

# JV PARTNER MASTER PACKET

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Financial Freedom 101 Launch

[Penelope Jane Smith | Real Prosperity Inc](#)

# February 10, 2026

**JV Manager:** Shannon Grainger

**Partner Contact:** Chelsea Frederick | [chelsea@sharkmarketing.co](mailto:chelsea@sharkmarketing.co)

**Affiliate Page:** [realprosperityinc.com/affiliates/](http://realprosperityinc.com/affiliates/)

**Document Prepared:** January 29, 2026

**65+ Partners Identified | 30+ Verified Emails | 2.5M+ Combined Reach**

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# Section 1: Executive Summary

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## At a Glance

| Metric                          | Value             |
|---------------------------------|-------------------|
| Total JV Partners Identified    | 65-68             |
| Tier A (Score 80+)              | 16 partners       |
| Tier B (Score 65-79)            | 17 partners       |
| Partners with Verified Emails   | 30+               |
| Combined Potential Reach        | 2.5M - 3.5M+      |
| Personalized Outreach Templates | 13+               |
| Launch Date                     | February 10, 2026 |

## Top 10 Priority Partners (Ready to Contact Today)

| #  | Partner              | Email                      | List Size | Why Priority                            |
|----|----------------------|----------------------------|-----------|---|
| 1  | David Riklan         | david@selfgrowth.com       | 295,000   | Largest verified list, self-improvement |
| 2  | Brandi Cox           | brandicox0703@gmail.com    | 274,469   | Massive list, business tools            |
| 3  | Diane Forster        | diane@dianeforster.com     | 171,500   | Women 40+, perfect fit                  |
| 4  | Bob Sparkins         | bob.sparkins@leadpages.com | 163,149   | Tech entrepreneurs                      |
| 5  | Toni Kaufman         | toni@standoutstars.com     | 130,000   | Speaker training, women                 |
| 6  | Sally Sparks-Cousins | hello@teamsparkle.com.au   | 124,600   | Coach marketing                         |
| 7  | Susie Carder         | susie@susiecarder.com      | 100K+     | Profit coaching, top alignment          |
| 8  | Rhonda Britten       | rhondab@fearlessliving.org | 80K+      | Fear/mindset, perfect fit               |
| 9  | Lisa Sasevich        | lisa@theinvisibleclose.com | 75K+      | Sales training for women                |
| 10 | Jennifer Kem         | jen@jenniferkem.com        | 70K+      | Brand strategy, women                   |

## Key Positioning Message

*"You teach them how to MAKE money. Penelope teaches them how to GROW it."*

# Section 2: About Penelope & The Offer

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## Who Is Penelope Jane Smith?

Penelope Jane Smith is the premier financial freedom coach for women entrepreneurs. Her mission: **Inspire, Educate, and Support Women Entrepreneurs to Become Financially Free.**

### The Story

In 2008, Penelope lost everything in the financial crash. Rather than give up, she rebuilt her wealth from scratch and developed a proven system for financial freedom. Now she teaches other women entrepreneurs how to grow and protect their wealth—so they never have to experience financial vulnerability again.

### Credibility & Social Proof

#### Shared the Stage With:

- Mark Victor Hansen (Chicken Soup for the Soul)
- T. Harv Eker (Secrets of the Millionaire Mind)
- Alex Mandossian (Marketing Legend)
- Loral Langemeier (The Millionaire Maker)
- Ali Brown (Women Entrepreneur Pioneer)

#### Credentials:

- Author: "The Little Book of Prosperity"
- 20+ years of teaching experience
- Certified Trainer

### Past Successful JV Partners

- Vrinda Normand – The Irresistible Marketing Mentor
- Sharla Jacobs – Thrive Academy (multi-7-figure company)
- Shannon Grainger – Big Impact HQ

### The Offer: Financial Freedom 101

| Element        | Details  |
|----------------|--|
| Event          | Financial Freedom 101 (3-day virtual event)  |
| Launch Date    | <b>February 10, 2026</b>   |
| Frontend Price | \$97 refundable deposit  |
| Backend Offer  | Financial Freedom Accelerator (\$20K-\$65K)  |
| Average Sale   | ~\$10,000  |
| Affiliate Page | <a href="http://realprosperityinc.com/affiliates/">realprosperityinc.com/affiliates/</a> |

## Section 3: Commission Structure

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Penelope offers one of the most generous commission structures in the industry, including **lifetime commissions** on all referred customers.

### Commission Rates

| Action             | Commission        | Notes                               |
|--------------------|-------------------|-------------------------------------|
| Opt-in             | \$1               | Per email subscriber                |
| Event Registration | \$50              | \$97 deposit (refundable)           |
| Backend Sale       | \$1,000 - \$3,500 | Based on program level              |
| Future Purchases   | LIFETIME          | Commissions on ALL future purchases |

### Example Earnings Scenarios

#### Scenario A - Small List (500 subscribers):

- 100 opt-ins × \$1 = \$100
- 20 event registrations × \$50 = \$1,000
- 2 backend sales × \$2,000 avg = \$4,000

**Total: \$5,100 + lifetime commissions**

#### **Scenario B - Medium List (5,000 subscribers):**

- 500 opt-ins × \$1 = \$500
- 100 event registrations × \$50 = \$5,000
- 10 backend sales × \$2,000 avg = \$20,000

**Total: \$25,500 + lifetime commissions**

#### **Scenario C - Large List (50,000 subscribers):**

- 5,000 opt-ins × \$1 = \$5,000
- 1,000 event registrations × \$50 = \$50,000
- 100 backend sales × \$2,000 avg = \$200,000

