

# 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 helping people discover their passions and purpose through The Passion Test methodology

### Who You Serve:

Coaches, entrepreneurs, and individuals seeking life purpose clarity

### What You're Seeking:

JV partners for book launches, program promotions, cross-promotion, speaking opportunities

### What You're Offering:

Global network of 5,000+ certified facilitators in 65+ countries, bestseller credibility, engaged audience seeking transformation

## 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  | Email Ready | Medium  |
| 6  | Dr. Stephen J. Kosmyna   | 85/100  | Email Ready | Medium  |
| 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

<https://www.linkedin.com/in/davidriklan/>

**Preferred:** Email: David@selfgrowth.com |

Phone: 732-617-1030

## WHY GREAT FIT

**AUDIENCE ALIGNMENT:** David serves Entrepreneurs seeking JV opportunities - these are exactly the people who need Janet's clarity methodology before they can fully benefit from David's expertise.

**THEY WANT THIS:** David is actively seeking 'Partnerships with other JV-minded professionals; cross-promotion via email and social media;...' - Janet offers exactly this with a global facilitator network and engaged audience.

## STRATEGY

### WHAT DAVID GETS:

- \* Exposure to Janet's global network of 5,000+ certified facilitators
- \* Speaking opportunities at Passion Test events and facilitator trainings

### WHAT JANET GETS:

- \* Promotion to 295,000 subscribers
- \* Podcast guest opportunity

## OUTREACH EMAIL

**Subject:** David - saw what you're looking for on JV Directory

Hi David,

I noticed on your JV Directory profile that you're looking for partnerships with other jv-minded professionals; cross-promotion via email and social media; - I think we might be a great fit.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Cross-promotion to my network of 5,000+ certified Passion Test facilitators in 65+ countries
- \* Speaking opportunities at Passion Test events and trainings
- \* Affiliate partnership on our certification programs (strong conversions)

In return, I'd love to get in front of your 295,000 subscribers.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

★ TOP PICK 85/100

**Suzanne Evans**

### CONTACT

suzanne@driveninc.com  
linkedin.com/in/suzanne-evans-driven/  
driveninc.com

### WHY GREAT FIT

SCALE: Suzanne's reach of 91,100 subscribers provides significant cross-promotion value for Janet.

### STRATEGY

WHAT SUZANNE GETS:

- \* Access to Janet's engaged audience

WHAT JANET GETS:

- \* Promotion to 91,100 subscribers

### OUTREACH EMAIL

**Subject:** Suzanne - saw what you're looking for on JV Directory

Hi Suzanne,

I've been following Driven Inc. - and I think our audiences would really benefit from knowing each other.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Cross-promotion to our respective audiences
- \* Joint webinar on passion + your expertise
- \* Affiliate partnership opportunities

In return, I'd love to get in front of your 91,100 subscribers.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

★ TOP PICK 85/100

## Diane Forster

### CONTACT

info@dianeforster.com

linkedin.com/in/dianeforsterofficial/

<https://www.facebook.com/DianeForsterOfficial>

### WHY GREAT FIT

SCALE: Diane's reach of 171,500 subscribers provides significant cross-promotion value for Janet.

THEY OFFER: Diane brings Business Coaching, Business Consulting, Group Coaching, Intuition Coaching, Podcast Host, Spiritual Coaching

### STRATEGY

WHAT DIANE GETS:

- \* Access to Janet's engaged audience

WHAT JANET GETS:

- \* Promotion to 171,500 subscribers
- \* Podcast guest opportunity

## OUTREACH EMAIL

**Subject:** Diane - saw what you're looking for on JV Directory

Hi Diane,

I've been following I HAVE TODAY TV NETWORK - and I think our audiences would really benefit from knowing each other.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Cross-promotion to our respective audiences
- \* Joint webinar on passion + your expertise
- \* Affiliate partnership opportunities

In return, I'd love to get in front of your 171,500 subscribers.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

#4 85/100

## Andrew Mellen

### CONTACT

hello@andrewmellen.com  
linkedin.com/in/andrewmellen/  
[andrewmellen.com](http://andrewmellen.com)

### WHY GREAT FIT

SCALE: Andrew's reach of 157,200 subscribers provides significant cross-promotion value for Janet.

