

The page features a decorative design with three large, overlapping blue circles of varying sizes. Two thin blue lines intersect at the top left, forming a large 'V' shape that frames the circles. The circles are positioned in the upper right and lower right areas of the page.

## Are JV Giveaway Events Good For You?

**Learn what they don't want you to know...**

They tell you that JV Giveaway Events are an excellent way to build your list fast...

They tell you that you should upgrade so you could add more gifts, text ads, banner ads and special offers to make yourself noticed...

Let me tell you what I think about it...

**Brought to you by: Ely Shemer**

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**This is a free report.**  
**You can give it away to whoever you want.**  
**You can use it to build your list.**

## **Are JV Giveaway Events Good For You?**

Learn what they don't want you to know...

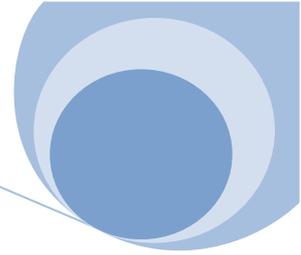
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# Contents

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Preface.....	4
Are JV Giveaway Events a good way to build my list fast? .....	5
Should I get my gift to the top of the gifts list? .....	6
Should I upgrade my contributor account? .....	7
What benefits will I have by upgrading my account as a contributor?.....	7
How meaningful are those benefits for me? .....	8
How much will it cost me?.....	8
Any other considerations before I upgrade? .....	9
Conclusion.....	9
Should I promote the event?.....	10
What is the one most important factor that will make the JV Giveaway event a success for me?.....	11
Should I join JV Giveaway events as a member? .....	12
JV Giveaway events are a great source for products you can give away .....	12
You get to see what others are doing .....	12
You will get offers and invitations to special events.....	12
Conclusion.....	12
Should I upgrade my account as a member? .....	12
Conclusion .....	13

## Preface

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They tell you that JV Giveaway Events are an excellent way to build your list fast...

They tell you that you should get yourself to the top of the gifts list because people usually don't go all the way down the list...

They tell you that you should upgrade so you could add more gifts, text ads, banner ads and special offers to make yourself noticed...

You want to hold your own event? No problem... for a hefty fee they will do that for you... Is that really something you need?

Like everything else in life the answer is... Yes and No

If you have been asking yourself those questions then you came to the right place (and if you haven't, then you should have!). For a long time I was wondering whether JV Giveaway Events are good for me and I could not find an answer I felt good with (you know how you can feel when they try to sell you something...). Well, finally I've decided to test this for myself and this special report is what I've learned.

I hope you will find the information I bring you helpful and choose to pass it along to your friends and colleagues.

*If you are new to the online world and don't really know what JV Giveaway events are and what they can do for you, visit my [JV Giveaway page](#) where you can pick up a [free eBook](#) that will teach you all you need to know about JV Giveaway events and how to use them to build your list.*

<http://www.work-from-your-home-business.com/jv-giveaway-events>

<http://www.work-from-your-home-business.com/wp-content/uploads/2009/11/GiveawayTactics-629.pdf>

## Are JV Giveaway Events a good way to build my list fast?

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The answer to this question is: it depends...

**If you are running your own JV Giveaway Event** than it definitely is. Even if you are inexperienced and the event is not so well run, you will grow your list by 100's if not 1000's of subscribers. Successful events may add to your list many 1000's of new subscribers but you will need to really be good at it and have a reputation that attracts people. You will benefit greatly if you could find yourself a seasoned partner to run the event together.

**If you are joining someone else's giveaway event as a contributor** than you will grow your list. Will it be dramatic growth? Again – it depends... If this is a well established event (running at the same time of the year for several years) and if you do good work with your contribution (more on that later) then you can see 100's of new subscribers on your list.

However, most of the JV Giveaway Events I've seen are either run by inexperienced people or are run by "professional" event creators on behalf of others. Unfortunately, most of those are not so well administrated and the results for contributors are way worse than one could hope for.

### *Conclusion*

JV Giveaway Events are one way of building your list. Use them well and you will benefit.

Use other ways to build your list as well; don't rely on JV Giveaway Events alone.

## Should I get my gift to the top of the gifts list?

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Yes, you do that... it will make you feel good :-)

Contrary to common belief, the amount of clicks your gift will receive does not depend on its position on the gifts list. JV Giveaway stats are open for all contributors to see so do yourself a favor – join one for free and see for yourself. I've seen that time after time in all the events I participated in. Good entries (more on that in a moment) get high click rates, no matter where they are located on the list.

Are you easily excited by numbers and statistics? Chill down buddy, the numbers may lie to you. The JV Giveaway stats can only show you the number of clicks your "hey look at my gift" link has received. It does not say anything about the actual signups you are going to get. This is totally up to you and your marketing skills (or those of the person how's product you are giving away).

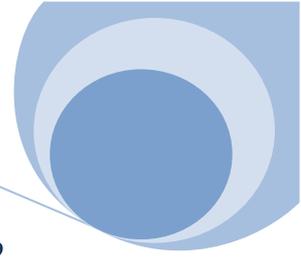
In all fairness I should add that most JV Giveaway events have promotion contests and if that contest is judged by points than getting your gift to the top of the list may earn you a nice prize.