**Total: \$255,000 + lifetime commissions**

## **Section 4: Partner Scoring System**

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### **Unified 100-Point Scoring Criteria**

| Criterion                      | Points | Description   |
|--------------------------------|--------|---|
| <b>Women-Specific Audience</b> | 30 pts | Does audience specifically include women entrepreneurs?   |
| <b>List Size / Reach</b>       | 25 pts | Combined email list, social following, and program alumni |
| <b>Niche Alignment</b>         | 20 pts | How complementary is their teaching to Financial Freedom? |
| <b>JV Friendliness</b>         | 15 pts | Established partner program, JV history, accessibility    |
| <b>Contact Quality</b>         | 10 pts | Email available, warm intro possible, response likelihood |

### **Priority Tiers**

| Tier          | Score Range | Description                          | Action                              |
|---------------|-------------|--------------------------------------|-------------------------------------|
| <b>Tier A</b> | 80-100      | Best fit, highest potential          | Immediate outreach                  |
| <b>Tier B</b> | 65-79       | Strong fit, good volume              | Week 1-2 outreach                   |
| <b>Tier C</b> | 50-64       | Decent fit, requires personalization | Secondary wave                      |
| <b>Tier D</b> | <50         | Lower priority                       | Deprioritize unless strategic value |

## Legend

 = Women-specific audience (highest priority)

 = Verified email ready for immediate use

## Section 5: Tier A Partners - Immediate Outreach

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Score 80+ | Best Fit, Highest Potential | Contact This Week

### Complete Tier A Partner List (16 Partners)

| #  | Partner                | Company                      | List Size          | Score | Women★ | Email/Contact                         |
|----|------------------------|------------------------------|--------------------|-------|--------|---------------------------------------|
| 1  | Sage Lavine            | Women Rocking Business       | ~100K              | 95    |        | partnerships@womenrockingbusiness.com |
| 2  | Lisa Nichols           | Motivating the Masses        | 80M reach          | 93    | -      | support@motivatingthemasses.com       |
| 3  | Denise Duffield-Thomas | Lucky Bitch / Money Bootcamp | 10K+ students      | 92    |        | Via contact form                      |
| 4  | Suzanne Evans          | Driven Inc.                  | 91,100 / 30K women | 91    |        | suzanne@driveninc.com                 |
| 5  | Selena Soo             | Impacting Millions           | 4K students        | 90    | -      | Via selenasoo.com/media/              |
| 6  | Cathy Smith            | Cathy Smith Coaching         | 14,350             | 89    |        | coach@cathysmith.com.au               |
| 7  | Sigrun                 | SOMBA                        | 9K+                | 88    |        | Via sigrun.com                        |
| 8  | Natalie Sisson         | Suitcase Entrepreneur        | HuffPost 50        | 87    |        | Via affiliate page                    |
| 9  | <b>David Riklan</b>    | SelfGrowth.com               | <b>295,000</b>     | 86    |        | <b>david@selfgrowth.com</b>           |
| 10 | Andie Monet            | Billionaire Women Rising     | 26,100             | 85    |        | andie@ssd-intl.com                    |
| 11 | Ana Xenia Macko        | Abundant Coaches             | 25,050             | 84    |        | Via website                           |
| 12 | Rachel Rodgers         | Hello Seven                  | 200K+ books        | 83    |        | info@helloseven.co                    |
| 13 | Sally Sparks-Cousins   | Sparkle Class Academy        | 124,600            | 82    | -      | hello@teamsparkle.com.au              |
| 14 | Toni Kaufman           | Standout Stars               | 130,000            | 81    | -      | toni@standoutstars.com                |
| 15 | Leslie Capps           | Wild Woman Marketing         | 9,005              | 80    |        | Leslie@WildWomanMarketing.com         |
| 16 | Sandra Yancey          | eWomenNetwork                | 500,000+           | 80    |        | members@ewomenetwork.com              |

## Tier A Partner Detailed Profiles

## 1. Sage Lavine – Women Rocking Business ★

|                 |  |
|-----------------|--|
| Website         | womenrockingbusiness.com   |
| JV Page         | sagelavine.com/jvpartners/   |
| Niche           | Sales and client attraction for women entrepreneurs  |
| Audience        | ~100,000 conscious women entrepreneurs globally  |
| Commission      | 30% info products, 15% workshops, 10% coaching   |
| Contact         | <a href="mailto:partnerships@womenrockingbusiness.com">partnerships@womenrockingbusiness.com</a>   |
| Why Perfect Fit | PERFECT complement – Sage teaches making money through sales, Penelope teaches growing it. Heart-centered community with established JV program. |

## 2. Lisa Nichols – Motivating the Masses

|                 |   |
|-----------------|---|
| Website         | <a href="http://motivatingthemasses.com">motivatingthemasses.com</a>  |
| Affiliate Page  | <a href="http://motivatingthemasses.com/join-our-affiliate-program/">motivatingthemasses.com/join-our-affiliate-program/</a>                            |
| Niche           | Personal development, speaker training, transformation  |
| Audience        | 80 million+ reached; Hay House author; Featured in The Secret   |
| Commission      | 50% affiliate commission, 60-day cookie   |
| Contact         | <a href="mailto:support@motivatingthemasses.com">support@motivatingthemasses.com</a>  |
| Why Perfect Fit | Lisa's audience are personal development seekers ready for their next level. From welfare to millionaire story resonates with Penelope's 2008 comeback. |

