these things that you when you work in the corporate. But the cool thing is, you can decide your own paycheck. Maybe you've got a wedding coming up you need to pay for, maybe your car is on its last leg and you are determined, "I'm going to replace it this year!" or whatever it is.

You can set up a product launch in, I gave myself 60 days because I don't like to be pressured too much. But you can do it in a few weeks to six weeks to ten weeks to



something like that. You pick the day you're going to make money. That's the day of the launch. You put a team around you, you know to help you out – could be a virtual assistant or get your relatives if you've got some good workers to help you with the launch. And get a bunch of, put your connections into place and you know, ask them to mail out for you. Or get people to start interviewing you and set those up. Or ask people around you to give you bonuses to beef up your product offer and make it more attractive.

So you're really closer than you think to reaching your goal. And you just have to learn to do these joint venture relationships, is to really build relationships. So that's the first thing you need to do. And then you just do it. And it really doesn't matter what field you're in. You can benefit from this. You can totally use this technique. And it's – think of joint venture marketing as your silent business partner who doesn't take any money out of your company. He instead puts cash in your pocket.

And I know we're getting close to the time, so I just want to talk a little bit about some of the additional ways to joint venture if I can. The thing is, with joint venturing, it is happening all around you. But you may not really notice it. So my challenge to you is just to start noticing that. You know, visit the grocery store. And see a coupon in the back of a cereal box for a free gift or price. That's a JV. And what does cereal have in common with an exercise CD? Well, you know, they share the same target market. And business message. You know, "We help people lose weight." We do it in different ways. Great partnership.

So the first thing you want to know, if you are taking notes is think, "What is my target market?" Write it down. If you have more than one target market, that's totally fine. Write that down. Get specific. Who is your customer? And think of them as a whole being. This is what I do when I talk to my clients. Is I think of them as a whole being. What do these people buy? Where do they hang out? What do they like to do? Because thinking this way will expand your JV partner possibilities. You know, what kinds of cars do they drive? What business services or products do they use maybe before they come to you or what services do they need after they come to you?

You know, because those companies offering those services should become joint venture partners for you. An example is FedEx and Kinko's, right? One makes copies. One ships them out. You know, it's a natural partnership. What companies currently have a relationship or database with your target market? And if you need any of these questions, you can email me at the end and I'll be happy to send them to you.

The next thing you need to know when thinking about joint ventures is to think about "What do I want?" – what do I physically now today need help with? And write that down. That's important because every joint venture technique has a purpose. They have a little job. So there could be a joint venture technique that maybe it's too sell a product. Maybe it's too get exposure. Maybe it's to create cash flow. Maybe it's content! Maybe I have a Web site, I need content, I need articles on there, I need experts on there.

Maybe I need sponsors. Maybe I need to co-create products because it's going to take me some time to get my own products together. I want to co-create something.



Maybe I need leads so maybe I'm going to put together something so I can get leads. Or maybe it's to enter a new territory. Or maybe it's get my product distributed for free.

One example of this is, there is a woman that wrote a book on toasts. Not the bread. The toasts you make at parties. She's a first-time author, she self published. She wasn't even with a big publisher and she just said "Hey! A great person, a great company that has a relationship with my target market are people who celebrate for whatever reason is champagne companies, or sparkling wine companies!" So she just spent time calling them and mailing them out a letter and suggesting that they do a JV. And they said, "Yeah! Let's do something."

So what she did was she got her book, they did this deal that said if you – at all these liquor stores across the country, nationwide – if you buy two bottles of the champagne, you get a coupon and they will mail you a free book. So what happened is this company then bought her book at this discounted rate. So they bought boxes and boxes and boxes of her books and they took care of shipping it to the customer. And they took care of distributing it. They took the trucks, they paid for the trucks that brought the champagne with the coupon to all of the stores. I mean, they took care of that. So instantly, she sold hundreds of thousands of books and got all of their email addresses and made her list out of that. It's great!

And then there's also some examples of finding profitable JVs. You can do, find places to add content, to collect leads or advertise for free at other people's Web sites or newsletters. You know, trade links. Offer a lead-generating product, e-course or e-book to a JV partner to pass onto their customers and say, "Hey, when someone buys your product, here's some cool bonuses from me, that when they buy your product, they can get it from me." You collect these free leads. You keep 100 percent of the leads, you keep 100 percent of the profit. There's no commissions on that one.

