

Million Dollar Deals: 100 Joint Venture Marketing Ideas!

by Larry Dotson

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1. Co-Op Ad For An Ad

First find a targeted web site/e-zine in which you would want to buy an ad from. You would then persuade four other businesses to join in on the cost of the ad. In return they would get a space on the web site you are advertising. You would ask the four businesses to pay you 1/4 of the ad's cost. That means you would pay nothing for the ad.

2. Host An E-zine's Back Issues (Archives) For An E-zine Ad

A lot of e-zine publishers don't publish their archives on their web site. It's extra work and takes up a lot of web space. You could offer to archive an e-zine's back issues on your web site in return for the e-zine continuing to run one of your ads. Or just have them mention the archives are on your web site because your product ads would be there anyway.

3. Trade A Percentage Of Your Sales For An Ad

You could ask e-zine publishers/webmasters to run your ad in return for a percentage of each sale. They could join your affiliate program. The offer is usually more successful if your product is brand new.

4. Submit An Article For An Ad

You could submit your articles to e-zine publishers/webmasters who accept submissions. They would receive valuable content and you would get free publicity. Just include your resource box (ad) at the end of your article.

5. Trade Any Type Of Ad For An E-zine Ad

You could trade any type of ad for an e-zine ad. It could be a banner ad, classified ad, graphical ad, links, etc. You may have to give them extra ads or incentives because people usually value e-zines more than web site ads.

6. Trade An Ezine Ad For Any Type Of Ad

You could trade an ezine ad for any type of ad. Most people know e-zine/e-mail advertising is one of the most responsive forms of Internet advertising. Any business would likely give up very valuable advertising space for an e-zine ad.

7. Trade An E-zine Article For An E-zine Article

You could ask an e-zine publisher to trade articles. This would give you both new content to publish and cross-promote each other's businesses in the resource box (ad).

8. Trade A Product Discount For An Ezine Ad

You could offer an e-zine publisher's subscribers a discount on your product in return for running your ad. Tell the e-zine publisher this would help keep his subscribers loyal to his publication. You could also allow him to join your affiliate program for the discounted price.

9. Trade Your Product For A Testimonial

You could give someone your product for no-cost and in exchange ask them for a testimonial. You should always tell people to only give you a testimonial if they like your product. Testimonials can dramatically increase your product sales.

10. Co-Author A Paid Publication With An E-zine Publisher

Write an information product with an e-zine publisher. You both would promote it and share the profits. He or she would likely promote it in their e-zine. You could have your other product ads inside the publication.

11. Trade "Thank You" Web Pages

You could offer another webmaster or e-zine publisher to trade ads on your "thank you" web pages. For example: "Thank you for ordering." , "Thank you for subscribing to our e-zine." , "Thank you for becoming a member." , etc.

12. Trade "Thank You" Emails

You could offer another webmaster or e-zine publisher to trade ads on your "thank you" emails. Most businesses thank people via e-mail for ordering products, subscribing to their e-zines, requesting more information, etc.

13. Original Content For An Ongoing E-zine Ad

You could offer an e-zine publisher ongoing, original content in exchange for an ongoing e-zine ad. You could just set up a deal to write a regularly scheduled column. Plus, if you don't want the hassle of starting your own e-zine, this is a good way to acquire a huge subscriber base for your offer all at once.

14. Commission For Publishing Your Articles

You could tell e-zine publishers or web site owners they can make money publishing your articles. They would just have to join your affiliate program and place their affiliate link in your resource box (ad).

15. Management For An Ad

You could offer your management talent to a webmaster and/or e-zine publisher in exchange for advertising space. You could help them keep their web site updated with new

content, get each issue of their e-zine ready, keep track of their affiliate program, etc.

16. Outsource Product Projects For A Percentage Of The Profits

You could offer product ideas or plans to non-employees that want to fully take on the product project and work on it without supervision. They would pay you a percentage of the profits. It's similar to an apprentice program.

17. Free E-book For An Ad

You could ask webmasters/e-zine publishers to give away your free e-book. They might accept because they can use it as a bonus for people who visit their web site, buy their product or subscribe to their e-zine. This would increase the number of people who would see your free e-book ad and your other ads in inside it. You could also make the people visit your web site to get the free ebook.