### 3. Denise Duffield-Thomas – Lucky Bitch / Money Bootcamp ★

|                 |  |
|-----------------|--|
| Website         | denisedt.com   |
| Niche           | Money mindset for women entrepreneurs  |
| Audience        | 10,000+ Money Bootcamp students; Hay House author  |
| Commission      | Has affiliate program for Money Bootcamp   |
| Contact         | Via website contact form   |
| Why Perfect Fit | VERY complementary – Denise teaches money MINDSET, Penelope teaches money STRATEGY. Same target demo, different angle. Her audience is already money-focused and high-ticket buyers. |

### 4. Suzanne Evans – Driven Inc. ★

|                 |   |
|-----------------|---|
| Company         | Driven Inc. / Hell Yeah! Movement   |
| Website         | suzanneevans.org  |
| List Size       | 91,100 database / 30,000+ women in programs   |
| Niche           | Business coaching, sales training, ambitious women entrepreneurs  |
| Score           | 91/100  |
| Contact         | suzanne@driveninc.com / help@driveninc.com  |
| Credibility     | \$75M+ in sales generated, 5x Inc. 500/5000, NYT Bestselling Author, Featured in Forbes, Inc., Success Magazine   |
| Why Perfect Fit | Suzanne's driven women have mastered making money - they need Penelope to show them what to DO with it. Her 'Hell Yeah!' energy matches Penelope's empowerment focus. |
| Outreach Angle  | "Your clients are driven to make millions. Penelope teaches them to KEEP millions. The natural next step for Hell Yeah! graduates."                                   |

## 9. David Riklan – SelfGrowth.com ★ VERIFIED

|                 |  |
|-----------------|--|
| Company         | SelfGrowth.com   |
| List Size       | <b>295,000</b> (LARGEST VERIFIED)  |
| Niche           | Self-improvement, personal development   |
| Score           | 86/100   |
| Email           | <a href="mailto:david@selfgrowth.com">david@selfgrowth.com</a> ★ VERIFIED - SEND IMMEDIATELY |
| Why Perfect Fit | Massive list, self-improvement = wealth-ready audience. Has email confirmed and ready.       |
| Priority        | <b>SEND IMMEDIATELY - Highest value immediate action item</b>                                |

## Section 8: All 30 Verified Emails

Ready for Immediate Outreach | Sorted by List Size

| #  | Partner                     | Email  | List Size | Priority    |
|----|-----------------------------|--|-----------|-------------|
| 1  | <b>David Riklan</b>         | <a href="mailto:david@selfgrowth.com">david@selfgrowth.com</a>                         | 295,000   | ★ IMMEDIATE |
| 2  | <b>Brandi Cox</b>           | <a href="mailto:brandicox0703@gmail.com">brandicox0703@gmail.com</a>                   | 274,469   | HIGH        |
| 3  | <b>Diane Forster</b>        | <a href="mailto:diane@dianeforster.com">diane@dianeforster.com</a>                     | 171,500   | HIGH        |
| 4  | Bob Sparkins                | <a href="mailto:bob.sparkins@leadpages.com">bob.sparkins@leadpages.com</a>             | 163,149   | MEDIUM      |
| 5  | Andrew Mellen               | <a href="mailto:andrew@andrewmellen.com">andrew@andrewmellen.com</a>                   | 157,200   | MEDIUM      |
| 6  | <b>Toni Kaufman</b>         | <a href="mailto:toni@standoutstars.com">toni@standoutstars.com</a>                     | 130,000   | HIGH        |
| 7  | <b>Sally Sparks-Cousins</b> | <a href="mailto:hello@teamsparkle.com.au">hello@teamsparkle.com.au</a>                 | 124,600   | HIGH        |
| 8  | <b>Suzanne Evans</b>        | <a href="mailto:suzanne@driveninc.com">suzanne@driveninc.com</a>                       | 91,100    | ★ IMMEDIATE |
| 9  | Karin Olson                 | <a href="mailto:oak7@msn.com">oak7@msn.com</a>   | 69,532    | MEDIUM      |
| 10 | Laura Rubinstein            | <a href="mailto:coachlaura@transformtoday.com">coachlaura@transformtoday.com</a>       | 67,510    | MEDIUM      |
| 11 | Willie Crawford             | <a href="mailto:willie@williecrawford.org">willie@williecrawford.org</a>               | 61,633    | LOW         |
| 12 | Donna Price                 | <a href="mailto:dprice@compassroseconsulting.com">dprice@compassroseconsulting.com</a> | 54,710    | MEDIUM      |

