

JV MATCHER REPORT

Your Personalized Partnership Opportunities

Prepared for: Janet Bray Attwood

Generated: February 02, 2026 at 09:29 PM

YOUR PROFILE

What You Do:

Passion & purpose discovery, personal development, facilitator training

Who You Serve:

Individuals seeking clarity on life direction, coaches/facilitators, transformational leaders

What You're Seeking:

JV Launch Partners, Affiliates/Promoters, Leads/Referrals

What You're Offering:

Email List/Audience, Podcast/Media, Coaching/Training, Courses/Programs, Events/Speaking

Current Projects:

Becoming International - 3-tier program for aspiring and early-stage facilitators

MATCH SUMMARY

Total Matches: **3** | Average Score: **70/100** | Top Score: **100/100**

EXECUTIVE DASHBOARD

Quick Overview of All Your Matches

| # | Partner Name | Score | Type | Urgency |
|---|---------------|---------|----------------|---------|
| 1 | David Riklan | 100/100 | JV Partnership | High |
| 2 | Mark Porteous | 74/100 | JV Partnership | Medium |
| 3 | Ken Cook | 36/100 | JV Partnership | Low |

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

★ TOP PICK 100/100

David Riklan

CONTACT

david@selfgrowth.com

WHY GREAT FIT

STRATEGIC ALIGNMENT: David Riklan has built a substantial audience of 295,000 subscribers in the business coach space. Their entrepreneurs and business owners are actively investing in personal growth—exactly the mindset required for passion discovery. **OPPORTUNITY:** Many of their followers have achieved external success but feel something's missing. The Passion Test provides the 'why' behind their 'what'—a perfect complement to David's work.

STRATEGY

PARTNERSHIP STRATEGY: Guest Interview Exchange

- Propose Janet as a podcast guest sharing The Passion Test methodology
- Offer reciprocal promotion to Janet's 65-country facilitator network
- Provide David's audience with exclusive Passion Test resources
- Explore affiliate partnership on Passion Test certification programs

OUTREACH EMAIL

Subject: Your entrepreneurs and business owners found their business... but have they found their passion?

Hi David,

I've been following SelfGrowth.com and love how you help entrepreneurs and business owners build and scale their businesses.

Here's what I've noticed: Your entrepreneurs and business owners are successful at what they do... but many feel something's missing. They've achieved results but haven't clarified their true PURPOSE.

That's where I come in. I'm Janet Attwood, co-creator of The Passion Test—a simple but powerful process used by hundreds of thousands of people in 65+ countries to discover what matters most to them.

You help them succeed. I help them discover WHY.

★ TOP PICK **74**/100

Mark Porteous

CONTACT

mark@markporteous.com

WHY GREAT FIT

STRATEGIC ALIGNMENT: Mark Porteous's 12,800 subscribers are seekers who expand their consciousness. These are growth-minded individuals who understand the value of clarity and direction. **OPPORTUNITY:** After working with Mark, clients often ask 'What's next?' or 'What do I really want?' The Passion Test answers that question—making this a natural referral pathway.

STRATEGY

PARTNERSHIP STRATEGY:

Collaboration Discovery

- Schedule intro call to explore mutual synergies
- Offer affiliate partnership on Passion Test programs
- Discuss joint content creation opportunities
- Explore cross-promotion to respective audiences

OUTREACH EMAIL

Subject: Your seekers found their business... but have they found their passion?

Hi Mark,

I've been following Max Your Life, LLC and love how you help seekers expand their consciousness.

Here's what I've noticed: Your seekers are successful at what they do... but many feel something's missing. They've achieved results but haven't clarified their true PURPOSE.

That's where I come in. I'm Janet Attwood, co-creator of The Passion Test—a simple but powerful process used by hundreds of thousands of people in 65+ countries to discover what matters most to them.

You help them succeed. I help them discover WHY.

When someone knows their passions, everything you teach them becomes more powerful. They're more motivated, more focused, and more likely to follow through.

★ TOP PICK 36/100

Ken Cook

CONTACT

ken@thepreparedgroup.com

WHY GREAT FIT

STRATEGIC ALIGNMENT: Ken Cook's focus on Fitness, Success attracts people who are actively seeking positive change.

OPPORTUNITY: The Passion Test helps Ken's audience identify WHAT they truly want—making them better prepared to benefit from Ken's expertise.

STRATEGY

PARTNERSHIP STRATEGY:

Collaboration Discovery

- Schedule intro call to explore mutual synergies
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- Discuss joint content creation opportunities
- Explore cross-promotion to respective audiences

OUTREACH EMAIL

Subject: Your clients are successful... but are they fulfilled?

Hi Ken,

I've been following The Prepared Group and love how you help clients achieve their goals.

Here's what I've noticed: Your clients are successful at what they do... but many feel something's missing. They've achieved results but haven't clarified their true PURPOSE.

That's where I come in. I'm Janet Attwood, co-creator of The Passion Test—a simple but powerful process used by hundreds of thousands of people in 65+ countries to discover what matters most to them.

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ACTION TRACKER

Your Follow-Up Checklist

| | Partner | Action Item | Urgency | Status |
|---|---------------|-----------------------------|---------|--------|
| 1 | David Riklan | Send outreach message TODAY | High | ■ |
| 2 | Mark Porteous | Schedule outreach this week | Medium | ■ |
| 3 | Ken Cook | Add to follow-up list | Low | ■ |

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