### STRATEGY

WHAT ANDREW GETS:

- \* Access to Janet's engaged audience

WHAT JANET GETS:

- \* Promotion to 157,200 subscribers

## OUTREACH EMAIL

**Subject:** Andrew - saw what you're looking for on JV Directory

Hi Andrew,

I've been following ANDREW MELLEN SPEAKING - and I think our audiences would really benefit from knowing each other.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Cross-promotion to our respective audiences
- \* Joint webinar on passion + your expertise
- \* Affiliate partnership opportunities

In return, I'd love to get in front of your 157,200 subscribers.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

#5 85/100

## Bob Sparkins

### CONTACT

bob@leadpages.net  
linkedin.com/in/bobtheteacher/  
<https://LinkedIn.com/in/bobtheteacher>

### WHY GREAT FIT

SCALE: Bob's reach of 163,149 subscribers provides significant cross-promotion value for Janet.

THEY OFFER: Bob brings Book Marketing, Business Coaching, Coach Marketing Training, Funnel Creation Tools, Landing Page Tools, Lead Generation Specialists, Marketing...

### STRATEGY

WHAT BOB GETS:

- \* Access to Janet's engaged audience

WHAT JANET GETS:

- \* Promotion to 163,149 subscribers
- \* Podcast guest opportunity

## OUTREACH EMAIL

**Subject:** Bob - saw what you're looking for on JV Directory

Hi Bob,

I've been following Leadpages - and I think our audiences would really benefit from knowing each other.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Cross-promotion to our respective audiences
- \* Joint webinar on passion + your expertise
- \* Affiliate partnership opportunities

In return, I'd love to get in front of your 163,149 subscribers.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

#6 85/100

## Dr. Stephen J. Kosmyna

### CONTACT

stephen@successocean.com  
linkedin.com/in/dr-stephen-j-kosmyna-ph-d-12b822a5/  
[successocean.com](http://successocean.com)

### WHY GREAT FIT

SCALE: Dr.'s reach of 63,000 subscribers provides significant cross-promotion value for Janet.

THEY OFFER: Dr. brings Business Coaching, Business Consulting, Marketing Coach, Spiritual Coaching

### STRATEGY

WHAT DR. GETS:

- \* Access to Janet's engaged audience

WHAT JANET GETS:

- \* Promotion to 63,000 subscribers

## OUTREACH EMAIL

**Subject:** Stephen - saw what you're looking for on JV Directory

Hi Stephen,

I've been following Success Ocean International - and I think our audiences would really benefit from knowing each other.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Cross-promotion to our respective audiences
- \* Joint webinar on passion + your expertise
- \* Affiliate partnership opportunities

In return, I'd love to get in front of your 63,000 subscribers.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

#7 92/100

**Cathy Smith**

## CONTACT

linkedin.com/in/cathy-smith/  
cathysmith.com.au

## WHY GREAT FIT

**AUDIENCE ALIGNMENT:** Cathy serves Established coaches - these are exactly the people who need Janet's clarity methodology before they can fully benefit from Cathy's expertise.

**THEY WANT THIS:** Cathy is seeking 'partnerships with coaches, technology integration' - perfectly aligned with Janet's JV partnership goals.