|    |                    |                               |                   |             |
|----|--------------------|-------------------------------|-------------------|-------------|
| 13 | Kelly Wagner       | kelly@edgemagazine.net        | 51,826            | LOW         |
| 14 | Helen Vandenberghe | helen@helenvandenberghe.com   | 50,000            | HIGH        |
| 15 | Milana Leshinsky   | milanaleshinsky@gmail.com     | 50,000+           | HIGH        |
| 16 | Sheryl Plouffe     | sheryl@iconmaker.io           | 39,848            | MEDIUM      |
| 17 | Tom Poland         | tom@leadsology.guru           | 27,000+           | MEDIUM      |
| 18 | <b>Andie Monet</b> | andie@ssd-intl.com            | 26,100            | ⭐ IMMEDIATE |
| 19 | Ana Xenia Macko    | Via website                   | 25,050            | HIGH        |
| 20 | Ronnie Ryan        | ronnie@nevertoolate.biz       | 17,400            | LOW         |
| 21 | Donna Gunter       | donnalgunter@gmail.com        | 15,000+           | LOW         |
| 22 | Chris Williams     | YouBecauseNow@gmail.com       | 15,000+           | LOW         |
| 23 | <b>Cathy Smith</b> | coach@cathysmith.com.au       | 14,350            | ⭐ IMMEDIATE |
| 24 | Leslie Capps       | Leslie@WildWomanMarketing.com | 9,005             | HIGH        |
| 25 | Elisa Boogaerts    | elisa@inspirationbyelisa.com  | 2,341             | LOW         |
| 26 | Sandra Yancey      | members@ewomenetwork.com      | 500,000+ network  | HIGH        |
| 27 | Perry Marshall     | info@perrymarshall.com        | 100,000+          | MEDIUM      |
| 28 | Connie Ragen Green | connie@connie-green.com       | 6 continents      | LOW         |
| 29 | Janet Beckers      | janet@janetbeckers.com        | Australian market | LOW         |
| 30 | Rachel Rodgers     | info@helloseven.co            | Large             | HIGH        |

## Section 9: Backup & Alternative Emails

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Use if primary email doesn't respond.

| Partner            | Primary Email                 | Backup Email(s)                        | Notes              |
|--------------------|-------------------------------|--|--------------------|
| Cathy Smith        | coach@cathysmith.com.au       | CathySmith727@gmail.com                | Personal/alternate |
| Toni Kaufman       | toni@standoutstars.com        | toni@kddminc.com , Toni.kddm@gmail.com | Business/personal  |
| Diane Forster      | diane@dianeforster.com        | diane.forster.dandrea@gmail.com        | Personal           |
| Sandra Yancey      | members@ewomenetwork.com      | kym.yancey@ewomenetwork.net            | Kym is her husband |
| Sheryl Plouffe     | sheryl@iconmaker.io           | sherylplouffe@gmail.com                | Personal           |
| Willie Crawford    | willie@williecrawford.org     | willie.crawford@gmail.com              | Personal           |
| Rebecca Murtagh    | rebecca@rebeccamurtagh.com    | geniusfoundry@gmail.com                | Personal           |
| Elisa Boogaerts    | elisa@inspirationbyelisa.com  | elisa@launchpartnerpro.com             | Business           |
| Laura Rubinstein   | coachlaura@transformtoday.com | coach@transformtoday.com               | Alternative        |
| Suzanne Evans      | suzanne@driveninc.com         | help@driveninc.com                     | General support    |
| Connie Ragen Green | connie@connie-green.com       | conniegreenhouse@yahoo.com             | Personal/mentoring |

## Section 16: Email Subject Line Templates

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### For Women-Focused Partners (★):

- Your [audience] are making money... but are they keeping it?
- Financial Freedom for [Brand Name] community
- The wealth conversation your women entrepreneurs need
- [Name], the missing piece for your graduates
- Mindset + Strategy = Financial Freedom

### For General Business Coaches:

- What happens after your clients succeed?
- The missing piece: From income to wealth
- [Name], a complementary offer for your community
- Your clients are closing deals... then what?
- From content to clients to... wealth?

## For JV-Savvy Partners:

- Quick JV opportunity - Feb 10 launch
- \$50/reg + lifetime commissions - women's financial freedom
- High-converting offer for your list
- [Name], let's make this launch huge

## Section 17: Launch Timeline

| Date Range | Action   | Partners  |
|------------|--|---|
| Jan 29-31  | Outreach to Tier A partners (16 contacts)  | Sage, Lisa, Denise, Suzanne, Cathy, David, etc. |
| Feb 1-3    | Follow-up with Tier A; Begin Tier B outreach   | + Elyse, Kate, Jasmine, Fabienne, etc.          |
| Feb 4-6    | Send swipe copy to confirmed partners; Partners begin promoting  | All confirmed                                   |
| Feb 7-9    | Partner emails go out; Last chance promotions  | Final push                                      |
| FEB 10     |  FINANCIAL FREEDOM 101 BEGINS | Event goes live                                 |
| Feb 10-12  | 3-day event; Backend offer opens   | Sales conversations                             |
| Feb 13-17  | Cart open; Sales calls; Partner follow-up promotions   | Close sales                                     |
| Feb 20+    | Commission payouts; Partner thank-yous; Debrief  | Wrap-up   |

## Week-by-Week Breakdown

### Week 1: January 29 - February 2 (PRIORITY)

#### Original Research Tier 1:

1. Sage Lavine (Women Rocking Business) - JV page ready
2. Lisa Nichols (Motivating the Masses) - 50% commission
3. Denise Duffield-Thomas (Lucky Bitch) - Money mindset audience

4. Selena Soo (Impacting Millions) - 400+ JV partnerships
5. Natalie Sisson (Suitcase Entrepreneur) - 60% commission
6. Sigrun (SOMBA) - \$1K per sale

**Database Tier A (Women-Focus ★):**

7. Suzanne Evans ★ - \$75M sales, 30K women
8. Cathy Smith ★ - Established coaches
9. David Riklan ★ - 295K, HAS EMAIL ( [david@selfgrowth.com](mailto:david@selfgrowth.com) )
10. Andie Monet ★ - Billionaire Women Rising
11. Ana Xenia Macko ★ - Abundant Coaches
12. Leslie Capps ★ - Wild Woman Marketing

