

[LISTEN TO Amazing Hot Seat - Crappy Video! https://youtu.be/D-aTC506aIo](https://youtu.be/D-aTC506aIo)

Sami Fab

Use Facebook to get attention
Get people out of Facebook as soon as possible
Need to have value – measure it to get people off to emails
Launching different things
Survey
Ask what people want survey for the next modle
Show case studies of what happened to my group

Joel Comm

As People what they want
Open ended questions
What is your biggest challenge as an author and coach?
Is it a lack of master minding, training, templates, design, copy
Leave it open ended and see what people say
See hat they need and see if my skills are qualified to offer them that or can partern
with anyone to deliver that

Steven Memel

Mention Milana Leshinsky as a model for a joint venture group

Ruth Anne Wood

Milana was the impetous for starting this group, three days later put up a website
and Facebook group
Segment people based on the size of their list

Joel busts on **Steve** for saying segmentalized

Steve Memel

Have various conversations with list segments

Ruth Anne Wood

I didn't want to have a group where the guru/ list creator wasn't even available on
the online forum, and then you had to pay another \$1000 for half hour strategy call

I wanted to keep that community aspect and Joint Venture gate Keeping

I don't have all that focus in that

Keep the personal version

Steven Memel

Check out (shawn desouza, cyber tactics?).

Mitch Axelrod

How do you want to monetize the group

Ruth Anne Wood

master mind groups

Mitch Axelrod

Do some surveys around that.

Let them help you to figure out how to create the master.

What is the biggest gap in their business that causes them to join your forum?

You get answers you never would have thought of with the survey.

Shawn M Miller

Get in the habit of asking members when they join, it's probably the most timely opportunity to get an answer... make a habit of reaching out within half a day then you're more likely to have them give an answer to that question.

(IM them or reach out)

Open ended survey or "Hi nice to meet you, my name is Ruth"

Create an assessment type opt-in, vetting them, segmenting and self-selecting like Steve said.

As an assessment they are going to receive some kind of a recommendation.

The result is a consumer awareness guide. *(JV QUICK START \$9.95 guide is that)*

Do it strategically and provide insight where they answer the questions

If you do the assessment well there is an obvious vetting process that they do or do not belong. You get a higher level of membership

Joel Comm

Do you want to give me money now?

No

Yes, No

Yes!

Steve Memel

What would you need to have in this that you would take this? What would be in it?

And that's what probably what people need to answer

And if someone doesn't buy, "Why didn't you buy?" I really want to understand what might have been.

Shawn M Miller

Thanks for joining the group. What would you need to find here for you to pay for it?

Sami Fab

Best time to get them to do something or ask something is during their point of desire.

Join the group or get some assistance from you.

Try sending something later and the response rate goes way down.

Joel Comm

You don't have anything to loose you're not monetizing it now.

No guts no glory approach.

Here's what you need to do to stay in the group and here is what you are going to get for your \$19.95/mo

Take away

Deliver a taste

Count down

Kick out day 7

What was the purpose of starting the group?

Ruth Anne Wood

My original business model for JV ATTRACTION didn't quite work.

I'm a big fan of HelpAReporter.com. It was the service that launched my 150+ interview series/ and library of experts.

I was going to create ongoing emails with affiliate request/ launch announcements with an ad on the top geared for authors, coaches and affiliates.

What I found was I didn't like all those affiliate launch announcement spamming my group and I was more interested in engaging with authors and coaches.

I got the idea for JV ATTRACTION at one of Ken's Philly events I was on the panel, launched in 3 days and have been tweaking it for the last year and a half.

I still like the free community model and having sponsors in the community geared towards authors, coaches and affiliates.

Shawn M Miller

Facebook is beginning to restrict groups in many ways and increase functionality on the pages... this is where Facebook revenue comes from, adding massive video and functionality...

I believe they are going to squash groups.

Now is the time to roll the dice and try to monetize the list. If you lose the list you lose the list.

Steven Memel

Studies with Incentivizing groups... people are more likely to protect what they have already been given and don't want to lose. The teachers will give the reward first and lift the metrics upon so you'll start losing benefits incrementally.

Joel Comm

Take the most popular post and incentivize that.

Ruth Anne Wood

Our most popular post is, "What is your \$10K service?"

Mitch Axelrod

Woo woo stop!

What was your most popular post?

Ruth Anne Wood

Some people were listing their \$10K service and others were brainstorming in the comment section.

Joel Comm

Find a popular post and as a member they get this post framed as a bonus.

 **Ruth Anne Wood**
October 3, 2014

Suppose you were 1/8 of my referral partners, featured experts in my \$10K [JV ATTRACTION](#) "Jump Start Your Remarkable Legacy" coaching program for authors and coaches to reach the \$100K mark in their business with 16 clients or less... 1) What would you contribute to the 10K TEAM that would make it worth your while to promote in a group launch and tele-summit and 2) Provide ongoing group coaching in our private members area?