**ENGAGED AUDIENCE:** Cathy has 14,350 subscribers in a complementary niche.

## STRATEGY

**WHAT CATHY GETS:**

- \* Access to Janet's engaged audience

**WHAT JANET GETS:**

- \* Promotion to 14,350 subscribers
- \* Podcast guest opportunity

## OUTREACH EMAIL

**Subject:** Cathy - saw what you're looking for on JV Directory

Hi Cathy,

I noticed on your JV Directory profile that you're looking for partnerships with coaches, technology integration - I think we might be a great fit.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Affiliate partnership on our certification programs (strong conversions)

I'd also love to be a guest on your podcast if that's something you do.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

#8 85/100

**Julie Ann Mercouris**

## CONTACT

[linkedin.com/in/julie-ann-meyer/](https://www.linkedin.com/in/julie-ann-meyer/)  
[e360tv.com](https://e360tv.com)

## WHY GREAT FIT

**SCALE:** Julie's reach of 100,000 subscribers provides significant cross-promotion value for Janet.

**THEY OFFER:** Julie brings Business Coaching, Business Consulting, Communication Training, Content Creation, Content Marketing, Funnel Creation Tools, Sales Training, Video...

## STRATEGY

**WHAT JULIE GETS:**

- \* Access to Janet's engaged audience

**WHAT JANET GETS:**

- \* Promotion to 100,000 subscribers

## OUTREACH EMAIL

**Subject:** Julie - saw what you're looking for on JV Directory

Hi Julie,

I've been following Achieve TV Network / e360tv - and I think our audiences would really benefit from knowing each other.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Cross-promotion to our respective audiences
- \* Joint webinar on passion + your expertise
- \* Affiliate partnership opportunities

In return, I'd love to get in front of your 100,000 subscribers.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

#9 85/100

## Rebecca Murtagh

### CONTACT

[linkedin.com/in/rebeccamurtagh/](https://www.linkedin.com/in/rebeccamurtagh/)  
[humanai.institute](https://humanai.institute)

### WHY GREAT FIT

SCALE: Rebecca's reach of 1,027,500 subscribers provides significant cross-promotion value for Janet.

THEY OFFER: Rebecca brings Business Coaching, Business Consulting, Marketing Coach, Online Education for Business Owners, Podcast Host, Startup Coaches

### STRATEGY

WHAT REBECCA GETS:

- \* Access to Janet's engaged audience

WHAT JANET GETS:

- \* Promotion to 1,027,500 subscribers
- \* Podcast guest opportunity

## OUTREACH EMAIL

**Subject:** Rebecca - saw what you're looking for on JV Directory

Hi Rebecca,

I've been following Human AI Institute - and I think our audiences would really benefit from knowing each other.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Cross-promotion to our respective audiences
- \* Joint webinar on passion + your expertise
- \* Affiliate partnership opportunities

In return, I'd love to get in front of your 1,027,500 subscribers.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

#10 84/100

## Phyllis Marlene Benstein

### CONTACT

[linkedin.com/in/phyllismarlenebenstein/](https://www.linkedin.com/in/phyllismarlenebenstein/)  
[connectandcollaborate.co](https://connectandcollaborate.co)

### WHY GREAT FIT

ENGAGED AUDIENCE: Phyllis has 13,155 subscribers in a complementary niche.

### STRATEGY

#### WHAT PHYLLIS GETS:

- \* Access to Janet's engaged audience

#### WHAT JANET GETS:

- \* Promotion to 13,155 subscribers

## OUTREACH EMAIL

**Subject:** Phyllis - saw what you're looking for on JV Directory

Hi Phyllis,

I've been following Connect & Collaborate - and I think our audiences would really benefit from knowing each other.

I'm Janet Attwood, co-creator of The Passion Test (NY Times bestseller, 3M+ people served).

Here's what I can offer:

- \* Cross-promotion to our respective audiences
- \* Joint webinar on passion + your expertise
- \* Affiliate partnership opportunities

And of course, I'm happy to explore what would be valuable for you.

Would you be open to a quick call to see if there's a fit?

Talk soon,  
Janet

Janet Bray Attwood  
The Passion Test  
#1 NY Times Bestselling Author

# 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             | Schedule outreach this week | Medium  | ■      |
| 6  | Dr. Stephen J. Kosmyna   | Schedule outreach this week | Medium  | ■      |
| 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