18. Free Brandable eBook For Exposure

You could ask webmasters/e-zine publishers to give away your free e-book. They might accept, because they could brand the ebook with some of their own ads. They could use it as a bonus for people who visit their web site, buy their product or subscribe to their e-zine. This would increase the number of people who would see your free e-book and your own ads in inside it.

19. Write A Testimonial For A Product

Write a testimonial for another businesses product. Tell the business they have permission to publish it on their product

ad. You could write about how much you enjoy it and how the product has improved your life. Just include your signature file (ad) at the end of the testimonial. You should first ask the product owner if they would publish your testimonial on their ad if you take the time to write it.

20. Write An E-zine Testimonial For An E-zine Ad

Write a testimonial for an e-zine. Tell the e-zine publishers they have permission to run it in their e-zine. You could write about how much you enjoy it and how the e-zine has improved your life. Just include your signature file (ad) at the end of the testimonial. You should first ask the e-zine publishers if they would publish your testimonial in their e-zine if you take the time to write it.

21. Consulting For An Ad

Are you an expert on a particular subject? Offer webmasters/ e-zine publishers free consulting via e-mail or phone if, in exchange, they run an ad for you. People will consider this of huge value because consulting fees can be very expensive.

22. Co-Author A "How To" Article For An Ad

Write an e-zine article with a webmaster/e-zine publisher. You both would publish it and share the resource box (ad). He or she would likely publish it on their website and in their e-zine.

23. Interview For An Ad

Interview a webmaster/e-zine publisher and turn it into an article. You can ask them if he or she could publish it on

their website or in their e-zine ahead of time. Of course you would include your resource box (ad) at the end of it. You could also submit it to other web sites and e-zines afterwards.

24. Membership For An Ad

Create an online club, membership web site or association for e-zine publishers. Tell webmasters and e-zine publishers what's included in the membership and what it costs to join. Offer them a free membership if, in exchange, they run your ad on their web site or in their e-zine as long as they stay a member. Or you could just require them to run an ongoing ad for the membership web site. Of course your main web site and products would be linked to it.

25. Ad In An E-book For An E-zine Ad

Create a directory of free e-zines in e-book format. In it, list the free e-zines of publishers who have agreed to advertise the free e-book on their web site and in their e-zine. When you build up a large number of participating e-zines, this will give the larger e-zines an incentive to give away or advertise your free e-book. Of course you will have your own product ads in the e-book.

26. Ad In An E-book For An Ad

Create a directory of web sites (on a specific topic) in e-book format. In it list the web sites of webmasters who have agreed to advertise the free e-book on their web site and in their e-zine. When you build up a large number of participating webmasters, this will give the popular web sites an incentive to give away or advertise your free e-book. Of course you will have your own product ads in the e-book.

27. Customized E-book For An Ad

You could ask webmasters and e-zine publishers to advertise your free e-book. Tell them that the e-book can be customized/rebranded with their own product/affiliate links. This deal will help increase their traffic and sales. Of course you will have your own product ads in the e-book too.

28. Free Product For Joining Your Affiliate Program

Offer webmasters and e-zine publishers your product or service for free if they join your affiliate program. You would want to target ones with the same target audience. If they go to the trouble of joining your affiliate program, they are likely to advertise your product.

29. Trade An E-zine Ad For An E-zine Ad

You could ask another e-zine publisher to trade top sponsor or classified ads. If the e-zine has a larger circulation, you could offer to run more ads or throw in a bonus item.

30. Trade Text Links For Text Links

You could ask another webmaster to trade text links. It will help increase your traffic and search engine link popularity. If the web site has more traffic, you could offer to run the ad for a longer period of time or throw in a bonus item.

31. Listing In An E-zine Directory For An E-zine Ad

Create a directory of free e-zines on your web site. In it, list free e-zines of publishers who have agreed to advertise the directory on their web site and in their e-zines. When you

build up a large number of participating e-zines, this will give even the larger e-zines an incentive to advertise your free e-zine directory. Of course you will have the products you are selling advertised in the directory.

32. Write An Opinion For An E-zine Publisher

Most e-zine publishers publish free e-zines so they can regularly advertise their web site, product or service to their subscribers. So if you wrote an excellent web site/product review, testimonial or endorsement for the e-zine publishers, they would likely publish it in their e-zine. Most publishers know good testimonials draw more traffic and sales than regular ads (to be sure, you can ask them ahead of time). Write about the benefits and features you liked and/or received. Tell them they can publish it in their e-zine if they include your resource box (ad).