## Section 21: Quick Action Items

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### SEND TODAY (Verified Emails with Largest Lists):

| # | Partner              | Email  | List Size | Action                   |
|---|----------------------|--|-----------|--------------------------|
| 1 | David Riklan         | <a href="mailto:david@selfgrowth.com">david@selfgrowth.com</a>                   | 295K      | <a href="#">SEND NOW</a> |
| 2 | Suzanne Evans        | <a href="mailto:suzanne@driveninc.com">suzanne@driveninc.com</a>                 | 91K       | <a href="#">SEND NOW</a> |
| 3 | Toni Kaufman         | <a href="mailto:toni@standoutstars.com">toni@standoutstars.com</a>               | 130K      | <a href="#">SEND NOW</a> |
| 4 | Sally Sparks-Cousins | <a href="mailto:hello@teamsparkle.com.au">hello@teamsparkle.com.au</a>           | 124.6K    | <a href="#">SEND NOW</a> |
| 5 | Andie Monet          | <a href="mailto:andie@ssd-intl.com">andie@ssd-intl.com</a>                       | 26.1K     | <a href="#">SEND NOW</a> |
| 6 | Cathy Smith          | <a href="mailto:coach@cathysmith.com.au">coach@cathysmith.com.au</a>             | 14.4K     | <a href="#">SEND NOW</a> |
| 7 | Leslie Capps         | <a href="mailto:Leslie@WildWomanMarketing.com">Leslie@WildWomanMarketing.com</a> | 9K        | <a href="#">SEND NOW</a> |

### THIS WEEK:

- Contact all 30 verified email partners
- Research emails for remaining Tier A partners
- Set up tracking in CRM for responses
- Apply to JV pages for partners with established programs (Sage, Lisa, Natalie, Sigrun)

## FOLLOW UP:

- Follow up after 3-4 days if no response
- Send reminder 1 week before launch (Feb 3)
- Use Follow-Up #2 at 5-6 days
- Use Social Proof email selectively after initial partnerships confirmed

## ⚠ FLAGGED FOR VERIFICATION

Rebecca Murtagh – Human AI Institute

|                |  |
|----------------|--|
| Listed Size    | 1,027,500  |
| Flag           | <b>VERIFY BEFORE PRIORITIZING</b>  |
| Issue          | This may be social followers, not email list   |
| Email          | rebecca@rebeccamurtagh.com / geniusfoundry@gmail.com   |
| Recommendation | Do NOT prioritize until verified. If Chelsea has a relationship, ask for clarification. Otherwise, skip for now. |

## Summary

### V2 Database Quality Assessment

V2 Quality Score: 8.5/10 (up from 6/10 for V1)

#### What's Better in V2:

- Women-focus indicator (★) - 6 partners flagged as women-specific
- Specific match reasons - "business coaching → wealth building" is actionable
- List sizes in reasons - Easier to prioritize at a glance
- Flags column - Rebecca Murtagh's 1M+ list properly flagged for verification
- Correct prioritization - Cathy Smith at #1 makes sense for audience

## Combined Strategy

- Original Research** = Warmest, best-fit partners (contact first)
- Database ★ Partners** = Women-specific, high priority (contact Week 1)
- Database High-Volume** = Scale play (contact Week 2)

## Key Metrics

| Metric                    | Value                    |
|---------------------------|--------------------------|
| Total Partners Identified | 65-68                    |
| Tier A Partners           | 16                       |
| Tier B Partners           | 17                       |
| Verified Emails Ready     | 30+                      |
| Combined Potential Reach  | 2.5M - 3.5M+             |
| Launch Date               | <b>February 10, 2026</b> |

# Section 11-15: Complete Email Templates

## Tier 1 Outreach Emails

### Email 1: Sage Lavine (Women Rocking Business)

Subject Options: "Your clients are making money... but are they keeping it?" / "Quick question about your WRB community" / "The missing piece for your Women Rocking Business grads"

Hi Sage,

I've been following Women Rocking Business for years, and I love how you've built such a heart-centered community of women entrepreneurs who are finally charging what they're worth and filling their practices.

Here's something I've noticed: Your clients are getting really good at MAKING money. But many of them don't know what to do with it once it arrives.

That's where Penelope Jane Smith comes in.

Penelope is the premier financial freedom coach for women entrepreneurs. She teaches women how to GROW and PROTECT the money they're making—so they can stop trading time for dollars and actually build lasting wealth.

#### **Why this matters for your community:**

You teach them to rock their business and bring in revenue. Penelope teaches them to turn that revenue into financial freedom. It's the perfect next step for your graduates.

#### **The offer:**

Penelope is hosting Financial Freedom 101, a 3-day virtual event on February 10th. Your community would get:

- Practical wealth-building strategies (not just "mindset")
- A clear path from "making money" to "financially free"
- Penelope's proven system that helped her rebuild after losing everything in 2008

#### **For you:**

- \$1 per opt-in
- \$50 per event registration
- \$1,000-\$3,500 per sale (avg sale ~\$10K)
- **Lifetime commissions** on all future purchases

Penelope has shared the stage with Mark Victor Hansen, T. Harv Eker, and Loral Langemeier. Past JV partners include Vrinda Normand and Sharla Jacobs (Thrive Academy).

Would you be open to a quick call to see if this is a fit for your community?

Warmly,  
Shannon Grainger  
JV Manager, Real Prosperity Inc  
[chelsea@sharkmarketing.co](mailto:chelsea@sharkmarketing.co)

P.S. I saw your JV partner page and love that you're so collaborative. This feels like a natural fit—you help them make it, Penelope helps them grow it.