Being at the front of the pack singles you out and may expose you to more and better JV opportunities with the "big" boys. However, to make this really work for you, you will need to work really hard and create exceptional results.

### *Conclusion*

You do not have to specifically work on getting your gift to the top of the gifts list so don't let that be a deciding factor when you deliberate whether to upgrade you contributor account or not.

You may get there as a by-product of other promotion related activities.



## Should I upgrade my contributor account?

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Guess what – the answer to this one is.... It depends. This question is the most complex one of all so let's break it down to manageable pieces.

### *What benefits will I have by upgrading my account as a contributor?*

This varies from event to event however the most common benefits you may have are:

- 1) **Receiving rank points** - This will push your gifts towards the top of the gifts list. Some events may require you to assign points to your gifts to individually place them on the list.
- 2) **Being able to add more gifts** – Adding more gifts definitely improves the results you will have from the event. People do not just download everything so having more gifts – a variety of gifts – enables you to appeal to different crowds. As a by-product you will also benefit your branding efforts (don't know what that is? Ask me and I might write a special report on that).
- 3) **Having a public profile** – some events may let you upload a photograph and add more details (i.e. Twitter username, Facebook ID and more). This will increase your exposure and help you with your branding efforts.
- 4) **Being able to add special offers** – Special offers are paid products members are presented with when they login to the event. The event handles the pay-button for you (and gets a piece of the sale) so it's really easy to add a special offer. It's a great way to earn a few bucks and pay for the upgrade of your contributor account. Will you make money with it at all? Make it as irresistible an offer as you can and you will.  
If you are able to make a substantial amount of sales, you will be creating a list of buyers (!) as well.
- 5) **Being able to add text ads** – Most events have text ads showing at the top and/or bottom of every page. Those ads are rotated among advertisers and are as good as text ads can be (meaning – you will get some clicks if you have a good copy. Nothing hysterical).
- 6) **Being able to add banner ads** – Some events may allow you to add banner ads to be displayed, in rotation, on every page. Like any other advertisement, the results depend on many factors but in any case they will not be dramatic.
- 7) **Getting higher commissions on sales** – Some events may give higher commissions on referral upgrades and special offers for upgraded contributors.
- 8) **Immunity from restrictions / deletion** – Some events may restrict or delete your account if you do not promote. Some of them will grant you "immunity" if you upgrade your account and some will not.
- 9) **Direct download of gifts** – This one lets you download other contributor's gifts without subscribing for them. It's good for you if you are looking for free products but less good for your list building efforts.

- 10) **Bonuses** – Most JV Giveaway events administrators will offer up graders bonuses. Those may be products that you can sell and earn more money with (many high quality products cannot be given away. Unlike this report...)

*How meaningful are those benefits for me?*

As you may have guessed, not all benefits are created equal – some are more important for your results than others. Remember what your original goal was? To build your list of subscribers. JV Giveaway events are not created for making money. Sure, you can make a few extra bucks but it will not make you wealthy (or even help with the mortgage payments).

Bearing that in mind, I would suggest you give higher importance to benefits that help you with your list building efforts, less importance to the exposure enhancers and the least importance to the money making stuff.

I always find that presenting data in tabular form helps me get a clearer picture, so let's do that here too.

Benefit	List	Brand	Earn	Importance
Rank points		+		5
More gifts	+++	+		1
Public profile		++		3
Special offers	+	+	+	2
Text ads				
Banner ads				
Higher commissions			+	4
Immunity	+			6
Direct download	-			
Bonuses			+	

*How much will it cost me?*

All JV Giveaway events are free to join. Please note the some events may restrict your account or even delete it all together if you do not promote it.

The cost of upgrading your contributor account may range from as low as \$7 to as high as \$97. The price, as determined by the creator of the event, does not reflect how good it will be for your list building efforts.

Here is what I think of JV Giveaway events prices:

- 1) **\$7 to \$12** – This price is low enough to merit taking a chance with a new "event master", provided the benefits are good.

- 2) **\$13 to \$20** – Reasonable price for events with good track record, successful event administrators or special advantages (unique features, lucrative niches, etc.).
- 3) **\$21 to \$40** – High priced events are worth it if they have any of the characteristics of the \$13 to \$20 range, they have many good promoters as contributors and a good administrator (one that dedicates time and efforts to making the event as good as it can be).
- 4) **\$41 and above** – Are too highly priced. Period (I once paid \$97 for a JV Giveaway event... what a flop that one was).  
Hey, it's your money, and if you have no budget limits (and the administrator of the event is your buddy) then by all means, upgrade.