Or you want to get exposure at trade shows without paying for a booth or taking the time to even get on a plane and go there? This is the lazy way to do it! Through a joint venture, offer them a lead-generating product to members to use for generating traffic to their booth. Everybody who has a booth is trying to think of that. "How do I get people to go to my booth?" So say, "Hey! Stop by our booth. You'll get a free bonus." I did that for some of my clients. It was really cool.

Or you can use your connections for product development help. To research your product. Ask for critique and feedback and reviews. And this is how people get testimonials for their product when it's the first time they are launching the product. This is how they do it. You say to someone, "Hey, you know, this is what I'm putting together. Here's the first couple of chapters of my book. Or here's what I'm putting in the program. I'm going to give you a sneak peek. And if you can review it for me, give me some feedback and offer an testimonial, I'd really love it. I'd do the same thing for you or whatever you want to do."

And these people end up getting invested in your product because people love offering advice. They get invested in your product. They feel like they are helping you like an uncle or an aunt or something. And they are going to help you promote when the time comes. So this is really great! And when you get people's



endorsement, you put their name and Web site URL in your product, both parties gain recognition but you also get the credibility through simple association.

So there's all these kinds of things. And I don't have time to explain them all in detail for you – I'm trying! But really, the sky is the limit as far as who you can partner with and what you can get out of it and that's why this is so exciting. And the best part is, like I said before, once you start doing these JVs, you only have to set them up once and they will feed you for life.

All right. So I'll just talk about for five minutes about what's the most important factor of creating a successful JV in business. You need to know how to network, okay? It's – you need to master the way to sort of build relationships, okay? And this is really the relationship economy now. So think about how networked are you. You should start investing time in getting to know people you may one day do business with.

Okay, you may one day want to approach them for. And most people make mistakes where they wait to build relationships because they feel "I'm not ready yet." Well, while you're waiting, someone else is building a relationship with them. So begin now. Talk to people at seminars. I just flew to a birthday party, just to make those connections. Respond to people on their blogs and let them know if you love something they wrote or their product or offer them some more advice. You want to network, that supports relationships. You could join my club, the Private JV Club, where you get to know people better.

Build a relationship before you are ready to do a JV because the most important thing is to show them you are a person you can relate to. Not just some random email in their inbox. And one thing you need to know about joint ventures, is it's a lot like dating. Okay? It's all about rapport. It's all about the energy. If they like you or not. So single or married, you're right back into the dating world.

So, think about it for a second. Because what you need to do is – one mistake that people make when they come up to someone is they say "This is what I'm going to do, this is what I'm doing and this is what I think – we should talk because we should be doing this" and you just almost talk like a mile a minute. And what you've done is you've just basically gone over there and met someone for your first date and told them that you're going to get married and these are your plans and these are how many kids you're going to have. Okay? It's ridiculous in the dating world, right?

But people do that all the time in the business world. So one of the things to remember is your first job is to build rapport which is great. Because it takes off a lot of pressure for you. Build rapport. Because I guarantee if you build rapport with someone, they think you're fun, they think what you're doing is exciting, they think you have passion for what you're doing. They think they are not just a regular entrepreneur, you've got – you're doing things for these incredible reasons. You're really helping people. It's not just about you, it's about what you're doing.

If they get excited about you. If you can relate to something that they are doing. You pick up something in a conversation and you go with it, they will remember,



"Hey! This is a person that I want to do business with." And I've had people that will do business with me or some of my clients or people that I know when they are totally not even the same target market or business at all but they say, "I just think it would be fun to do business. We've got to figure out some way to do business together." That's when you know you've done a really great thing.

So one thing – so just know, your first goal is to build rapport. Then you can get the second date. Now you can tell them what to do. You can tell them, "This is what I do," but if you're going to tell them what you do, I recommend you tell them why you do it. This is what I do and the reason I built this is because – why? That explains your passion. That's personal. Okay? And that's what people will hang on to enough, they'll relate to and that's what they will pick up on. So go with that.

Another thing that is a great line to say to people all the time – and I use it all the time and it opens doors for me but you gotta mean it – and say "So tell me, so what are you working on? I'm just trying to think if there is any way I can support you for what you're doing." Is guaranteed. Maybe you are just building a relationship now. But if somebody says, "I'm trying to find a virtual assistant" or "Man, this is what I'm working on and I'm trying to figure this piece out," you may have a connection and say, "Hey! I've got someone that I can recommend to you. And you can check them out and see if they are good." Maybe they need a Webmaster. Maybe they need feedback or something. Or maybe they need a product launch help or something like that. Guaranteed if you do that for them, they will offer you a big favor in return.