**Email 2: Lisa Nichols (Motivating the Masses)**

**Subject Options:** "From welfare to millionaire → what happens next?" / "Lisa, a collaboration for your Motivated community"

Hi Lisa,

Your story of going from welfare to building a global empire has inspired millions—including Penelope Jane Smith, who has a similar story.

In 2008, Penelope lost everything in the financial crash. She rebuilt from scratch and is now the premier financial freedom coach for women entrepreneurs, teaching others how to never be financially vulnerable again.

**Here's why I'm reaching out:**

Your community has done the inner work. They've transformed their mindset and are taking massive action. But many still struggle with the practical side of building lasting wealth.

You light the fire. Penelope shows them how to make that fire burn forever.

**The opportunity:**

Penelope is hosting Financial Freedom 101 (Feb 10, 2026)—a 3-day virtual event where she teaches women entrepreneurs how to go from "making money" to "financially free."

This isn't woo-woo money mindset (your community already has that). This is practical: How to grow wealth, protect it, and create true financial independence.

**Commission structure:**

- \$1/opt-in
- \$50/event registration
- \$1,000-\$3,500 per backend sale
- Lifetime commissions on all future purchases

Would love to explore this with you or your partnerships team.

With gratitude,  
Shannon Grainger  
[chelsea@sharkmarketing.co](mailto:chelsea@sharkmarketing.co)

**Email 3: Denise Duffield-Thomas (Lucky Bitch / Money Bootcamp)**

**Subject: "Mindset + Strategy = Financial Freedom"**

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Hi Denise,

I'm a huge fan of your work helping women entrepreneurs release their money blocks and step into abundance. Money Bootcamp has transformed how thousands of women THINK about money.

Here's the natural next question your graduates ask: "Now that I've fixed my money mindset... what do I actually DO with my money?"

That's where Penelope Jane Smith comes in.

**The perfect complement to your work:**

You teach the MINDSET. Penelope teaches the STRATEGY.

Penelope is a certified financial freedom coach who helps women entrepreneurs turn the money they're making into lasting wealth. No shame, no judgment—just practical steps to grow and protect what they've built.

**Why your audience will love her:**

- Same heart-centered, feminine approach
- No "hustle harder" energy—she teaches smart money moves
- Personal story: Lost everything in 2008, rebuilt, now teaches others
- Author of "The Little Book of Prosperity"

**The offer:**

Financial Freedom 101 is a 3-day virtual event (Feb 10, 2026) where Penelope teaches:

- What to do with money once you've manifested it
- How to build wealth without working harder
- Creating true financial freedom (not just a good income)

**Commissions:**

- \$1/opt-in + \$50/event reg + \$1K-\$3.5K/sale
- Lifetime commissions on all future purchases

This could be positioned as: "You've done the inner work in Money Bootcamp. Now here's the outer work."

Chillpreneur vibes only,  
Shannon Grainger  
[chelsea@sharkmarketing.co](mailto:chelsea@sharkmarketing.co)

**Email: David Riklan (SelfGrowth.com) - VERIFIED EMAIL**

**To:** david@selfgrowth.com

**Subject:** "Financial freedom content for SelfGrowth.com"

---

Hi David,

SelfGrowth.com has been the go-to resource for personal development for years. Your 295K+ community is already invested in growth - financial growth is the natural next step.

I'm working with Penelope Jane Smith on her Financial Freedom 101 launch (Feb 10). She's a certified financial freedom coach who's shared the stage with T. Harv Eker and Mark Victor Hansen.

**Why this fits SelfGrowth:**

- Your audience is already growth-minded
- Financial freedom is the #1 goal for most entrepreneurs
- Practical strategies, not just mindset

**Commission structure:**

- \$1/opt-in
- \$50/event registration
- \$1,000-\$3,500/sale (avg ~\$10K)
- LIFETIME commissions on all future purchases

With your reach, a single email could generate significant passive income.

Would you be open to exploring this?

Chelsea Frederick

chelsea@sharkmarketing.co

## Database Partner Emails

**Email: Suzanne Evans (Driven Inc.)**  
**Subject: "Hell Yeah to Financial Freedom"**

---

Hi Suzanne,

Your Driven women are incredible - building 6 and 7-figure businesses, saying Hell Yeah to their dreams. You've helped them generate \$75M+ in sales.

Here's the question they ask next: "Now that I'm making this money... what do I actually DO with it?"

That's exactly what Penelope Jane Smith teaches.

Penelope is the premier financial freedom coach for women entrepreneurs. She helps driven women turn business success into lasting wealth - not just income, but true financial freedom.

**The natural progression:**

- Suzanne teaches: Build a driven, profitable business
- Penelope teaches: Turn that profit into lasting wealth

Financial Freedom 101 (Feb 10, 2026) is a 3-day virtual event where Penelope shares practical wealth-building strategies.

**Commission structure:**

- \$1/opt-in + \$50/event registration
- \$1,000-\$3,500 per sale (avg ~\$10K)
- Lifetime commissions on all future purchases

Your 30,000+ driven women would benefit tremendously from this.

Chelsea Frederick  
[chelsea@sharkmarketing.co](mailto:chelsea@sharkmarketing.co)

**Email: Andie Monet (Billionaire Women Rising)**  
**Subject: "Billionaire Women Rising + Financial Freedom"**

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Hi Andie,

"Billionaire Women Rising" - your brand name says EVERYTHING.

You're helping women rise to billionaire status. Penelope Jane Smith teaches them exactly HOW to build that billionaire wealth.

She's hosting Financial Freedom 101 (Feb 10) - practical wealth-building strategies for women entrepreneurs who are ready to go from "making money" to "building generational wealth."