33. Trade Your Product For An E-zine Ad

You could ask an e-zine publisher to run your ad in exchange for getting your product at no cost. The product should be something that would interest them.

34. Compile E-zine (Archives) Into A Free E-eook

Many of e-zine publishers don't publish their archives on their web site. It's extra work and takes up a lot of web space. You could offer to archive an e-zine's back issues in a free e-book format on your web site in return for the e-zine continuing to run one of your ads. Or just have them mention the archives can be downloaded at your web site because your product ads would be there anyway. Or you could have them give away the free e-book in their e-zine because your ads would be in it.

35. Participate On The E-zine Publisher's Web Site

Many e-zine publishers have things like message boards, guest books, "free stuff" directories, content directories, etc. The e-zine publisher is already advertising his web site in every issue of the e-zine. So you could try a free way of getting your link on their web site. Messages boards usually allow a link or signature file (ad) at the end of your messages. Directory submissions also usually allow a link (ad) back to your web site. This method is a little more indirect though. Consider if they have a high search engine ranking too.

36. Co-Author A Free Autoresponder Course/E-book With An E-zine Publisher

Write a free autoresponder course/e-book with an e-zine publisher. You both would promote it. He or she would likely promote it in their e-zine. You could both have your other product ads inside of it.

37. Trade Signature Files With An E-zine Publisher

Offer to trade signature files with an e-zine publisher. On every e-mail you send out, you'll include his or her signature file/link underneath yours and vice versa. So when the e-zine publisher sends out the e-zine, your signature file/link (ad) would be included in it.

38. Share A Web Site With An E-zine Publisher

You could ask an e-zine publisher to share a web site with you. You both will be marketing and advertising the same web site, which means double the traffic. Of course you

want to do this with a business that has the same target audience and isn't in direct competition. You could do the deal with one or more e-zine publishers. When they send out their e-zines, you'll get a free ad because they will be promoting the shared web site.

39. Combine E-zines And Publish Just One

You could ask an e-zine publisher to combine his and your e-zines together. Edit and publish each issue together. You both will be marketing and advertising the same e-zine, which means double the subscribers. Of course you want to do this with a business that has the same target audience and isn't in direct competition. When the e-zine is sent out, you'll each get an ad(s) in the combined e-zine.

40. Create A Package Deal

You could ask a webmaster/e-zine publisher to combine his or her product or service with your product or service in a package deal. This gives people more reasons to buy both your products and services. People also have come to believe package deals are better value. You want all the products or services to be closely related.

41. Donate A Percentage Of Your Profits To Charity

You could ask a webmaster/e-zine publisher to run your ad at no-cost and, in exchange, say you'll donate a percentage of the profit made from the ad to a charity of his or her choice. Of course you'll need a way to track the sales from the ad for as long as it runs.

42. Start An E-zine Ad Co-Op

You allow other e-zines that sign up to the co-op program to participate. You would require each e-zine to run the other e-zines or product ads in the co-op once or more times over a certain period of time. Then you repeat it all over again after the time period is over. You can spread the ads over a month or two so the e-zines don't get hammered with a ton of ads to run. Of course you'll have your ad in the co-op too, as well as in the other e-zines. You could also require every e-zine in the co-op to advertise the co-op in every issue of their e-zine which, of course, would be linked somehow to your main web site.

43. Write A Testimonial For A Online Freebie

Write a testimonial for an online freebie. Tell the business they have permission to publish it on their web site. You could write about how much you enjoy it and how the freebie has improved your life. Include your signature file (ad) at the end of the testimonial. You should first ask the freebie owner if they would publish your testimonial if you are going to take the time to write it.

44. Start An E-zine Ad Swap List/Web Site

You simply start an e-mail list or web site where people can submit their e-zine ad swap requests and all the subscribers will see them. Everyone who subscribes will want to do ad swaps. You, of course, can submit your ad swap request to get free ads. Plus, since you'll own it, you'll get first choice on the ad swap requests. You should receive all the swap requests to approve them before publishing.

