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Dov Gordon invites you to see if you qualify for membership in…

JVMM

The Joint Venture Marketing Mastermind

A highly curated community of experts who sell over the internet
to small business, entrepreneurs, consultants, coaches, agencies, firms, etc.

There's a stark difference between networking and relationships.

Networking is too often about collecting business cards, or the digital equivalent. It's about quantity.

But a relationship is what happens when people get together and say "We can intertwine our futures in a way that makes things better for us both."

And while the internet makes it easier than ever to find and connect with anyone, it is still rare to find a community of people who build real relationships and intertwine their futures, in a way that genuinely moves everyone ahead.

My name is Dov Gordon, founder of the JVMM and CEO of ProfitableRelationships.com - and I've been running the JVMM for the last ten years.

If you're watching this video, **you've probably been sent here by someone who has noticed that <u>you</u>** make the effort to build real business relationships for the long term.

And that's why they thought to nominate you for membership in the JVMM:
Because we are a small and growing network of people very much like you.

- We all market and sell to the same kinds of people: entrepreneurs, consultants, solopreneurs, experts, agencies, professional service firms, and the like.

- We all use joint ventures and cross promotions to help each other get in front of new audiences of ideal customers and clients.

- We are doers. Out there every day - doing and doing. And then happy to generously share our lessons learned, our connections and so much more.

- Our members are serious about making money. But we know there's more to business and life than opt-in rates, show up rates, cost per lead, and - cynically speaking - how to squeeze more money from every subscriber selling them higher and higher priced programs.

  To be clear, we have no problem with growing and making money. It is very important to all of us.

  It's just that we take a long-term, very respectful, approach to each other - our joint venture partners - as well as to our email subscribers, customers and clients.

  We have a deep respect for them. We don't just see them as a means to our ends.

<u>Members of the JVMM are carefully curated</u>. I've even recently turned away a candidate I estimate is worth about $100,000,000 because he wasn't a fit.

And that's how we can have members who run businesses from low six figures to upper 7 and even 8 figures. Teams of one to teams of 50 and more. And we can all support and contribute to each other.
Because we are all out there doing and doing, learning from our experiences, and coming back happy to share what we've learned, both from what worked and from what didn't.

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Now imagine this with me: What if I could suddenly launch you into a highly curated community of people like that?

And… what if membership wasn't $25,000 a year like so many other masterminds. What if it wasn't even $10,000 a year? Or not even $5,000 a year?

What if membership is only $1490 a year - just enough so we know that every member really wants to be there?

And what if - even with such a low membership fee - it was actually HARDER to get into JVMM than the $25,000 masterminds out there?

And that's true. It is. Because I curate. With most of those masterminds, if you pay the fee, you're in. It's very hard for them to turn away $25,000.

But with the JVMM, you can't just pay the fee and get in. I talk with every candidate so we can both be sure it's a good fit.

Now, imagine you were suddenly dropped into our community, with so many amazing people, what kind of ROI would you commit to get for yourself?

For some of our members, JVMM has been worth half a million dollars, even millions of dollars.

But maybe that's not your aim. What would you expect to create for yourself?

Would you be able to turn those new relationships into an extra $50,000 or even $100,000 or more?

If yes, keep reading because you're probably in the right place.

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So, I mentioned that I curate. What am I looking for?

Personally, I'm not impressed by celebrity. I'm impressed with mastery and generosity.

And I curate the JVMM with people who feel the same.

Some of our members definitely qualify as celebrities in their corner of the world. However, first and foremost they are masters of their craft and generous givers.

And that's the feedback that I hear more often than anything else. "Dov, I can't believe what an amazing group of people you've put together," new members tell me after a few weeks. "They are at such a high level - and they're also so generous. Such a group of givers!"

And that's what I curate for.

When it comes to leading the JVMM, I take a light touch.

My attitude is we are all adults and we don't need a lot of rules. The only rule there is this: Be the kind of person that would make other people happy to have you around.

I don't try to control what goes on between members.

A couple of times I've had members say to me "Dov, if you introduce me to others in the JVMM, and they promote me, I'll give you a commission as well."

And my response was "Hey, if I promote you, and it leads to a sale, I'm happy to take a commission. But if I introduce you to someone in the JVMM, and it leads to sales, I don't need a cut. I'm not looking to insert myself in between deals amongst the members.

