

## Examples Of Potential Joint Venture Partnerships

- Beautician / Tanning Studio / Hairdresser / Fashion Boutique
- Bookstore / College
- Bridalware Store / Photographer / Printer / Limousine Service / Florist
- Business Success Book Seller / Business Consultant/ Accountant / Direct Sales Company
- Camera store / Travel Agent / Computer Store
- Car Accessories / Car Dealership / Insurance Broker
- Car Detailer / Car Dealer / Car Body Shop / Car Wash
- Chemist / Complementary Medicine Practitioners
- Chiropractor / Health Supplement Vendor / Complimentary Medicine Practitioners
- Computer Dealers / IT Support Companies
- Construction Company / Architect / Interior Designer / Landscapers
- Children's Clothing Store / Photographer / Toy Shop
- Decorator / Carpenter / Builder / Plumber
- Dry Cleaner / Fashion Boutique / Men's Outfitters
- Estate agent / Security & Alarm Company
- Farm Equipment / Fertilizer Company
- Fashion Store / Jeweller
- Film developer / Camera Store / Travel Agency
- Florist / Funeral Director
- Graphic Designer / Printer Graphic Design / Ad Agency
- Gym / Bicycle Store / Martial Arts Instructor

- Insurance Broker / Accountant
- Italian Restaurants / Italy Travel Packages
- Jeweller / Hotel (honeymoon or anniversary) / Hairdresser / Ritzy Restaurant
- Landscaper / Garden Centre
- Newsletter / Information or Book Products
- Newsletter / Investment Service
- Office Equipment / Office Supplies
- Pet Boarding / Pet Groomer / Pet Products / Vet
- Photographer / Bridal Ware Store
- Plumber / Builder / Electrician
- Printer / Graphic Designer
- Publishing Business / Software Businesses
- Removals Company / Storage Facility / Relocation Adviser
- Restaurant / Radio Station / Wine Retailer
- Software Business / Software Business
- Solicitor / Financial Adviser / Accountant / Management Consultant
- Toy shop / Entertainers / Clown
- Tree Surgeon / Firewood Vendor / Landscaper

And that's just the beginning. As I keep saying – the only limit is your imagination.

Remember, you are looking for businesses that operate in the same Universe. In other words, ask; where else do the customers of your clients business go? Also, don't ignore competitors... They may have similar offerings, but the offerings themselves may not compete.

There are even those not-directly-related-but-still-viable deals... Such as the chemist who partners up with the jeweller, or the bookshop that partners with the cafe bar

down the street, because people who buy books also drink coffee and eat! And so it goes on, just put yourself in the shoes of the typical customer.

Better yet, and here is a way of working with competitors: Take those prospects that are not converted by your client and offer them to a competitor. They may be in a better position to convert them. There is just no limit to the possibilities.