So, and the other thing is – think about it like dating. Is be picky, okay? About who you build relationships with. Don't go to people just because they have a big name. Don't go to people, you don't want to just date anybody. You know you've done that, right? Every woman and probably every guy has done that, right! You've dated someone because they looked good or whatever. But when you talk to them and you find out that hmm...there's something here. If you get an intuition about someone. Or you get this feeling that hmmm...there's something about this person that's repelling me. Just be nice to them. And don't take the relationship anywhere further. Guaranteed that will save you some problems down the road.

Because you're associating with other people. So if you are recommending their product to your customer list or vice versa, you know – your reputation is on the line too. So you want to make sure that your customers are being taken care of. And really, you want to do business with people who are fun and people who like you, people who have very similar value systems in business and maybe even in life. And those are the people that you will have the best relationships with and they will help you the most financially.

So the key is – build relationships. Know what you are offering besides money. Don't say, "Hey, this is what you're going to make if you do this thing together." Build a rapport and find the common element between the two of you, personally or with your company and what you're doing. In fact, I always try to find both. And how you can find that is through conversation and also their Web sites. People tell you a lot on their Web sites. You know, of what their passions are and what they are interested in.



You can ask people what their legacy is, if they are going to leave a legacy – what it would be. And that will tell you a lot about what they want to leave in this world. So find that synergy between them and your products. And talk to them. And when you're chatting with people, do a lot of listening. Remember – this is your first date. So it's okay to just build rapport and then connect with them at another time and say, "Hey, I'd love to. I'm conscious of your time and I'd love to continue our conversation next week or something, if you're available," and they will say "Sure." And they will set up a time.

So I hope that's a few ideas to get you started and a few ideas to get you started on knowing what you can use connections and joint ventures for in your business.

SM: And this was definitely one of those CDs I think they are going to listen to three times just to document all the amazing tips that you've given today. You gave so much in an hour. I know that you're going to need to refuel with Starbucks or something after this call! Woo!

SH: Absolutely!

SM: Before I take it off lecture mode – and I can go for about ten more minutes and we can still burn things to CDs. We will also have this on transcript too for everybody on the call. So if you're worried about getting all of the wonderful tips documented, we'll make sure that that's done. But did you want to – before I take it off lecture mode, go ahead and tell them how to take advantage of what you were talking about at the first of the call?

SH: Oh sure. Well, like I said, I'm relaunching the Private JV Club. I'm actually launching it to the public in May. I think we're working on the date but it's going to be around, I think, May 15<sup>th</sup>. And basically, I started this JV Club because I teach people how to use different marketing techniques and build their business and all of that. And you mentioned that I had a student that is going to be on Donny Deutsch, who in June, she didn't know what business she was going to do and I think it was four months later, she had her business set up and she had 50 partners that were helping her distribute her product.

But anyway, I started to create the Joint Venture Club because a lot of them were saying that people weren't returning my calls and I don't know how to build that relationship with them and I just want to be around like-minded entrepreneurs and stuff like that. So I built this Private JV Club and I literally built it off of a napkin and thinking about, what do people really need to succeed and how can I create an environment that's really fun, that allows people to get to know each other and that's easy – right? Because I know for entrepreneurs, all those things have to be there for you to stick with it and for it to be useful for you.

So we created it. I'm going to have a video that's going to come out soon that I can send everyone and I can talk to you a little bit more exactly what's in there. But we borrowed the technology or the idea of the technology from the dating Web sites – which I was only on for research purposes! Before I was married! Research purposes to find out how they do matchmaking in there. So we created a matchmaking software where you literally put in your profile and you let us know what joint



ventures and it's all listed there, what you are looking for, what do you need, and what are you offering.

I create a society that's really give and take. So you really need to do both. And you don't need to do both all of the time. You can do, you know, you can take one month and give another month or it's not timed or anything but it's set up that way. And you can change it at any moment. And what it does is, it spits out every two weeks opportunities of real people, real companies who are looking to do business with you or help support you in whatever that you are looking for. And a lot of JVs can be co-creating product. It can be finding people who are going to trade shows in your market. It can be anything. Help them with my launch. Find bonuses. Articles. Whatever it is.