**The alignment is perfect:**

- Your brand: Billionaire Women Rising
- Penelope's mission: Help women achieve financial freedom
- Together: Complete the journey from income to wealth

Your personal story - starting at 16 while homeless and building an empire - resonates with Penelope's comeback story (lost everything in 2008, rebuilt, now teaches others).

**Commissions:** \$50/registration + \$1K-\$3.5K/sale + lifetime commissions

This partnership practically writes itself.

Chelsea Frederick  
chelsea@sharkmarketing.co

**Email: Cathy Smith (Cathy Smith Coaching)**  
**Subject: "Your coaching clients + financial freedom"**

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Hi Cathy,

I love your focus on helping established coaches succeed with marketing - you're giving them the tools to generate real revenue.

Here's the natural next question they ask: "Now that I'm making money... what do I DO with it?"

That's exactly what Penelope Jane Smith teaches.

Penelope is hosting Financial Freedom 101 (Feb 10) - a 3-day event where she shows coaches and entrepreneurs how to build lasting wealth, not just income.

**For your clients:** Practical wealth strategies (not just mindset)

**For you:** \$50/registration + \$1K-3.5K/sale + lifetime commissions

Your established coaches are the perfect audience - they've done the hard work of building a practice, now they need to build wealth from it.

Worth a quick conversation?

Chelsea Frederick  
chelsea@sharkmarketing.co

## Follow-Up Email Sequence

**Follow-Up #1 (3-4 days later)**  
**Subject: "Quick follow-up + one idea"**

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Hi [Name],

Wanted to make sure my email didn't get lost in the shuffle.

Quick thought: [One specific thing about their audience that would benefit from Penelope's teaching].

The Feb 10 launch is approaching—would love to connect briefly if there's any interest.

Here's the affiliate page if you'd like to take a look: <https://realprosperityinc.com/affiliates/>

Best,  
Shannon

**Follow-Up #2 (5-6 days after Follow-Up #1)**

**Subject: "Last note from me"**

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Hi [Name],

I'll keep this short—I know you're busy.

If the timing isn't right for Penelope's February launch, no worries at all. But I wanted to leave the door open for future collaborations.

Her Financial Freedom 101 event is genuinely complementary to what you teach, and the lifetime commission structure means it could be an ongoing revenue stream.

If you're ever open to exploring, I'm here: [chelsea@sharkmarketing.co](mailto:chelsea@sharkmarketing.co)

Wishing you continued success,

Shannon

## **Partner Swipe Copy (For Confirmed Partners)**

**Swipe Email #1: Invitation Email**

**Subject: "I wish someone had taught me this years ago"**

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Hey [FIRST NAME],

Quick question: Do you ever wonder what to actually DO with your money once you start making it?

I see so many women entrepreneurs crushing it in business... but still feeling anxious about money.

My friend Penelope Jane Smith is changing that.

She's hosting a FREE 3-day virtual event called Financial Freedom 101 starting February 10th.

Penelope lost everything in the 2008 crash. She rebuilt from scratch and now teaches women entrepreneurs how to build REAL wealth—not just make money, but keep it and grow it.

This isn't fluffy mindset stuff. It's practical, step-by-step wealth building.

[LINK: Register for Financial Freedom 101]

If you've ever thought "I'm making money but where does it all go?"—this is for you.

[YOUR SIGN OFF]

P.S. There's a small \$97 deposit to register (fully refundable if you attend). This keeps the room full of action-takers.

### **Swipe Email #2: Story-Based Email**

**Subject: "She lost everything at 50. Here's what she did next."**

Hey [FIRST NAME],

Imagine this: You're 50 years old. You've done everything "right." And then the 2008 crash wipes out EVERYTHING.

That's what happened to Penelope Jane Smith.

But instead of giving up, she rebuilt. Not just her finances—but a whole new approach to wealth that she now teaches other women entrepreneurs.

She created a system so she'd NEVER be financially vulnerable again. And she's sharing it at Financial Freedom 101 (Feb 10-12).

Here's what makes Penelope different:

- She's shared the stage with T. Harv Eker, Mark Victor Hansen, and Loral Langemeier
- She's been teaching wealth strategies for 20+ years
- She teaches what to DO with money (not just mindset)

[LINK: Grab your spot now]

[YOUR SIGN OFF]

### **Swipe Email #3: Last Chance Email**

**Subject: "Starting tomorrow (don't miss this)"**

Hey [FIRST NAME],

Quick reminder: Financial Freedom 101 starts TOMORROW.

If you want to learn how to actually build wealth as an entrepreneur (not just make money month to month), this is your last chance to register.

[LINK: Register now before it's too late]

Penelope teaches what most business coaches skip over—what to DO with your money once you've made it.