45. Start A Web Site Link Exchange/Swap List

You simply start an e-mail list or web site exchange where people can submit their link swap requests and all the subscribers will see them. Everyone who subscribes will want to do link swaps. You, of course, can submit your link swap request to get free ads. Plus, since you'll own it, you'll get first choice on the link swap requests. You can receive all the swap requests to approve them before publishing.

46. Start A Joint Venture Message Boards

You simply add a message board to your web site specifically for people to post and read joint venture offers. You would be the likely moderator so you would get first dibs on the joint venture offers. You could have categories like link exchanges, product endorsements, product bartering, etc.

47. Star An E-zine Ring

Form an e-zine ring (similar to a web ring). Team up with 4 to 10 similar e-zines. All the publishers would agree to list each other's e-zine name, web site and subscribing information in every issue. You could call this section "Other Free E-zines You Might Enjoy."

48. Star A Web Site Ring

Form a web site ring. All the participating webmasters would agree to list each other's web site name, web site link and other information on their own web site. You could call this section "Other Web Sites You Might Enjoy."

49. Submit E-zine Games To E-zine Publishers

Everyone and his brother submits articles to e-zines to get a free ad (which is the resource box at the end of the article). Have you ever looked in newspapers and magazines? There is more content than just articles. There are word games, crosswords, word searches, word scrambles, matching words with definitions, etc. You could create and submit word games related to the theme of the e-zine. You first want ask the e-zine publisher if he or she would be interested in receiving word game submissions for their e-zine. If your target audience reads business e-zines, create word games that have business-related words and themes. Include your resource box (ad) below the word game. You could even host them on your web site and just have your link and word game ad in the e-zine.

50. Submit Or Host Surveys/Polls Results To E-zine Publishers

There is more content than just articles. There are surveys and polls! You could host the poll/survey ahead of time, submit it and the results, or host it in the e-zine and allow the subscribers to take it. The e-zine could publish the results in the next issue. You first want to ask the e-zine owner if he or she would be interested in receiving polls or survey submissions for their e-zine or web site. If your target audience reads business e-zines, create surveys and polls base on business issues. Just include your resource box (ad) below the word game. You could even host them on your web site and just have your link in their e-zine.

51. Publish E-zines For Other Web Sites

You could offer to publish e-zines for high traffic web sites that don't have one yet, in exchange for running one or more of your ads in them. You would want to look for popular or

high search engine ranking web sites. Of course the web site would advertise it which would help build up a big subscriber list quickly. You could also ask them to run one of your product ads on their web site.

52. Free Consulting For An Ezine Ad

Offer an e-zine publisher subscribers free consulting. You could have a regular ongoing column where you answer their subscribers' questions related to the subject of the e-zine. It's like a question/answer section. You don't even have to be a total expert; you could always contact and ask other experts for the answers if you don't know them.

53. Compile Each Issue Into An E-book Format

You could offer to compile each one of an e-zine publisher's issues into e-book format, like PDF, to make it more attractive. Then, in exchange, they could publish one of your ads. You could add more color, content and graphics to it. This would give their subscribers an extra way to view each issue and expanded content. The e-zine publisher could also allow his subscribers to give it away free like a normal free e-book.

54. Compile A Web Site Into An E-book Format

You could offer to compile a webmaster's site into e-book format, like PDF, to make it more attractive. Then, in exchange, they could publish one of your ads. You could add more color, content and graphics to it. This would give their visitors an extra way to view their web site and expanded content. The web master could also allow his subscribers to give it away free like a normal free e-book.

55. Compile Each Issue In An Online Audio Format

You could offer to compile each one of an e-zine publisher's issues into audio format. Then, in exchange, they could publish one of your ads. It would allow their subscribers the option of listening to it instead of reading it.

56. Give An E-zine Publisher Free Reprint/Resale Rights

You could give e-zine publishers an e-book that they could sell and keep all the profits in exchange for an ongoing ad in their e-zine. When they stop selling it, they can stop running your e-zine ad. Perhaps do it for a small number of e-zine publishers at a time, so it doesn't get saturated and they start turning your deal down. If they only want to run your ad once, you could always include some of your ads in the e-book.