And we are also creating a training program that's a four-week training program that you, that will teach you really all about connections. How to build connections. How to create your goals with connections and really how to use joint venture marketing strategies to build income within 30 to 60 days. So we are going to be offering that. And what I'm going to do, because right now our doors are closed but I wanted to be part of this incredible program that Sheri has done and she has done a lot of great work, what I'm going to do is if you – you can email me and just put [info@privatejvclub.com](mailto:info@privatejvclub.com) or just call our office, 1-800-814-8445, ext 2 is my sister who works in the office for us. Just say "Please wait list me."

And what we'll do is we will put something together for you. We'll give you some free training. We'll give you a free month of access in this club. We'll give you a special promo code and send you the video on how it's all done, all this stuff, and we'll give you some free stuff so you can go in there and start building connections. And it's really cool. We have boardroom sessions where you can actually talk to board of advisors. If you don't have a board of advisors, now you do. Now you have an instant team. You can have mastermind sessions. You can even just join virtual cocktail parties and there's live events as well.

So all that stuff, we're going to tell you more about in detail. Some of it is under the hidden curtain until we fully launch. But if you are interested, please let us know and we will absolutely honor that and let us know. If you say, "Wait list me," we'll know you are from Sheri and we'll do something special for you. Absolutely.

SM: Thank you. And I appreciate that so much. And definitely for the rest of the program also, we're going to have a lot of people coming into this in 2008 and –

SH: Okay, perfect.

SM: I think it's perfect for them to come in here and doing what they are doing, learning in this program and then take the action with it by making the actual connections over there with what you're doing. I think those are going to work well in tandem with each other.

SH: Yes, and my goal was really to put the regular guy, give him access to the kind of powerful network that I have. Right? Because when you do that, really



powerful things happen. And with the invention of the Internet, it's just incredible with joint ventures and the Internet together, they just make an incredibly powerful ally and this is a place where you're not going to find a 10 year old posting their birthday pictures, you know? But you will find the former producer of the Oprah Winfrey show, who is a member. Who happens to be an entrepreneur. And people like that.

And there are also people with regular businesses that will help you a great deal too. So it's really for CEOs and small and medium business owners and entrepreneurs. It's really a targeted, targeted club.

SM: And I'm on there and I look at things. And you know, I'm very picky about what I participate in and so I'm looking for very targeted things that fit with what I'm doing. And I'm also – I need to be better about posting my opportunities, so I need to delegate that – that's what I need to do!

SH: There you go!

SM: I know when I can't get something done – and everybody in this class. That's another aha! If you can't get it done, then you delegate it right away or you automate it.

SH: Yep.

SM: Okay – if it's okay with you, do you have about five or six more minutes for some questions?

SH: Absolutely!

SM: Okay, great! Let me take it off lecture mode. Hold on one second. Okay, we are open and this is a perfect opportunity for you to ask Stefanie questions. So dig right in. I hear you...I think they are going to be shy. Well, let me go ahead – what was the URL again? For them to go to if they want to look at what you're doing?

SH: It's [www.privatejvclub.com](http://www.privatejvclub.com). [www.privatejvclub.com](http://www.privatejvclub.com) and the email is just [info@privatejvclub.com](mailto:info@privatejvclub.com). Or they can phone us.

SM: Definitely. And I also believe we have your link on the My Millionaire Friends Web site, right there on the home page.

SH: All right!

SM: Any last-minute questions? This is a perfect opportunity.

AM: Hi, this is Cindy from Ohio.

SH: Hi Cindy!



AM: Your four-week course – will it go into exactly how to use your site and promote?

SH: Yes. I will have some videos and some things of how to actually use the site and we'll give you some tips. But the four-week course is – because we want you to be able to understand that absolutely. But the four-week course is really going to be designed around you and how to learn – it's JV training, basically. Of how to build connections. Within the club and also outside and also how to use joint venture marketing techniques as marketing strategies for your business. So we're going to give you a bunch of strategies and then you can work on them to set your own goals and to figure out some unique strategies for you and we will have a facilitator that will even help you with that.

Because I want to – I really want to get people started filling their databases and making money. And what I found and I was really surprised in this business. But what I found was that most people don't really know how to build – how to do the joint venture market techniques. So we really want to teach you how to do it so that you're empowered to do it so that when you are in the club, you just go full throttle! You know. But that's what we're going to do.

SM: I agree. I mean, I'm really glad you are doing that because I have lots of people approaching me, asking me to do way more than I could ever possibly deliver and they make it too hard to joint venture with them, even if I wanted to.

SH: Yeah.