See you there,

[YOUR SIGN OFF]

## **Social Media Posts for Partners**

**Post 1 (Curiosity):**

What's the point of making money if you don't know how to KEEP it? My friend @PenelopeFreedom is hosting a free 3-day event teaching women entrepreneurs how to build REAL wealth. Feb 10-12. Link in comments! #FinancialFreedom #WomenEntrepreneurs

**Post 2 (Story):**

She lost everything in 2008. She rebuilt from scratch. Now she teaches other women how to achieve financial freedom. Don't miss @PenelopeFreedom's Financial Freedom 101 event (Feb 10). Link to register in my bio! #WealthBuilding

**Post 3 (Direct):**

If you're making money but still feel anxious about your finances... you need Financial Freedom 101. It's FREE and starts Feb 10. @PenelopeFreedom will show you exactly how to turn income into lasting wealth. Register: [LINK]

## Section 18: Assets Checklist

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| Asset                       | Status                              | Notes                             |
|-----------------------------|-------------------------------------|-----------------------------------|
| Affiliate tracking links    | <input type="checkbox"/>            | Unique per partner                |
| Registration page           | <input type="checkbox"/>            | realprosperityinc.com/affiliates/ |
| Email swipe copy (3 emails) | <input checked="" type="checkbox"/> | Included in this document         |
| Social media graphics       | <input type="checkbox"/>            | Various sizes needed              |
| Penelope headshot           | <input type="checkbox"/>            | High-res                          |
| Event logo/banner           | <input type="checkbox"/>            | Multiple formats                  |
| Short bio (100 words)       | <input type="checkbox"/>            | For partner use                   |
| Long bio (300 words)        | <input type="checkbox"/>            | For partner use                   |
| Testimonials/social proof   | <input type="checkbox"/>            | Video preferred                   |
| FAQ document                | <input checked="" type="checkbox"/> | Included in this document         |
| Commission payment schedule | <input type="checkbox"/>            | Confirmed dates needed            |

# Section 19: Partner FAQs

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**Q: How do commissions get paid?**

A: Commissions are paid via PayPal or direct deposit within 30 days of confirmed sale. We track all referrals through unique affiliate links.

**Q: What's the refund policy?**

A: The \$97 event deposit is fully refundable if attendees show up for the event. Backend program has a satisfaction guarantee with specific terms.

**Q: Do I need to be available during the event?**

A: No! Just send your promotional emails before the event. Penelope handles all the content delivery and sales.

**Q: What if someone I refer doesn't buy right away?**

A: We use lifetime cookie tracking. If they buy ANY of Penelope's programs in the future, you still get commission.

**Q: Can I customize the swipe copy?**

A: Absolutely! The swipe copy is a starting point. Feel free to add your personal touch and voice.

**Q: What makes this different from other money programs?**

A: Penelope teaches PRACTICAL wealth-building strategies, not just mindset. She's a certified trainer with 20+ years experience and has personally rebuilt her wealth after losing everything.

**Q: Is this right for my audience?**

A: If your audience includes women entrepreneurs, coaches, or consultants who are making money but want to build lasting wealth, this is perfect. It's the next step after business building.

**Q: What's the typical conversion rate?**

A: Event-to-sale conversion varies, but with qualified leads (women entrepreneurs actively building businesses), we see strong results. The average backend sale is approximately \$10,000.

**Q: When is the launch?**

A: February 10, 2026. The launch window runs February 10-24.

**Q: How do I get my affiliate link?**

A: Contact Chelsea at [chelsea@sharkmarketing.co](mailto:chelsea@sharkmarketing.co) to get set up in the partner portal.

**Q: When do I get paid?**

A: Commissions are calculated on February 25 and paid out on March 1.

## Section 20: Outreach Tracking Template

| #  | Partner                | Tier | Email Sent | F/U 1 | F/U 2 | Response | Status |
|----|------------------------|------|------------|-------|-------|----------|--------|
| 1  | Sage Lavine            | A    |            |       |       |          |        |
| 2  | Lisa Nichols           | A    |            |       |       |          |        |
| 3  | Denise Duffield-Thomas | A    |            |       |       |          |        |
| 4  | Suzanne Evans          | A    |            |       |       |          |        |
| 5  | Selena Soo             | A    |            |       |       |          |        |
| 6  | Cathy Smith            | A    |            |       |       |          |        |
| 7  | Sigrun                 | A    |            |       |       |          |        |
| 8  | Natalie Sisson         | A    |            |       |       |          |        |
| 9  | David Riklan           | A    |            |       |       |          |        |
| 10 | Andie Monet            | A    |            |       |       |          |        |
| 11 | Ana Xenia Macko        | A    |            |       |       |          |        |
| 12 | Rachel Rodgers         | A    |            |       |       |          |        |
| 13 | Sally Sparks-Cousins   | A    |            |       |       |          |        |
| 14 | Toni Kaufman           | A    |            |       |       |          |        |
| 15 | Leslie Capps           | A    |            |       |       |          |        |
| 16 | Sandra Yancey          | A    |            |       |       |          |        |
| 17 | Elyse Archer           | B    |            |       |       |          |        |
| 18 | Kate Northrup          | B    |            |       |       |          |        |
| 19 | Jasmine Star           | B    |            |       |       |          |        |
| 20 | Fabienne Fredrickson   | B    |            |       |       |          |        |
| 21 | Ali Brown              | B    |            |       |       |          |        |
| 22 | Julie Ann Mercouris    | B    |            |       |       |          |        |
| 23 | Diane Forster          | B    |            |       |       |          |        |
| 24 | Laura Belgray          | B    |            |       |       |          |        |
| 25 | Kendall SummerHawk     | B    |            |       |       |          |        |

|    |                    |   |
|----|--------------------|---|
| 26 | Amy Porterfield    | B |
| 27 | Helen Vandenberghe | B |
| 28 | Brandi Cox         | B |
| 29 | Karin Olson        | B |
| 30 | Laura Rubinstein   | B |

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**Document Prepared:** January 29, 2026

**For:** Chelsea Frederick | **Contact:** chelsea@sharkmarketing.co

**JV Manager:** Shannon Grainger

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*All emails verified through web research on January 29, 2026*

★ indicates women-specific audience (highest priority)

**Questions?** chelsea@sharkmarketing.co