57. Host A Contest For An E-zine Publisher

Offer to hold a contest for an e-zine publisher's subscribers. You could offer your product for free to one subscriber in every issue. The subscribers would have to check their individual issue to see if they are a winner. This would help the e-zine publisher's readership and help him or her sell more ads. You could ask the e-zine publisher for an ongoing ad for as long as the contest runs in exchange for your hosting the contest. Either you or the publisher can pick a random winner every issue.

58. A Mention In Your Article For An E-zine Ad

You could contact e-zine publishers and ask them if they would like to be mentioned in your next article or article's resource box in exchange for a free ad in their e-zine. Tell

them how many web sites and e-zines the article will be submitted to. If it's a lot, they'll most probably do it. They may also publish your article.

59. Offer A Free Ad To Their Ad Buyers

Many e-zines sell advertising. You could give the e-zine publisher's advertiser a free ad when they buy one for the publisher. It could be an ad on your web site, e-zine, free e-book, etc. This could help raise their advertising sales. You could ask them to run your ongoing ad for free in exchange.

60. Offer Targeted News Or Press Releases To E-zine Publishers

Many news-related web sites offer news headline links and press releases you can publish in your e-zine or on your web site. Many e-zine publishers don't have time to search for highly targeted ones. You could find targeted news items for them in exchange for a free ad in the e-zines.

61. Submit Jokes To E-zine Publishers

You could create and submit jokes related to the theme of the e-zine. You first want to ask the e-zine owner if he or she would be interested in receiving joke submissions for their e-zine. If their target audience reads business e-zines, create jokes that have business themes. Include your resource box (ad) below the joke(s). You could even host the jokes on your web site and have your ad and link in the e-zine.

62. Buy Or Get An E-zine Ad To Get Multiple Ads At No Cost

You can buy an ad, or use a free method to get an ad, and write a testimonial to the e-zine publisher about how well it did. Tell the e-zine publisher he or she can list your testimonial in the advertising information section of their e-zine. Of course your signature file (ad) would be at the end of the testimonial.

63. Write Exclusive Articles For E-zine Publishers

Ask them what specific article they want for their e-zine. Write and submit it to them with your resource box. It would be a lot of work but you should only do it for e-zines that have a huge subscriber base. You could always submit the article to all the other e-zines after the big e-zine publishes it.

64. Submit Online Audio/Video Articles To E-zines

Why not submit an online audio/video article to e-zines? It would save them extra text space and they could list your title, resource box and a link to the online audio or video file. It would save their subscribers the time and hassle of reading articles. You first want to ask the e-zine owner if he or she would be interested in receiving online audio or video ads.

65. Host An Online Community/Private Web Site For The E-zine Publishers

You could offer an e-zine publisher an online community for their e-zine subscribers if, in exchange, they would run an ongoing free ad or advertise the community, which would have some of your product ads on the web site or e-zine list. Tell them you'll host and monitor it with no work on their part. It could be a chat room, web blog, message board, e-

mail discussion list, etc. It could also have a password and specialized information, like a private membership web site.

66. Save An E-zine Publisher Room

Many e-zine publishers only publish one to three articles in each issue because of text space. You could allow e-zine publishers to publish the articles on your web site or on your autoresponders. The e-zine publishers could include the titles' links to them in their e-zine. They could fill their e-zine up with a lot of articles.

67. Free Product For Beta Testers

You could give a few select people your product in exchange for testing it. You want to be sure your product works properly before you release it to the general public. You want to be sure it gives people the benefits you say it does.

68. Compile A Page Of Bonus Products

You could ask other business to donate some products for a special occasion like a holiday. The businesses would get free publicity. You would compile all the products on to one web page. You would require all the businesses to promote the web page also. You all would benefit from the traffic.

69. Co-Author An Information Product

You could ask a fellow knowledgeable person to co-author or co-create an information product to sell or giveaway. You both could sell it together and split the profits or sell it separately.

70. Compile An Information Product

You could ask multiple knowledgeable people to submit information to your information product. It could be tips, strategies, answered questions, etc. You virtually wouldn't have to write anything. They would just get free publicity in return

71. Trade Text Links For Text Links

You could ask another webmaster to trade text links. It will help increase your traffic and search engine link popularity. If the web site has more traffic, you could offer to run the ad for a longer period of time or throw in a bonus item.

72. Trade Pop Up Ads For Pop Ups Ads

You could ask another webmaster to trade pop up ads. It will help increase your traffic. You could advertise your product or e-zine in the pop up ad.