### *Any other considerations before I upgrade?*

Yes, there sure are:

- 1) **Event theme** – Will the event attract members? The more members join the better chance you have of building a bigger list.
- 2) **Event copy** – How good is the sales copy for the event? Will members join? Will they upgrade? If upgraded members get to download everything without subscribing then they will not be on your list (even if they download your gift) – only on the administrator's list (!)
- 3) **Event administrator** – What track record does he/she have as a JV Giveaway event administrator? The better they have succeeded in the past the better chance the event has of succeeding. Are they working with you to make the event a success?
- 4) **Are there more events at the same time** – If there are, the event needs to stand out for it to be a great success.
- 5) **What's the duration of the event** – Events that run for a week may create a sense of urgency but events that run for a month may bring in more subscribers.
- 6) **Number of participating contributors** – This one is tricky because you may not know this before you enter the member's area...

### *Conclusion*

To upgrade or not to upgrade – that is the question.

Some events are definitely worth the upgrade and some are definitely not. You will need to use your common sense on that one. Use the criteria I outlined above and make the right decision for you. Consider:

- 1) The benefits of upgrading.
- 2) The cost of the upgrade.
- 3) The quality of the event and the event administrator.
- 4) Other criteria.

## Should I promote the event?

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Yes. Yes you should. You definitely should.

This is a Joint Venture event, where people work together, as a group, for the success of all. If you do not contribute to the group's efforts, how can you expect others to contribute as well?

JV Giveaway events have two stages. The first stage is when contributors are signing up and the second stage is when the event is open for members to come and download the gifts.

You should be promoting at both stages. Promoting to recruit more distributors is important for the overall success of the event. Having more contributors in a JV Giveaway event has more than one benefit towards the success of the event:

- More gifts – this makes the event more attractive for members.
- Better promotion – there are more people promoting the event, bringing in more members.
- Creating buzz – large events create social buzz that attracts more members.

### *Conclusion*

Yes, promote the event to recruit more contributors and to bring in members.

## What is the one most important factor that will make the JV Giveaway event a success for me?

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Well, this would certainly be - your gifts.

A successful event (for you) would be an event where you built your list. For that to occur you want people to sign up for your gifts. Therefore you need your gifts to be attractive for the people that join the event as members.

What are the qualities your gifts should have?

- 1) **Uniqueness** – Your gifts should be unique so they will stand out in the sea of gifts. How to make them unique? Look at the other items on this list...
- 2) **Contemporary** – Your gift should not be a worn out eBook from 2002...
- 3) **Substance** – Your gift should provide valuable, useful information.
- 4) **High quality graphics** – People "shop" with their eyes. Make your graphics alluring, pleasant to look at and interesting.
- 5) **Good copy** – Create a "smart" sales copy that will grab them by their mouse clicking finger. You actually need to sell your gifts twice:
  - A. **At the gift list** – You need an alluring title (some events limit it to 25 characters) and a concise, attractive copy (some events limit that to 500 or even 300 characters).
  - B. **At the gift's squeeze page** – this is like a sales letter only instead of a "buy now" button you will have a signup form.
- 6) **Bonuses** – You need to (yes, "need to" – people have come to expect this) have bonuses on the download page. Please, add some real bonuses and not just the usual affiliate promotions.
- 7) **Follow up** – Follow up on your subscribers. Make it personal and offer more bonuses.

### *Conclusion*

You need good marketing skills for your gifts to create the type of results you are looking for. Invest in your gifts and your list will grow.

## Should I join JV Giveaway events as a member?

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The short answer would be yes. The long answer would be yes, and here is why.

### *JV Giveaway events are a great source for products you can give away*

Why would you want products that you could give away? It's simple, really:

- You can give them away at other giveaway events.
- You can use them to build your list on your own.
- You can offer them as bonuses to your list subscribers.
- You can offer them as bonuses to free members of your membership programs.
- You can learn what the current trends are (people will offer gifts that are current...)

### *You get to see what others are doing*

When you sign up for gifts you will be on the contributor's mailing list and they will tell you what they are doing. If he or she is a successful marketer you can learn a lot from following him/her.

### *You will get offers and invitations to special events*

Being on the mailing list of successful marketers is a great way to get useful information and announcements on special events.

### *Conclusion*

Yes, by all means do join as a member.

## Should I upgrade my account as a member?

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This question brings me back to a favorite answer: Yes and no.... It depends...

As an upgraded member you may have any of the following benefits:

- Get to download gifts without signing up for every one separately. This is a great time saver if you are going to download a lot of products.
- Receive bonus products (some may be products you can sell to earn money).

I believe the benefits are clear so what's left to consider are:

- The price (what's your budget like?).
- How relevant for you are the products.

### *Conclusion*

If you want to download a lot of products and the price is right, then yes upgrade your member's account.

## Conclusion

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JV Giveaway events are a good way to build your list. If you have an attractive product you can give away you should join as a contributor. If the offered benefits are good, the price is right and the event is well administered than you will do your business a good service if you upgrade your account. Promote the event to recruit more contributors as well as to bring in more members.

Yours in success,

Ely Shemer

[www.ElyShemer.com](http://www.ElyShemer.com)



*If you liked the information in this report, visit my [JV Giveaway page](#) where you will learn more about JV Giveaway events and see a list of current events I participate in along with my recommendations on upgrades.*

<http://www.work-from-your-home-business.com/jv-giveaway-events>