Like Comment Share

Mariette Hallgren, Ogo Ogbata, Inez Bracy and 6 others like this.

[View 34 more comments](#)

Mitch Axelrod

Those 150 interviews that you have, what value would they be to your audience?

Ruth Anne Wood

(shrug)

Mitch Axelrod

Five of them ten of them

Ruth Anne Wood

I put 5 of the top launch interviews in my 100% commission \$9.95 IDEAL JV QUICK START a JV ATTRACTION users manual. It also included how to do joint venture conversations. It's about a \$4K value of how to engage people in a joint venture setting.

Mitch Axelrod

I have one more suggestion. Third party products that serve that audience.

Talking about authors speakers, you have 150 of them.

Ruth Anne Wood

I have about 30 of them that are millionaire coaches.

Mitch Axelrod

You have phone numbers for any of them?

Ruth Anne Wood

I have phone numbers for all of them where I did a 30-50 minute interview with them.

Mitch Axelrod

There is a third party opportunity someone has a product or service where that audience (my JV ATTRACTION audience) has been dying for they just don't know it exists. A third party has a product that hits the sweet spot price wise and interest wise. See if this audience will spend something. Right now we have what Rajesh Setty says free riders. I'm from New Jersey, I like free loaders. What would take them from free to fee? Will they spend any money. They haven't spent \$10.

Jeannie Levinson

What are you doing with that incredible library of interviews, Ruth Anne?

Ruth Anne Wood

They are sitting on a couple of sites for free. Maybe I can turn them into podcasts or an ebook with a table of contents that drive traffic from Amazon back to my site.

Mitch Axelrod

You could do that or you could also take the 12 best of them and put them in a sequence to my audience and sell to the JV ATTRACTION group.

You already have assets, you have 150 assets.

Ruth Anne Wood

Yes, Larry Winget, Bob Doyle...

Mitch Axelrod

You're sitting on a gold mine. You're just trying to sell to the wrong audience.

Don't change your act, change your audience!

Ruth Anne Wood

So whose my new audience?

Mitch Axelrod

All those people are paying big money to speak to corporations. That means they are in demand. Maybe you can get them to get on board with you.

Joel Comm

That's interviews with millionaires

Mitch Axelrod

Yes that's "Interviews with millionaires That Are Paid \$10-\$25K To Speak To Companies".

Joel Comm

That's a long title.

(laughter)

Mitch Axelrod

Say you take 6 of those and sequence those out to a company that has already hired those speakers.

Ruth Anne Wood

(Referencing Steven Rowell's guerrilla marketing talk) And I'll send them a rubber balloon with a bribe that I'll send these interviews to their competing companies?

Mitch Axelrod

Think of the value of that interview.

You have an hour interview that companies have paid \$15K to get that person on stage live.

Ruth Anne Wood

Larry Winget charges \$25K to speak and another \$100K for masterminds and he wanted to be on my show a second time.

Mitch Axelrod

Go to Larry, what's the value of being on my show a second time?

Ruth Anne Wood

I guess I made him look good.

Maybe Larry will introduce you to companies, you take these interviews and license them to companies. And he gets a piece of the backend.

I might partner with the 10 or 12 best in demand speakers that I have on interview and I'd call everyone of them up and say, "Here I my plan."

Ask, "Would you be willing to help me? If not would you be wiling to endorse me?"

Maybe we could license these recordings to that company that you already spoke. Maybe we can do one a month for a sequence of six months. I'm getting my pay in \$500 a month. If you get 10 of those you've just monetized your audience.

Ruth Anne Wood

Then I can hire all of you. (Pointing to the panel)

Mitch Axelrod

It's not about monetizing the group, or about getting money out of a lot of free loaders.

If you watched Rajesh's talk this morning, which was brilliant he talks about going from freeloader, to not ready, to ready, to evangelist. Is that right? Is that the progression? I was paying attention!

You have free loaders. They're not even "not ready yet". You don't even know they are ready.

Now if you can make them money you can have a totally different conversation.

Drop Mike

Ruth Anne Wood

Thank you guys.

Shawn M Miller

I'd be more likely to pay \$3 to listen to one of those interviews than \$10 to listen to all of them. If I could pay \$2.99 to listen to that one, would I? Probably.

Ruth Anne Wood

Thank you from the bottom of my heart and the top of my heart.

JV ATTRACTION / Ruth Anne Wood / *in the hot seat* / IMPACT August 2015

Thanks [Adam Lerner](#) for sharing this panel discussion with us and going back and editing the volume on Camtasia then uploading it to my [Ruth Anne Wood](#) youtube channel.

Thanks Panel from left to right:

[Joel Comm](#), [Mitch Axelrod](#), [Steven Memel](#), [Shawn M Miller](#), [Sami Fab](#)

Audience question and photo by: [Jeannie Levinson](#)

Thanks [Ken McArthur](#) for hosting and making an IMPACT

[Ken McArthur's Impact Events](#)

