

JV MATCHER REPORT

Your Personalized Partnership Opportunities

Prepared for: Janet Bray Attwood

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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: **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 | JV Partnership | High |
| 2 | Cathy Smith | 92/100 | JV Partnership | High |
| 3 | Julie Ann Mercouris (Meyer) | 85/100 | JV Partnership | High |
| 4 | Bob Sparkins | 85/100 | JV Partnership | High |
| 5 | Dr. Stephen J. and Tené K. Kos | 85/100 | JV Partnership | High |
| 6 | Suzanne Evans | 85/100 | JV Partnership | High |
| 7 | Rebecca Murtagh | 85/100 | JV Partnership | High |
| 8 | Diane Forster | 85/100 | JV Partnership | High |
| 9 | Andrew Mellen | 85/100 | JV Partnership | High |
| 10 | Phyllis Marlene Benstein | 84/100 | JV Partnership | High |

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

★ TOP PICK 100/100

David Riklan

CONTACT

david@selfgrowth.com

WHY GREAT FIT

This partnership makes sense because David Riklan's audience is comprised of entrepreneurs and individuals seeking personal growth, which aligns perfectly with Janet's teachings on discovering passion and purpose. By partnering with SelfGrowth.com, Janet can tap into a large audience in need of clarity and purpose, and David can offer his expertise to help people achieve their goals and live a more fulfilling life.

STRATEGY

To pitch this JV partnership, focus on the benefits of cross-promotion and facilitator certification. Offer to co-create content, such as a joint webinar or article series, that showcases how passion and purpose can be used to drive business success and personal growth. Additionally, propose a joint event or mastermind program that brings together Janet's and David's audiences, providing a unique opportunity for growth and connection. By offering facilitator certification, Janet can also attr...

OUTREACH EMAIL

"David, I've been a huge fan of your work at SelfGrowth.com, particularly your article on 'The Power of Passion' - I think our audiences would really benefit from exploring how discovering one's passion can lead to purpose and fulfillment in business and life."

★ TOP PICK 92/100

Cathy Smith

WHY GREAT FIT

Cathy Smith Coaching serves established coaches who are likely seeking to deepen their understanding of their own passion and purpose, which aligns perfectly with Janet's expertise in Passion & purpose discovery. By partnering with Janet, Cathy can offer her clients a unique opportunity to gain clarity on their own purpose, leading to more effective business coaching and a stronger impact on their clients.

STRATEGY

This partnership could offer mutual benefits: Cathy can promote Janet's Facilitator Certification program to her audience, providing them with a valuable resource to discover their passion and purpose. In return, Janet can promote Cathy's business coaching services to her audience, helping them to apply their newfound clarity to drive business success. Joint events, such as webinars or workshops, could also be a great way to bring these two audiences together.

OUTREACH EMAIL

"Cathy, I've been a huge fan of your work with established coaches, and I love how you help them achieve success in their businesses. I've seen firsthand how discovering one's passion and purpose can be a game-changer for coaches, and I think my Facilitator Certification program could be a great fit for your audience. Would you be open to exploring a potential partnership that could help your clients and my students alike?"

★ TOP PICK 85/100

**Julie Ann Mercouris
(Meyer)**

WHY GREAT FIT

This partnership would be a good fit for Janet because the Achieve TV Network's audience is in need of clarity and purpose, which is exactly what Janet's Passion Test teaches. By partnering with Julie Ann, Janet can help her audience discover their passion and purpose, which is a key step in achieving success and fulfillment in business, fitness, lifestyle, and personal growth.

STRATEGY

To pitch this JV partnership, Janet could offer to create a series of video content with Julie Ann on topics such as "How to Discover Your Passion and Purpose" and "Using the Passion Test to Achieve Your Goals". In return, Julie Ann could offer to promote Janet's Facilitator Certification program to her audience, providing a win-win opportunity for both partners to expand their reach and offerings.

OUTREACH EMAIL

"Hi Julie Ann, I've been a huge fan of your work on Achieve TV Network, particularly your recent series on building a strong personal brand. I think our audiences align perfectly - my Passion Test program has helped thousands of individuals discover their purpose and passion, and I'd love to explore how we can collaborate to help your audience do the same."

