

JV PARTNER MASTER PACKET

Financial Freedom 101 Launch

Penelope Jane Smith | Real Prosperity Inc

February 10, 2026

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Affiliate Page: realprosperityinc.com/affiliates/

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

Table of Contents

Section 1: Executive Summary

Section 2: About Penelope & The Offer

Section 3: Commission Structure

Section 4: Partner Scoring System

Section 5: Tier A Partners - Immediate Outreach (16 Partners)

Section 6: Tier B Partners - Week 1-2 Outreach (17 Partners)

Section 7: Tier C Partners - Secondary Wave

Section 8: All 30 Verified Emails

Section 9: Backup & Alternative Emails

Section 10: Partner Websites & JV Pages

Section 11: Personalized Outreach Emails - Tier 1

Section 12: Personalized Outreach Emails - Tier 2

Section 13: Database Partner Outreach Emails

Section 14: Follow-Up Email Sequence

Section 15: Partner Swipe Copy

Section 16: Email Subject Line Templates

Section 17: Launch Timeline

Section 18: Assets Checklist

Section 19: Partner FAQs

Section 20: Outreach Tracking Template

Section 21: Quick Action Items

Section 1: Executive Summary

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@teamparkle.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

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	February 10, 2026
Frontend Price	\$97 refundable deposit
Backend Offer	Financial Freedom Accelerator (\$20K-\$65K)
Average Sale	~\$10,000
Affiliate Page	realprosperityinc.com/affiliates/

Section 3: Commission Structure

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



Unified 100-Point Scoring Criteria

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

Priority Tiers

Tier	Score Range	Description	Action
Tier A	80-100	Best fit, highest potential	Immediate outreach
Tier B	65-79	Strong fit, good volume	Week 1-2 outreach
Tier C	50-64	Decent fit, requires personalization	Secondary wave
Tier D	<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

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@motivatingthemasasses.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	David Riklan	SelfGrowth.com	295,000	86	★	david@selfgrowth.com ★
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@ewomennetwork.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	partnerships@womenrockingbusiness.com
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	motivatingthemasess.com
Affiliate Page	motivatingthemasess.com/join-our-affiliate-program/
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	support@motivatingthemasess.com
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	295,000 (LARGEST VERIFIED)
Niche	Self-improvement, personal development
Score	86/100
Email	david@selfgrowth.com  VERIFIED - SEND IMMEDIATELY
Why Perfect Fit	Massive list, self-improvement = wealth-ready audience. Has email confirmed and ready.
Priority	SEND IMMEDIATELY - Highest value immediate action item

Section 8: All 30 Verified Emails

Ready for Immediate Outreach | Sorted by List Size

#	Partner	Email	List Size	Priority
1	David Riklan	david@selfgrowth.com	295,000	 IMMEDIATE
2	Brandi Cox	brandicox0703@gmail.com	274,469	HIGH
3	Diane Forster	diane@dianeforster.com	171,500	HIGH
4	Bob Sparkins	bob.sparkins@leadpages.com	163,149	MEDIUM
5	Andrew Mellen	andrew@andrewmellen.com	157,200	MEDIUM
6	Toni Kaufman	toni@standoutstars.com	130,000	HIGH
7	Sally Sparks-Cousins	hello@teamparkle.com.au	124,600	HIGH
8	Suzanne Evans	suzanne@driveninc.com	91,100	 IMMEDIATE
9	Karin Olson	oak7@msn.com	69,532	MEDIUM
10	Laura Rubinstein	coachlaura@transformtoday.com	67,510	MEDIUM
11	Willie Crawford	willie@williecrawford.org	61,633	LOW
12	Donna Price	dprice@compassroseconsulting.com	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	Andie Monet	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	donnaogunter@gmail.com	15,000+	LOW
22	Chris Williams	YouBecauseNow@gmail.com	15,000+	LOW
23	Cathy Smith	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@ewomennetwork.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

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@kddmnc.com , Toni.kddm@gmail.com	Business/personal
Diane Forster	diane@dianeforster.com	diane.forster.dandrea@gmail.com	Personal
Sandra Yancey	members@ewomennetwork.com	kym.yancey@ewomennetwork.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

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)
10. Andie Monet ★ - Billionaire Women Rising
11. Ana Xenia Macko ★ - Abundant Coaches
12. Leslie Capps ★ - Wild Woman Marketing

Section 21: Quick Action Items

SEND TODAY (Verified Emails with Largest Lists):

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

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	VERIFY BEFORE PRIORITIZING
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

- 1. **Original Research** = Warmest, best-fit partners (contact first)
- 2. **Database ★ Partners** = Women-specific, high priority (contact Week 1)
- 3. **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	February 10, 2026

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

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

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

Subject: "Mindset + Strategy = Financial Freedom"

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

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

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

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"

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"

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"

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

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"**

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

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)	✓	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	✓	Included in this document
Commission payment schedule	<input type="checkbox"/>	Confirmed dates needed

Section 19: Partner FAQs

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 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

Document Prepared: January 29, 2026

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

JV Manager: Shannon Grainger

All emails verified through web research on January 29, 2026

★ *indicates women-specific audience (highest priority)*

Questions? chelsea@sharkmarketing.co