

JV MATCHER REPORT

Your Personalized Partnership Opportunities

Prepared for: Janet Bray Attwood

Generated: February 02, 2026 at 10:54 PM

YOUR PROFILE

What You Do:

NY Times bestselling author of "The Passion Test"

Who You Serve:

Coaches and entrepreneurs seeking life purpose clarity

What You're Seeking:

JV partners for book launches and program promotions

What You're Offering:

Global audience access, bestseller credibility

MATCH SUMMARY

Total Matches: **10** | Average Score: **87/100** | Top Score: **100/100**

EXECUTIVE DASHBOARD

Quick Overview of All Your Matches

#	Partner Name	Score	Type	Urgency
1	David Riklan	100/100	Email Ready	Medium
2	Suzanne Evans	85/100	Email Ready	Medium
3	Diane Forster	85/100	Email Ready	Medium
4	Andrew Mellen	85/100	Email Ready	Medium
5	Bob Sparkins	85/100	Verify	High
6	Dr. Stephen J. Kosmyna	85/100	Verify	High
7	Cathy Smith	92/100	LinkedIn	High
8	Julie Ann Mercouris	85/100	LinkedIn	High
9	Rebecca Murtagh	85/100	LinkedIn	High
10	Phyllis Marlene Benstein	84/100	LinkedIn	High

Urgency Legend: High = Act Now | Medium = This Quarter | Low = Ongoing

★ TOP PICK 100/100

David Riklan

CONTACT

David@selfgrowth.com

732-617-1030

WHY GREAT FIT

business coaching -> passion clarity;
serves entrepreneurs; 295,000 list (large reach); email available

STRATEGY

List size: 295,000 subscribers in Business Skills, Self Improvement, Success

OUTREACH EMAIL

Subject: Partnership - Passion Test + SelfGrowth.com

Hi David,

I found you through the JV Directory and love what you're doing at SelfGrowth.com.

As co-author of The Passion Test (NY Times bestseller), I help people discover their passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration - webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

★ TOP PICK 85/100

Suzanne Evans

CONTACT

cathi@driveninc.com

919-726-4236

WHY GREAT FIT

business coaching -> passion clarity;
91,100 list (large reach)

STRATEGY

List size: 91,100 subscribers in Book
Launches, Business Coaching, Sales
Training

OUTREACH EMAIL

Subject: Partnership - Passion Test + Driven
Inc.

Hi Suzanne,

I found you through the JV Directory and love
what you're doing at Driven Inc..

As co-author of The Passion Test (NY Times
bestseller), I help people discover their
passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration
- webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

★ TOP PICK 85/100

Diane Forster

CONTACT

diane@dianeforster.com

804-818-6848

WHY GREAT FIT

business coaching -> passion clarity;
171,500 list (large reach)

STRATEGY

List size: 171,500 subscribers in Business
Skills, Self Improvement, Spirituality

OUTREACH EMAIL

Subject: Partnership - Passion Test + I HAVE
TODAY TV NETWORK

Hi Diane,

I found you through the JV Directory and love
what you're doing at I HAVE TODAY TV
NETWORK.

As co-author of The Passion Test (NY Times
bestseller), I help people discover their
passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration
- webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

#4 85/100

Andrew Mellen

CONTACT

hello@andrewmellen.com

858-867-8833

WHY GREAT FIT

business coaching -> passion clarity;
157,200 list (large reach)

STRATEGY

List size: 157,200 subscribers in Business
Coaching, Communication Training,
Speaker Training

OUTREACH EMAIL

Subject: Partnership - Passion Test +
ANDREW MELLEN SPEAKING

Hi Andrew,

I found you through the JV Directory and love
what you're doing at ANDREW MELLEN
SPEAKING.

As co-author of The Passion Test (NY Times
bestseller), I help people discover their
passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration
- webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

#5 85/100

Bob Sparkins

CONTACT

bob.sparkins@leadpages.com
linkedin.com/in/bobtheteacher/

WHY GREAT FIT

business coaching -> passion clarity;
163,149 list (large reach)

STRATEGY

List size: 163,149 subscribers in Business Coaching, Lead Generation, Marketing Coach

OUTREACH EMAIL

Subject: Partnership - Passion Test + Leadpages

Hi Bob,

I found you through the JV Directory and love what you're doing at Leadpages.

