

1+1 Could Equal 3 or More

Don't limit yourself. The sky is the limit; don't put a limit on your joint venture potential.

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727 words | 4 pages



When does 1 + 1 = more than 2? It happens when you employ the power of joint venturing!

There are many, very smart people I encounter.

The most effective of these smart people are the ones that employ the power of leverage through joint venturing. What is a joint venture and how does it leverage effectiveness?

What is a joint venture?

A joint venture can take many forms, but some of the most important features are:

1. Two or more people or entities (companies) enter into a project that both parties participate utilizing skills and resources that each bring to the project.
2. All of the parties benefit from the relationship.
3. The results of the joint venture relationship is more effective than the results of the individual alone.
4. The end user benefits greater as a result of the JV parties coming together.

How does a joint venture leverage effectiveness? There are many ways, here are a few:

- JV's can bring together talents and expertise that the other doesn't have or would take too long to develop or acquire.
- Man power (sales force or production) that is lacking from one company can be provided by another.
- Resources (money, product or ideas) from one partner can be coupled with the resources of the other party.
- One party can have ideas that they can't monetize until they team up with a company that has the skill set of implementation as a strong asset, that they bring to the relationship.

How can joint venturing help you? Here are a few ways to consider:

1. Explore the talents and resources that you have especially the ones that are unique to you, and are not readily available to others. What are these? Write them down and indicate the uniqueness of them and what makes them so.
2. Who can use these unique talents and resources?
3. Other people? Who are they?
4. Other companies? What industries outside of the industries that you are presently working with?
5. Can you put together a team of joint venture partners that will be more effective than what exist in your business now?

I was never involved in online publishing. Five years ago I teamed up with a pioneer in the Network Marketing print publication world, John Milton Fogg. Together we teamed up with an internet web development company and today TheNetworkMarketingMagazine.com is read in all 50 states of the US and 123 countries around the world. Three years later, armed with a set of new skills, I teamed with a company that was in the real estate industry and we started an online publication called the RealEstateSuccessMagazine.com. Here is just one example of teaming up with experts in other arenas that produce results that have helped thousands of people as a result of these joint venture projects.

Take some time and let your imagination take over. What project can you come up with? Don't limit yourself.

The sky is the limit; don't put a limit on your joint venture potential. Get out there and employ the power of joint venturing.

Aim high!

George Madiou

Publisher and Co-founder

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George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making

history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.