73. Trade Banner Ads For Banner Ads

You could ask another webmaster to trade banner ads. It will help increase your traffic and search engine link popularity. If the web site has more traffic, you could offer to run the ad for a longer period of time or throw in a bonus item.

74. Trade Solo Email Ads For A Email Solo Ad

You could ask another webmaster/e-zine publisher to trade a solo e-mail ad. It could be to their existing customers, e-zine subscribers, prospects or a lead list. If they have a bigger list, you could offer extra solo ads or throw in a bonus item.

75. Communication Technology Services For An Ad

You could provide a webmaster/e-zine publisher with the technology to do a teleseminar, web cast, webinar, teleclass, etc. in exchange for advertising on their web site or to their opt-in list.

76. Find A Product With No Affiliate Program

You could find a hot product being sold with no affiliate program and offer to sell it for them for a percentage of the sales. You could create an affiliate program for them where you're the sole affiliate to get your commission or you get a percentage of all the profits of the affiliate's sales.

77. Trade Reprint/Reproduction Rights

You could get some extra products to sell by trading your product's reprint/reproduction rights for another business's reprint/reproduction rights.

78. Convert Information Products Into A Different Format

You could ask an author or publisher if they would like to have their information product converted into a different format. (ebook, printed, audio, video, etc.) You would get full rights to sell it and you would give them a percentage of profits or free publicity. You could also buy the full reprint rights the product format and keep all the profits.

79. Ask For Unpublished/Unfinished Information Products

You could ask a writer or publisher if they have any unfinished/unpublished information products about a certain

topic. Tell them you will finish and sell it for them for a percentage of the sales or buy it for full reprint rights.

80. Hold A Live Seminar

You could ask some experts to speak at your seminar in exchange for free publicity. You could also ask the seminar speakers to promote it in exchange for a percentage of the sales. Also you could record or tape the seminar and sell it.

81. Rewrite Someone Else's Information

You could ask a writer's or publisher's permission to add to, rewrite or update a piece of their information product. Tell them you will sell it for them for a percentage of the sales or buy the full reprint rights to it and keep 100% of the products.

82. Product For Royalty Fees

You could create an exclusive product for a top marketer in exchange for a royalty fee from the product. It would give the marketer another profit stream and you would have royalties coming in for the top marketer's efforts. Of course you want to make sure the marketer has a big list, tons of traffic and a ton of affiliates.

83. Ask For Excerpts Of Information Products

You could ask a number of writers and publisher for specific excerpts of their information products to compile your own information product. It would get you a new product to sell and they would get free publicity. You could get excerpts from ebooks, e-zines, membership web sites, books, newsletters, message boards, discussion lists, audios, etc.

84. Web Site/Ezine Content For Publicity

You could ask writers and publishers for content in exchange for free publicity. You would get free content and they would get free publicity. You could either link to their content or ask to republish the content on your web site, in your free e-zine, in your free e-course, in your free ebook, etc.

85. Record A Conversation

You could ask an expert to join you in a telephone conversation and record it. You could both sell it or you just sell it and give the other expert free publicity or affiliate commissions. You could do a interview, a idea brainstorm session, teach people something together, etc.

86. Design A Web Site For Someone Else

You could create a web site template that has many MLM/affiliate links on it and some of your own business ads. You could allow people to brand the template with their own links on it. You could also allow them to sign up under you for the two tier and multi level programs. They would have a fully design web site to up load to their own server and you would have free publicity and a chance to make extra money off the sub affiliates and down-line members. If they don't have web hosting already, you could recommend one to them for residual income or commission.

87. Publish An Affiliate Newsletter For Someone Else

You could publish a free e-zine for others that has content and advertises MLM/affiliate programs in it. They would

promote your e-zine and you would brand it with their affiliate links in each issue for the people they directly get to subscribe to the e-zine. You could build you list fast and other people will have their own e-zine without all the work.

88. Create An Autoresponder Course For Someone Else
You could create an autoresponder that has content and many MLM/affiliate links on it and some of your own business ads. You could allow people to brand the autoresponder with their own links on it. You could also allow them to sign up under you for the two tier and multi level programs. They would have an autorepsonder course to use with their auto responder service and you would have free publicity and a chance to make extra money from your sub affiliates and down-line members. If they don't have their own autoresponder service already, you could recommend one to them for residual income or commission.