SM: Because of the time, the investment that they require and these long contracts and, in comparison to other people who are coming to joint venture with me, the ROI isn't that high because of the requirement. So they really do need some training around that one piece. They make it so hard to say "yes."

SH: Yes. And also when you have some training, you look like you know what you're doing! You don't look green, right? Because you can tell you hasn't done a joint venture before. And so the great thing is, we provide a heck of a lot of support so if you've never done it before, you're going to look like you've done it before and you can ask us questions all the time. We have support and we have all kinds of things when we mentor you to make sure that, if something's coming up, we'll help you with it. Because there's things you want to make sure that you set things up the right way so that you get, you actually make sure that your partners are doing what they say they are going to do for you.

And so you want to have that system set up. And where you can be nice about it but you have a system set up to make sure that once you've gone through the effort of making a joint venture connection and setting up some type of non exclusive deal that they actually follow through and also, like you said, Sheri – to get them on board easy and for them to see the win and for you not to sound like the 99 percent of the people out there. Because you know this, Sheri, because you're behind the scenes like me. You know when someone emails you a specific way, you're like "I'm not even going to respond to this email, because I don't want to have anything to do



with this person, or this person is really green, or this person – they are just approaching me in the wrong way.”

So it’s more important, now more than ever, to be able to approach people in a way that builds your relationship and in a way that they are going to respond to you.

SM: And you can also tell what industries they come from. Like really, really corporate-type people will have these extensive contracts and I’ll just tell them “We don’t do it this way on the Internet. This is the way we do it, because we are all really going at such a fast pace.” And we definitely structure in a different way that they are used in from the corporate world.

SH: Yep.

SM: Really great stuff! Any other question for Stefanie?

SH: And we give you a template for that, too.

SM: I’m so excited about your relaunch. I can’t wait to participate in it.

AM: You did real good, Stefanie, Thanks from us!

SH: Oh, well. This is the coolest thing. Because when I talk to people and I say, “Oh, this is what I do. I help people with marketing and stuff,” I literally had to sit down one day and think: Why do I do this? Because it doesn’t get me excited. I mean, I like marketing because it’s fun. But it doesn’t really get me out of bed! What gets me out of bed is really when I get to meet people and I get to show them different options and they go out and are doing it and they are reporting back to me and saying “Oh, I did this and this is what happened!” That’s cool, and that’s fun.

And everyone that I help. I know that there’s going to be people that you guys are going to help that I will never meet. But it’s the coolest thing when you are able to finally launch your business or add a side profitability factor to your business by creating a little ebook and getting it out there, or whatever it is that you are doing. I mean that’s the most exciting thing for me. And that’s why I want to do it.

So you guys are the reasons why I’m doing it. So it’s really important to get out there. And if you’ve got great content and you’ve got a great business, it’s important for everybody in this world to hear about you and know about you because, really, if you don’t put it out there, you’re not just ripping yourself off. You know, financially or even circumstance-wise in your life. But you’re ripping off the people you can help that really need your help too.

So it’s really important for you to think of your business and your goals, to think of the reason of why you really do it. And think of it beyond yourself. Because if you can think about it beyond yourself, it becomes more important and it becomes easier to push yourself to take those baby steps to make all the difference if that makes sense. Does that make sense, Sheri?



SM: Completely. I mean, the empowerment of women is especially close to my heart because I did a little renaming in the header of My Millionaire Girlfriends because I really, really want women to think in a different way. And I want women to think about the good girls' network or whatever you want to call it. Because men have been JV'ing for years, it's just a corporate concept. They met at the cave dwelling and gathered around the fire and decided who was going to go do what and they made partnerships.

And I just really want women to really be able to get these types of things done in a different way as it relates to business. And really getting the skills and the core concepts behind what you're teaching. These are millionaire connections and they are definitely... The things that I'm being exposed to behind the scenes and all the exciting things that are happening are totally because of connections that I've had for three and four years now. And that's definitely what we've been talking about in this program.

We've been talking about some business models that even help you attract those connections and those connections just come to you and so this is really just a perfect part of this course, it really – I know that everybody was getting so many aha!'s today because a lot of what you talked about just really fills in so many different pieces of what we've talked about already in the course. It really, really was a good, good call.

SH: Oh, that's cool! And because what you're talking about is so key. And one of the things – you never know who somebody knows. I mean, one of the companies that I'm targeting to do a joint venture with is Starbucks, which is fine that I mention them. But I've met someone – I've met two different people that have a connection with the corporation. Really weird! And one of them is a stay-at-home mom. But she used to work in an industry and she knew someone who left and worked for a head office at Starbucks.

