

Entrepreneurial Joint Ventures: Psychology + Soul

By Monique MacKinnon and Pat Weber

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According to Jim Edwards and David Garfinkel, authors of the 'Ebook Secrets Exposed' (<http://www.ebooksecretsexposed.com>), people's Top 3 (out of 10) most powerful motivators are:

- (1) Make money
- (2) Save money
- (3) Save time

But why do so many entrepreneurs avoid developing joint ventures (JVs), which can positively influence both their bottom lines and facial lines. Allow me to explain, creatively.

In my article, 'What Not To Wear: Can you see yourself in these six makeovers?' ([visit here](#)), I talked about entrepreneurs' wardrobes, specifically the six Cliff Jumping outfits. Here, I take it one step further and mix and match the **six types of entrepreneurial profiles** with the **six types of commitment issues**. Take a good look at the brief descriptions below and determine which one best describes you, and how you can attract more JV Dynamos instead of JV Duds to your beautiful blossoming business.



1. **The Adventurer:** You're a natural risk taker who is very adept at exploring new ideas and markets.

Attract JV Duds: Your habit of being in overdrive and thinking about the future can at times impair your creativity and judgment about who a good match would be for you. Since you enjoy being on an adrenalin high, you tend to spring for partners who are unavailable, overly dramatic, or inappropriate. This habit keeps you stuck in the cycle of attracting short-term partnerships that over time suck the life out of you and your business. Plus, because you prize your personal freedom, you fear losing it. Even just the thought of living a boxed-in life makes you gag. Why else did you become self-employed anyways? What does freedom mean, specifically working solo... that you have liberties that partnerships do not themselves offer? Ah yes, that may be so. However, the grass can be greener – and that includes financially more prosperous – on the other... the JV

partnership side. JV partnerships can give you freedom from financial insecurity and worrying about having to do it (your business) all alone. They also allow you to contribute to your target market in a bigger and better way: a perk that the corporate world doesn't offer. A word of caution, though, this financial security comes only when you first feel emotionally secure... alone, before even venturing into partnerships. The reality is, a healthy and prosperous JV relationship ensues when both parties come together to create an exponentially powerful outcome. It's not like the Jerry Macguire movie, where Renee Zellweger romantically reveals the following to Tom Cruise: "You complete me."

Attract JV Dynamios: As tempting and addictive as it may be, instead of automatically rushing in to start (or end) partnerships or change your partner, think about whether it's premature or none of your business to give these ideas your attention and energy. Realistically, all you can and should control is you. You do yourself and others a disservice when you jump in and try to control (including fix) others. Regularly practice letting go of this control (and yes, it's not exactly easy), as it's not your responsibility or right in the first place. Also, tell your partner how your adventurousness and high levels of risk tolerance can complement her potentially less adventurous and risky ways. Be careful though that there's not too much of a gap between where you and your JV each sit on the risk

and adventure scale. Most of all, allow your adventurous spirit to infuse your partnership with possibilities that may not have been there prior to you coming together.



2. The Innovator: You're a natural troubleshooter or consultant, who sees connections and finds solutions that others don't.

Attract JV Duds: You are very innovative. However, you may find it difficult to know how to discern the JV Dynamios from the Duds. Because you are usually on the leading edge, you are accustomed to moving forwards without others' support and validation. As a result, you fear and often look for signs of rejection, and your chances of attracting rejection — including partners with commitment anxiety — in JVs is higher than someone who doesn't have this fear. Plus,

because your leading-edge ideas keep you ahead of the pack, it's normal and natural for you to go it alone, to not partner with anyone — especially if you've shut down emotionally, as a means to protect yourself from future rejections. If and when you do JV, you insist on having someone who is just as intense as you and may even break off the partnership prematurely to avoid being potentially abandoned by your partner: practices that may infuse more stress than success into your partnership.

Attract JV Dynamos: Stay grounded and be sure to fully follow through on the appropriate ideas, not just any and all your ideas, as the latter is a formula for failure, disillusionment, and burnout. Find a JV partner who can help you design organizational and delivery systems, or already has some in place, so you can quickly move from idea to implementation, and together... create positive outcomes for you and your target audience. Also, even though you may have felt more rejected than others, be your true self and state your intentions and needs from the start of your JV partnership. Avoid laying the blame and projecting this fear of rejection onto your prospective or current JVs. Recognize the part you play in JVs, including when you have difficulty staying in the present because you're anxious to entertain the next idea or project. Practice cultivating presence and ask your partner to help you with this by for example telling him not to allow you to jump around in your discussions. Also establish

boundaries for your JV work, including days off, and number of projects and different JV partners you simultaneously work with.



3. **The Maverick:** You're a go-getter who is highly individualistic and whose ultimate motivator is money.

Attract JV Duds: You are financially always in catch-up mode, which means that you may at times sacrifice long-term goals for short-term gains. You may juggle a bunch of JVs, or none at all: both disempowering positions to be in. If your ultimate motivator is money, it could be a sign that you feel emotionally and financially insecure. The amount of money and investments you have has nothing to do with this. While it's great to be popular amidst your many JV-friendly peers, this juggling act may result in an overfilled plate and

undernourished spirit. And if your reasons for creating a JV are superficial or based on codependency, you will attract superficial and/or codependent JV partners. Plus, if you're always looking for Mr. or Mrs. Perfect JV Partner, then as you move along at a frenetic pace, you may not recognize a good match for you if and when (s)he appears on your radar.

Attract JV Dynamos: Take good care of your health. Regularly take mini breaks. Take time to appreciate the little things in life. After all, your need for money may prevent you from getting the sleep, exercise, and quality relationship time you need to function at 100 percent in your business. And as reaffirming your professional identity and self-worth through your business activities may be important to you, if you don't learn how to cultivate healthy, vibrant relationships, including with yourself, then you may regret and pay for this down the road. Also, before you throw in the towel on a given JV partnership, reflect on this: You may break a bond with a partner who loves to work with, and benefits you and your business. Recognize that there will always be the illusion of 'better JV partners' out there or that only a life without JV partners will allow you to maintain your independence. Lastly, if you have been in JVs, seeking or being in them for a while but unsuccessfully, you may want to take some time out to recharge your batteries and redefine what your Ideal JV Partner is.

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Monique MacKinnon is a globally recognized creativity expert, speaker, and e-book and article author. Her specialty is helping passionate entrepreneurs who need more direction, focus and accountability to monetize their abundant ideas, talents and interests. Monique's work is grounded in both practical and esoteric principles and includes expertise in hand analysis (via <http://www.handanalysis.net/>) and Neuro-Linguistic Programming (NLP via <http://www.wel-systems.com/>). Monique has 21 years' experience in marketing, management, training, consulting and coaching. She was also featured in Time magazine for her inspiring workplace fitness leadership role and

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Patricia Weber is an internationally recognized expert on radio and in print as a Business Coach for Introverts, debunking negative introvert myths so introverts can stand up and be recognized for who they are, as they are, without any disguise. She is a Coachville graduate, a Neuro-Linguistic Programming (NLP) Practitioner and a two-time award winner of Peninsula Women's Networker of the Year and only the second member in its 28 years to receive this award twice. Patricia has served clients around the world since 1990 with expertise and experiences in Sales, Marketing, Leadership, Presentations and in particular Networking. Her products and services include business coaching, teleclasses, ebooks, and

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