

# JV MATCHER REPORT

Your Personalized Partnership Opportunities

**Prepared for: Janet Bray Attwood**

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## 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:** David - quick collaboration idea?

Hi David,

Your work helping people transform really  
resonates with me at SelfGrowth.com.

The Passion Test has helped over 3 million  
people gain clarity on what matters most - I  
think our audiences would benefit from  
knowing each other

With your reach of 295,000+ subscribers  
combined with my Passion Test community  
could create something powerful together.

Open to a quick call to explore a joint webinar,  
podcast swap, or cross-promotion to our  
communities?

Talk soon,  
Janet

Janet Bray Attwood  
#1 NY Times Bestselling 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:** Suzanne - quick collaboration idea?

Hi Suzanne,

As a fellow author, I admire what you've built at Driven Inc..

With my upcoming Passion Test initiatives, I'm looking for strategic launch partners who understand the power of transformation through books

Your engaged community of 91,100 combined with my Passion Test community could create something powerful together.

Open to a quick call to explore a virtual book summit, cross-promotion to our lists, or a joint author interview series?

Talk soon,  
Janet

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#1 NY Times Bestselling 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:** Diane - quick collaboration idea?

Hi Diane,

Your work in spirituality deeply resonates with me at I Have Today Tv Network.

I'd love to explore bringing The Passion Test to your community - it's helped millions connect their purpose with their spiritual path

With your reach of 171,500+ subscribers combined with my Passion Test community could create something powerful together.

Open to a quick call to explore a joint workshop on 'Finding Your Divine Purpose' or featuring each other on our platforms?

Talk soon,  
Janet

Janet Bray Attwood  
#1 NY Times Bestselling 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:** Andrew - quick collaboration idea?

Hi Andrew,

Your coaching work caught my attention at  
Andrew Mellen Speaking.

The Passion Test methodology has been used  
by coaches worldwide to help clients get clarity  
fast - I think your audience would love it

With your reach of 157,200+ subscribers  
combined with my Passion Test community  
could create something powerful together.

Open to a quick call to explore a training  
collaboration, offering your community a  
special Passion Test experience, or a podcast  
swap?

Talk soon,  
Janet

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#1 NY Times Bestselling 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:** Bob - quick collaboration idea?

Hi Bob,

Your coaching work caught my attention at Leadpages.

The Passion Test methodology has been used by coaches worldwide to help clients get clarity fast - I think your audience would love it

With your reach of 163,149+ subscribers combined with my Passion Test community could create something powerful together.

Open to a quick call to explore a training collaboration, offering your community a special Passion Test experience, or a podcast swap?

Talk soon,  
Janet

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#1 NY Times Bestselling 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:** Stephen - quick collaboration idea?

Hi Stephen,

Your work in spirituality deeply resonates with me at Success Ocean International.

I'd love to explore bringing The Passion Test to your community - it's helped millions connect their purpose with their spiritual path

Your engaged community of 63,000 combined with my Passion Test community could create something powerful together.

Open to a quick call to explore a joint workshop on 'Finding Your Divine Purpose' or featuring each other on our platforms?

Talk soon,  
Janet

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#1 NY Times Bestselling 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:** Cathy - quick collaboration idea?

Hi Cathy,

Your coaching work caught my attention at  
Cathy Smith Coaching.

The Passion Test methodology has been used  
by coaches worldwide to help clients get clarity  
fast - I think your audience would love it

Your engaged community of 14,350 combined  
with my Passion Test community could create  
something powerful together.

Open to a quick call to explore a training  
collaboration, offering your community a  
special Passion Test experience, or a podcast  
swap?

Talk soon,  
Janet

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#1 NY Times Bestselling 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:** Julie - quick collaboration idea?

Hi Julie,

Your coaching work caught my attention at  
Achieve TV Network / e360tv.

The Passion Test methodology has been used  
by coaches worldwide to help clients get clarity  
fast - I think your audience would love it

With your reach of 100,000+ subscribers  
combined with my Passion Test community  
could create something powerful together.

Open to a quick call to explore a training  
collaboration, offering your community a  
special Passion Test experience, or a podcast  
swap?

Talk soon,  
Janet

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#1 NY Times Bestselling Author, The Passion  
Test

#9 85/100

**Rebecca Murtagh**

### CONTACT

[linkedin.com/in/rebeccamurtagh/](https://www.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:** Rebecca - quick collaboration idea?

Hi Rebecca,

Your coaching work caught my attention at  
Human AI Institute.

The Passion Test methodology has been used  
by coaches worldwide to help clients get clarity  
fast - I think your audience would love it

With your reach of 1,027,500+ subscribers  
combined with my Passion Test community  
could create something powerful together.

Open to a quick call to explore a training  
collaboration, offering your community a  
special Passion Test experience, or a podcast  
swap?

Talk soon,  
Janet

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#1 NY Times Bestselling 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:** Phyllis - quick collaboration idea?

Hi Phyllis,

Your coaching work caught my attention at Connect & Collaborate.

The Passion Test methodology has been used by coaches worldwide to help clients get clarity fast - I think your audience would love it

Your engaged community of 13,155 combined with my Passion Test community could create something powerful together.

Open to a quick call to explore a training collaboration, offering your community a special Passion Test experience, or a podcast swap?

Talk soon,  
Janet

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# 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