#4 85/100

Bob Sparkins

WHY GREAT FIT

Bob Sparkins' audience of business owners and success-seekers is primed to discover their passion and purpose, making Leadpages a natural fit for Janet's facilitator certification and courses. By partnering with Leadpages, Janet can help her clients and students create a clear path to success, leveraging the tools and expertise that Leadpages offers.

STRATEGY

Offer to facilitate a joint webinar or online event where Janet shares her Passion Test methodology and Bob showcases the benefits of using Leadpages for business growth and success. In exchange, Bob can promote Janet's facilitator certification and courses to his audience, and Janet can offer exclusive discounts to Leadpages customers. Additionally, consider a co-branded lead magnet or challenge to drive traffic and generate leads for both parties.

OUTREACH EMAIL

"Hi Bob, I've been following your work on business growth and success, and I love how you emphasize the importance of clear purpose and direction. I've seen firsthand how the Passion Test can help individuals and businesses unlock their full potential - would you be open to exploring a potential partnership to help your audience discover their passion and purpose?"

#5 85/100

Dr. Stephen J. and Tené K. Kosmyna

WHY GREAT FIT

This partnership is a good fit for Janet because Dr. Stephen J. and Tené K. Kosmyna's audience, who are seeking business, health, lifestyle, and personal growth, would greatly benefit from Janet's expertise in discovering one's passion and purpose. Their focus on spiritual and self-improvement aspects aligns with Janet's teachings, making them an ideal partner to help their audience achieve clarity and alignment.

STRATEGY

To pitch this JV partnership, I would suggest highlighting the complementary value that Janet's facilitator certification and courses can bring to Dr. Kosmyna's business coaching and consulting services. I would propose a joint webinar or workshop series, where Janet's expertise in passion and purpose discovery can be applied to help Dr. Kosmyna's clients achieve greater clarity and purpose in their business and personal lives. Additionally, I would offer to promote Dr. Kosmyna's services to ...

OUTREACH EMAIL

"I've been a fan of your work on Success Ocean International, particularly your recent article on 'Aligning Your Business with Your Values.' I've been following Janet Bray Attwood's work on The Passion Test, and I believe that her expertise in passion and purpose discovery would be a valuable addition to your coaching services. Would you be open to exploring a potential partnership between our organizations?"

#6 85/100

Suzanne Evans

WHY GREAT FIT

This partnership would be a great fit for Janet because Suzanne's expertise in book launches, business coaching, and consulting could help her facilitator certification students and course participants take their business to the next level, while also attracting new clients who are seeking business coaching and consulting services. Suzanne's audience of 91,100 individuals is likely looking for ways to grow their business and increase their earning potential, which aligns perfectly with Janet'...

STRATEGY

To pitch this JV partnership, we could propose a collaborative event, such as a webinar or online summit, where Janet shares her expertise on passion and purpose discovery, followed by a session on how to apply that discovery to business growth and success, led by Suzanne. We could also offer a limited number of spots for Suzanne's coaching clients to work with Janet's facilitator certification program, providing a unique value proposition for both parties. Additionally, we could explore co-p...

OUTREACH EMAIL

"Hi Suzanne, I've been a huge fan of your work in helping entrepreneurs and small business owners achieve their goals through book launches and business coaching. I'm intrigued by your approach to helping people find their why, and I think my own work on passion and purpose discovery could be a great fit for your audience - perhaps we could explore a partnership that combines our expertise to help people find their passion and purpose, and then apply that discovery to achieve business success?"

#7 85/100

Rebecca Murtagh

WHY GREAT FIT

This partnership makes sense because Rebecca's business coaching and consulting services likely serve individuals who are already established in their careers, but may be unclear about their passions and purposes. Janet's expertise in passion and purpose discovery can help these individuals gain clarity, which can then inform their business decisions and goals.

STRATEGY

We can propose a joint offer where Rebecca's business coaching services are designed to help individuals who have already discovered their passions and purposes, using Janet's facilitator certification program as a foundation. We can also cross-promote each other's events, courses, and speaking engagements to expand our reach and attract new clients.

OUTREACH EMAIL

"Rebecca, I've been a huge fan of your work on business skills and self-improvement, and I've been impressed by the success of your podcast, 'The Business Coach Show'. I think our audiences align perfectly - I work with individuals who are seeking clarity and purpose, and I'd love to explore how our expertise can complement each other and help our audiences achieve their goals."