SM: You never know!

SH: You never know! It's very, very important to make connections and to put yourself out there. And it's fun and ask for what you want and tell people what you are looking for because they will put their feelers out and it will go into their subconscious. And one thing that you're doing – you said you are targeting this for women or your passion is to help women? Trust me, ladies, it is so much easier for us to learn how to do joint ventures and how to build connections than it is for men! Because it's natural for us to work together.

They've done studies of this where they have watched kids in kindergarten? And the girls are all working together and skipping rope and helping each other and stuff like that. And the guys are like, competing in truck races and all of that! It's natural – men can do it and they can be great at it but they have to work harder and they have to learn a little more.

So it's just once you know the business rules, the etiquette and how you can use joint venture marketing techniques for your business. Once you can see that. Once you understand it. Your mind will be going as fast as I talk and you'll be able to



really be able to come up with all these ideas. And it's really exciting for women. It really is.

SM: Yay! A couple of more questions and then we have to go. And Cindy, thank you for your question or your comment.

AM: This has been fantastic today!

SH: Oh, good!

AM: I've gotten a lot out of it.

SH: Okay, good.

SM: Good deal! Okay, everyone seems quiet. I know we have a lot of people on the call who are just not asking questions. So thank you –

SH: That's okay.

SM: -- very much.

SH: Well, you know, if you guys email me and put "Wait List" or "Wait List, Sheri" we know. I'm not doing any other calls this month on this so I'll know that all the ones that come in are from Sheri. And I'll put them in a special folder and we'll just email you and let you know we got you. And what we're going to do is when we are ready to launch, I'll send you some stuff a week or two weeks earlier so you can get sort of behind-the-scenes stuff and we'll give you some special promo codes and all that kind of stuff. Before we launch. Because I want to make sure that you guys get special deals before we offer it to everyone else.

And I'm really excited because I know the kind of people that you attract, Sheri, so I'm totally excited. We're building global. We've already got global members. We've got a heck of a lot of members in the U.S. We've got people in Ireland. We've got people in the U.K. We've got people in Australia. We've got people in China. One connection I made there is someone who said to me, "Hey, Stef. I love your program. I have a connection with some universities in China. I would love to try to get them in there." I mean, my God! I didn't even – all I did was build a relationship with them and at the time, I thought, I had nothing – they are just great people and I love chatting with them. But I don't have anything that I'm looking for specifically. But it's the connections that they have.

So it's really, really important to start building that now. Your world will open up for you. And also for just a feeling of being connected with great people who are well intentioned and have great products. Because we have very serious membership, I don't know how to call it, but value systems in the club and you know, if there are any bad apples in there or anyone spamming or anything like that, we pull them immediately. So we don't even think about it.

Because it's not worth the membership fees for me. It's just not worth it. I want to have a really cool community of people. So – I'm really excited about everyone who



is on this call and if you have any questions, just email us and we will get that material out to you and hopefully in a few weeks you will remember who we are when we email you! And let you know.

SM: Definitely. And Stefanie, we'll have to connect too. And I can also make sure that a flyer or something goes up in their box. Because I really want this to be a part of, you know, this isn't something that I'm particularly doing as part of this program so I really want it to be a long-term part of the relationship for all of the people here to really just help them, once they get done with the program, to kind of go over there and do the action piece with you. So I love it! I love that we meshed this all together so perfectly.

SH: Well, that's cool. So we'll set you up as an alliance partner and I'm only doing that for a handful of people. It's not an affiliate thing. It's a high-caliber... It's really people that I like and people that have the same business vision and we want to create an alliance and we'll do something special for your people all the time. See how you just saw a joint venture happen live?

SM: Yay!

SH: How easy it can be! Let's not make the world hard, okay?

SM: Well –

SH: It can be easy to do this!

SM: And I mean, how does that happen? I saw an ROI for my members to totally be involved in what you're doing and I knew we just done covering systems on Monday, which was yesterday. And I knew if you put a system or process in place, we are both too busy to keep it going so you automatically saw my mind go straight to the system, we need to make sure there's a flyer that goes in, da da da. And you also talked about systems a few minutes ago, you brought up that. Very, very cool!

Okay, everyone – have a wonderful day. And we will talk to you soon.  
Take care!

SH: Thank you!

AM: Bye, Stefanie.

AM: Bye.

SH: Bye.

[End of Audio]