89. List In A Web Site Directory For An Ad
You could create a web site directory on a specific topic. Tell other web masters if they want to submit their web site link and information you require that they need to put the web site directory text link or graphic on their home page. You could have you own product or affiliate adds on the directory.

90. Promote Someone Else's Product As A Back-end Product
You could allow another similar business to sell your product as a back-end product if, in exchange, they will let you sell their product as a back-end product. You both would keep

100% of the profits. Just make sure it's the right product for your target audience.

91. Promote Someone Else's Product As An Up-sell Product
You could allow another similar business to sell your product as an up-sell product if, in exchange, they will let you sell their product as a up-sell product. You both would keep 100% of the profits. Make sure all products are compatible with the main product you're selling.

92. Web Site/Sales Letter Evaluations For A Free Product
You could ask a number of select people that would be your target audience to evaluate your web site or sales letter. You can give your product for free in exchange for evaluation. You might also discover new uses or selling points for your product too.

93. Contest Prizes For Free Publicity
You could ask other business to donate their products for prizes in exchange for some free publicity. You could also ask the businesses to promote and advertise the free contest to increase the number of entrees You could also start an opt-in list for people who enter your contest or sweepstake so you can follow-up with them regularly.

94. Free Publicity For Being A Expert Guest
You could contact online and offline radio stations offering your expertise to their listeners in exchange for free publicity. Tell them your area of expertise; maybe they'll book you for a show. Of course you would want to contact targeted

stations and shows that would want to know more about you and your area of expertise.

95. Market Research For Prizes

You could give free gifts to people who take your online survey or polls. You can find out things such as why they buy or don't buy your products, what new products they are searching for, how much they will pay for certain products and almost anything else that concerns your business.

96. Free Products For Referrals

You could start a referral program instead of an affiliate program. You could give people discounts and free products for referring people to your site. For example, you could say, "Get a free e-book or software for referring just 3 people to our web site." Another example, "Refer just 2 people to our web site to get a 20% discount on our new e-book!"

97. Club/Association Membership For Linking

You could start an online club or association and charge an entry fee. You could offer them a free membership if, in exchange, they link to your web site. You will either make money or get some no-cost advertising.

98. Free Online Service For Linking

You could allow people to use an online service, traffic exchange or some utilities from your web site if, in exchange, they link to your web site. The online service could be an e-mail account, search engine submission, pop-up exchange, exit exchange, web page design, web site hosting, copywriting, proofreading, etc.

99. Percentage Of Profits For An Auction Seller

You could find an experienced online auctioneer to auction off your products on popular online auctions. You could give him a percentage of the profits. Online auctions are very popular but it takes time to get good at it. They would have a new product to offer and it would increase your sales and profits.

100. New Market For A Percentage Of The Profits

You could find a product that could be promoted in a different market. You could ask the product owner to allow you to promote it in that particular market for a percentage of the profits. For example, if you're selling plastic bottles to a pop company, you could turn around and sell those bottles to a fruit drink company. For example, if you are selling an e-book about dating tips, you could also sell it at a bulk group rate to online dating web sites.

Extra Bonus:

101. Full Reprint/Reproduction Rights For An Ongoing Ad

You could give an e-zine publisher/webmaster full reprint rights to your product in exchange for an ongoing ad. You could end the reprint rights with that company when they decide they are done running your ad and then go to another business.

102. 100% Profits Of The First 10 to 20 Sales

You could offer an e-zine publisher 100% of the profits of the first 10 to 20 sales if they run your ad. Then after the

decided amount, you could lower it to 50% to make your income.

103. A Percentage Of The Main Product And 100% Profits Of The Up-sell/Back-end Sale

You could offer an e-zine publisher 50% to 65% per sale of the main product and 100% of the up-sell or back-end profits if they run your ad.

104. Free Pay Per Click Advertising

You find a free way to get your advertisement on a web site that is using pay-per-click advertising. You could trade advertising, submit free content to them, participate on their message board, etc.

105. Two Tier/MLM Joint Venture Deal

You just give a webmaster or ezine publisher an extra incentive to sign up as sub-affiliate or down-line member and advertise the product or service. You could offer them a percentage of your own commissions sense they will be making you money anyway.