#8 85/100

Diane Forster

WHY GREAT FIT

This partnership is a good fit because Diane Forster's I HAVE TODAY TV NETWORK serves a audience that is likely to be interested in discovering their passion and purpose, as her content focuses on business skills, self-improvement, and spirituality, which aligns with Janet's teaching methodology. Additionally, Diane's audience may be seeking guidance on how to apply their newfound passion and purpose to achieve success, which Janet's facilitator certification and courses can help with.

STRATEGY

To pitch this JV partnership, we could offer Diane's audience a special promotion or discount on Janet's facilitator certification program, and in return, we could offer to feature Diane as a guest speaker on one of Janet's webinars or courses, or even co-host a live event together. We could also propose a joint podcast episode or video series where Janet and Diane discuss the intersection of passion, purpose, and success.

OUTREACH EMAIL

"Hi Diane, I've been a huge fan of your work on I HAVE TODAY TV NETWORK, and I love how you've helped millions of people achieve their goals and live their best lives. I think our audiences would really resonate with each other, and I'd love to explore ways we can collaborate to help people discover their passion and purpose, and then apply it to achieve success."

#9 85/100

Andrew Mellen

WHY GREAT FIT

This partnership makes sense because Andrew's expertise in business coaching, consulting, and communication training can help his audience, who may be struggling to find purpose and clarity, discover their passion and purpose through Janet's teachings. By combining their expertise, they can offer a comprehensive solution to individuals seeking to find their why.

STRATEGY

A suggested approach to pitch this JV partnership is to highlight the potential for cross-promotion and joint events, such as webinars or workshops, that would allow both partners to reach new audiences and create additional revenue streams. For example, Andrew could offer his coaching services to individuals who have completed Janet's Passion Test facilitator certification program, and Janet could promote Andrew's speaking services to her audience.

OUTREACH EMAIL

"I've been following your work on business coaching and communication training, Andrew, and I love how you help leaders and entrepreneurs clarify their messages and connect with their audience. I think our audiences would greatly benefit from working together - have you considered co-hosting a webinar on 'Clarity and Purpose: How to Find Your Why and Live a More Fulfilling Life'?"

#10 84/100

Phyllis Marlene Benstein

WHY GREAT FIT

This partnership would be a great fit for Janet as her focus is on helping individuals discover their passion and purpose, which is a crucial step in building a successful business or leadership career. Phyllis's business coaching and consulting services would complement Janet's offerings by providing a practical framework for clients to apply their newfound passion and purpose in their professional lives.

STRATEGY

To pitch this JV partnership, I would suggest highlighting the potential for cross-promotion between their audiences. For example, Janet could offer a free facilitator certification course to Phyllis's audience, while Phyllis could promote Janet's courses and coaching services to her network of business leaders and entrepreneurs. Additionally, joint events or webinars could be organized to bring their audiences together and create new opportunities for collaboration and growth.

OUTREACH EMAIL

"Phyllis, I've been following your work in business coaching and consulting, and I love how you help entrepreneurs and leaders find clarity and direction in their professional lives. I think our audiences could really benefit from working together - perhaps we could explore a joint event or certification program that combines your expertise in business strategy with Janet's passion and purpose discovery?"

ACTION TRACKER

Your Follow-Up Checklist

| | Partner | Action Item | Urgency | Status |
|----|-----------------------------|-----------------------------|---------|--------|
| 1 | David Riklan | Send outreach message TODAY | High | ■ |
| 2 | Cathy Smith | Send outreach message TODAY | High | ■ |
| 3 | Julie Ann Mercouris (Meyer) | Send outreach message TODAY | High | ■ |
| 4 | Bob Sparkins | Send outreach message TODAY | High | ■ |
| 5 | Dr. Stephen J. and Tené K. | Send outreach message TODAY | High | ■ |
| 6 | Suzanne Evans | Send outreach message TODAY | High | ■ |
| 7 | Rebecca Murtagh | Send outreach message TODAY | High | ■ |
| 8 | Diane Forster | Send outreach message TODAY | High | ■ |
| 9 | Andrew Mellen | 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