

JV Recruitment

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1. Use your JV List under:
 1. http://www.wuala.com/Firm_Resources/Resources/JV_List_Merged.xlsx/
 2. Copy list to your Wuala
 3. Update the list each time you reach out to affiliates and use separate spreadsheets for each product or at least separate tabs
2. Hit affiliates via all channels
 1. Skype
 2. Facebook
 3. Email
3. Message each one at least 6 times prior to launch
 1. Give them teasers and hard hitting points
 2. Shoot them a link to hot looking mockups
4. Message each one every day of the launch checking up on them