I think if I were to do that, it would dramatically change the energy and the vibe in the whole group. And the vibe of generosity that we have is worth far more to me than extra commissions here and there.

It's also worth distinguishing between affiliates and joint venture partners. JVMM is comprised of joint venture partners, not affiliates.

Affiliates are people who don't really have their own products and services. But they have or can build an audience and they look for things to sell them and make a commission.

There's nothing wrong with that, but that's not who we are.
In JVMM, we prefer making all of our money from selling our own products and services. However, we also know that there are more people on my email list who for whatever reason, will never buy from me.

But they are there for a reason. They're looking for something.   For someone. And that someone might be you.

So if I introduce you to my email subscribers, or my social media following, or my podcast audience, everybody wins.

And if in the process I earn a commission. Great. It's a nice cherry on the top. But the real win for all of us is when someone who is in your audience but was looking for me, finds me and does business with me. Someone who is in my audience, but because I tell them about you, finds you and does business with you - that's the win we're all looking for.

I haven't even begun to touch on so many of the side benefits of being in the JVMM. There's just not enough time - the video is starting to get long.

But if you resonate with the kind of community I describe, then follow the instructions on this page to schedule a time for you and me to talk.

I do ask only this before you schedule a call: Be sure that you've already decided you want to join. You're OK with the annual $1490 fee. And you want to join now.

We will talk and if I do get a feeling that it is a fit, we'll get you signed up on the spot and onboarded within hours.

So, if you really feel drawn to what I've been describing, and you qualify because you value what we value and you market and sell to small business, entrepreneurs, consultant, experts, agencies, etc. and you want to join us now, follow the instructions on this page and book a time for us to talk.

I look forward to meeting you.

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How do I join?

Before you can join, we need to talk one-on-one to be sure it's a good fit.
If you've read this far, and you believe you are a good fit for JVMM, please click here to schedule a time for you and I to talk.

Simply fill out the form **under the video**

and you'll be taken to my calendar.

Any additional questions? You can contact me:
Email: dov@profitablerelationships.com
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FAQs

"How much time will I need to commit? How many meetings, for how long? Etc."

There is no minimum time requirement for JVMM. Members can decide for themselves what level of participation will give them the returns they want.

Some will put in 1 - 2 hours a month. Others will put in 2 - 3 hours a week.

The most important thing is you can make the JVMM fit your schedule, and fit the ebb and flow of your evolving life and priorities.

"How does it work? What do JVMM members do?"

There are four primary ways JVMMers interact:

1. Monthly 90 minute video "meeting of the minds." We follow a prepared agenda, usually, a combination of a member sharing something valuable and others getting input on challenges and opportunities.

2. Email based conversation via Google Groups. We have an active conversation going on here. You can ask about anything from tech to tactics, strategy to people. And you're certain to get a quality, thoughtful response within hours.

3. One-on-one Meetings: Members schedule one-on-ones to build close, working relationships with others who are open and interested in helping you get in front of new audiences of your ideal customers and clients.

4. Weak-Tie Explosion (WTE) Calls: WTE calls are a kind of small-group speed-dating run by JVMM members. WTE was started because getting to know others is the most valuable part of JVMM. WTE helps you meet more members in less time.

"How far in advance are the monthly "meeting of the minds" calls scheduled? "

We maintain a schedule of upcoming meetings of at least 6 - 12 months in advance.

"Are the meetings held on a set day and time?"

Meetings are almost always on a Monday or a Wednesday, usually the second or third week of the month.

On Mondays, they're at 1:30pm Eastern. On Wednesdays they're at 2:30pm Eastern.

Once a quarter, we also have a Eur/Aus meeting at a time that works for our friends on the other side of the globe.

"What are the 'rules' in JVMM?"

My belief is we are all adults and we don't need a lot of rules. So in JVMM there's really only one rule: Be the kind of person others will want to associate with. That's it.

"What if I mostly sell to corporate?"

We do have a small number of members who also market to corporate clients. However, if your primary focus is corporate, JVMM is probably not the best fit.

"How do I join?"

Before you can join, we need to talk one-on-one to be sure it's a good fit.

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