As co-author of The Passion Test (NY Times bestseller), I help people discover their passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration - webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

#6 85/100

Dr. Stephen J. Kosmyna

CONTACT

stephen@successocean.com

linkedin.com/in/dr-stephen-j-kosmyna-ph-d
-12b822a5/

WHY GREAT FIT

business coaching -> passion clarity;
63,000 list (large reach)

STRATEGY

List size: 63,000 subscribers in Business
Coaching, Spiritual Coaching

OUTREACH EMAIL

Subject: Partnership - Passion Test +
Success Ocean International

Hi Dr.,

I found you through the JV Directory and love
what you're doing at Success Ocean
International.

As co-author of The Passion Test (NY Times
bestseller), I help people discover their
passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration
- webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

#7 92/100

Cathy Smith

CONTACT

[linkedin.com/in/cathy-smith/](https://www.linkedin.com/in/cathy-smith/)

WHY GREAT FIT

business coaching -> passion clarity;
serves coaches/facilitators; 14,350 list
(solid reach)

STRATEGY

List size: 14,350 subscribers in Business
Coaching, Coach Marketing Training

OUTREACH EMAIL

Subject: Partnership - Passion Test + Cathy
Smith Coaching

Hi Cathy,

I found you through the JV Directory and love
what you're doing at Cathy Smith Coaching.

As co-author of The Passion Test (NY Times
bestseller), I help people discover their
passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration
- webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

#8 85/100

Julie Ann Mercouris

CONTACT

[linkedin.com/in/julie-ann-meyer/](https://www.linkedin.com/in/julie-ann-meyer/)

WHY GREAT FIT

business coaching -> passion clarity;
100,000 list (large reach)

STRATEGY

List size: 100,000 subscribers in Business
Coaching, Video Marketing, Content
Creation

OUTREACH EMAIL

Subject: Partnership - Passion Test + Achieve
TV Network / e360tv

Hi Julie,

I found you through the JV Directory and love
what you're doing at Achieve TV Network /
e360tv.

As co-author of The Passion Test (NY Times
bestseller), I help people discover their
passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration
- webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

#9 85/100

Rebecca Murtagh

CONTACT

linkedin.com/in/rebeccamurtagh/

WHY GREAT FIT

business coaching -> passion clarity;
1,027,500 list (large reach)

STRATEGY

List size: 1,027,500 subscribers in
Business Coaching, Business Consulting

OUTREACH EMAIL

Subject: Partnership - Passion Test + Human
AI Institute

Hi Rebecca,

I found you through the JV Directory and love
what you're doing at Human AI Institute.

As co-author of The Passion Test (NY Times
bestseller), I help people discover their
passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration
- webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

#10 84/100

Phyllis Marlene Benstein

CONTACT

phyllis@phyllismarlene.com

1-847-910-6039

WHY GREAT FIT

business coaching -> passion clarity;
13,155 list (solid reach)

STRATEGY

List size: 13,155 subscribers in Business
Coaching, Event Hosting, Networking
Groups

OUTREACH EMAIL

Subject: Partnership - Passion Test + Connect
& Collaborate

Hi Phyllis,

I found you through the JV Directory and love
what you're doing at Connect & Collaborate.

As co-author of The Passion Test (NY Times
bestseller), I help people discover their
passions. Our audiences seem like a great fit.

Would you be open to exploring a collaboration
- webinar, podcast swap, or cross-promotion?

Warm regards,

Janet Bray Attwood

Co-Author, The Passion Test

ACTION TRACKER

Your Follow-Up Checklist

	Partner	Action Item	Urgency	Status
1	David Riklan	Schedule outreach this week	Medium	■
2	Suzanne Evans	Schedule outreach this week	Medium	■
3	Diane Forster	Schedule outreach this week	Medium	■
4	Andrew Mellen	Schedule outreach this week	Medium	■
5	Bob Sparkins	Send outreach message TODAY	High	■
6	Dr. Stephen J. Kosmyna	Send outreach message TODAY	High	■
7	Cathy Smith	Send outreach message TODAY	High	■
8	Julie Ann Mercouris	Send outreach message TODAY	High	■
9	Rebecca Murtagh	Send outreach message TODAY	High	■
10	Phyllis Marlene Benstein	Send outreach message TODAY	High	■

Follow-Up Tips:

Personalize each message - reference specific points from their profile

High urgency contacts should be reached within 24-48 hours

Follow up if no response within 5-7 business days

Track all communications in your CRM or spreadsheet