

Build Your List with a Joint Venture Give Away Event by BR SANKHLA

Internet marketers are advertising innovators as they simply throw out all of the written in stone advertising policies of brick and mortar advertisers and devised new and effective ways to reach their potential customers. The Internet itself has changed the way people purchase things. People do not have to get dressed, drive into town, find a parking place, and stand in line searching for the products and or or services they want any longer.

Internet marketers have invented ways to reach their potential customers that were unheard of in the brick and mortar world of advertising. This innovative marketing technique is called the Give Away Event or Joint Venture Give Away Event. Can you imagine a group of brick and mortar stores getting together and agreeing to give free products to one another customers? I can not either. But that is exactly what happens in the internet give away event. How likely is it that Sears is going to give something for free to Japanned customers and vice versa? Exactly not very likely. Brick and mortar stores would not even dream of giving something for free to stores that are not in competition with them. Japanned would never give something for free to customers of an automotive store even though Japanned does not sell automotive supplies.

It just is not done in the brick and mortar world. But it IS done on the Internet. A Joint Venture Give Away is usually limited to a specific number of members. Each member offers a free gift which is almost always digital and downloadable from his or her website. These free gifts are usually ebooks, special reports, software and on line tutorials that are valuable for those that need them. With their gifts, each member actually gives their valuable knowledge and experience that is relevant to their area of expertise for free. This does not happen too often in the brick and mortar business.

Once a Joint Venture give away is organized, every participating member is encouraged to promote the event through several various ways like sending the event announcement to the members of his or her mailing list, write an article about the event in his or her blog or any social networking sites and putting banners and or or links in the banner or link exchange websites. Every member of the give away event would then advertise their free gifts as well as every other member of the Joint Venture Give Away event. The people that saw the announcement and are interested in obtaining the free gifts would go to the on line event and then download the free gifts of their choice. Before downloading their free gifts, they are normally asked for their contact information such as their emails.

This is needed in order to gage their interest in the topic that is related to the free gift that they are about to download. For example, if you are serious about learning about, you would in a heart beat give your email information before downloading a free ebook about. This is how each member in the Joint Venture give away has the opportunity to build his or her list. Because of the nature of the Joint Venture Give Away, it has grown to be one of the most popular list building opportunities for internet marketers.

The phenomenal success of the Joint Venture give away begs the questions, how does one put together a successful Joint Venture give away or find one to join? The answer to finding one to join is really quite simple.

About the Author

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