

# 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

### 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. **SCALE:** David's reach of 295,000 subscribers provides significant cross-promotion...

### STRATEGY

#### WHAT DAVID GETS:

- \* Exposure to Janet's global network of 5,000+ certified facilitators
- \* Speaking opportunities at Passion Test events and facilitator trainings
- \* Affiliate partnership with proven high-conversion programs

#### WHAT JANET GETS:

- \* Promotion to 295,000 engaged subscribers
- \* Podcast guest opportunity
- \* Email promotion to their list
- \* Potential facilitator certification partner

### 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/

### WHY GREAT FIT

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

### STRATEGY

#### WHAT SUZANNE GETS:

- \* Access to Janet's engaged audience seeking transformation

#### WHAT JANET GETS:

- \* Promotion to 91,100 engaged 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.linkedin.com/in/dianeforsterofficial/)

### WHY GREAT FIT

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

### STRATEGY

#### WHAT DIANE GETS:

- \* Access to Janet's engaged audience seeking transformation

#### WHAT JANET GETS:

- \* Promotion to 171,500 engaged subscribers

### 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/

### 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 seeking transformation

#### WHAT JANET GETS:

- \* Promotion to 157,200 engaged 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/

### WHY GREAT FIT

**SCALE:** Bob's reach of 163,149 subscribers provides significant cross-promotion value for Janet. **THEY OFFER:** Bob brings Copywriting, Copywriting Training, E-Commerce Marketing, Email List Building, Email Marketing Training, Facebook Ads, Funnel Creation Consulting,...

### STRATEGY

#### WHAT BOB GETS:

- \* Access to Janet's engaged audience seeking transformation

#### WHAT JANET GETS:

- \* Promotion to 163,149 engaged subscribers
- \* Email promotion to their list
- \* Potential facilitator certification partner

### 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/

### WHY GREAT FIT

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

### STRATEGY

#### WHAT DR. GETS:

- \* Access to Janet's engaged audience seeking transformation

#### WHAT JANET GETS:

- \* Promotion to 63,000 engaged 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/](https://linkedin.com/in/cathy-smith/)

### 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.

**THEY OFFER:** Cathy brings Business Coaching, Business Consulting, Coach Marketing Training, Marketing Coach, P...

### STRATEGY

#### WHAT CATHY GETS:

- \* Access to Janet's engaged audience seeking transformation

#### WHAT JANET GETS:

- \* Promotion to 14,350 engaged subscribers
- \* Podcast guest opportunity
- \* Potential facilitator certification partner
- \* Speaking platform access

### 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://linkedin.com/in/julie-ann-meyer/)

### 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 seeking transformation

#### WHAT JANET GETS:

- \* Promotion to 100,000 engaged subscribers
- \* Potential facilitator certification partner

### 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://linkedin.com/in/rebeccamurtagh/)

### WHY GREAT FIT

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

### STRATEGY

#### WHAT REBECCA GETS:

- \* Access to Janet's engaged audience seeking transformation

#### WHAT JANET GETS:

- \* Promotion to 1,027,500 engaged subscribers

### 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://linkedin.com/in/phyllismarlenebenstein/)

### WHY GREAT FIT

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

### STRATEGY

#### WHAT PHYLLIS GETS:

- \* Access to Janet's engaged audience seeking transformation

#### WHAT JANET GETS:

- \* Promotion to 13,155 engaged 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	<input type="checkbox"/>
2	Suzanne Evans	Schedule outreach this week	Medium	<input type="checkbox"/>
3	Diane Forster	Schedule outreach this week	Medium	<input type="checkbox"/>
4	Andrew Mellen	Schedule outreach this week	Medium	<input type="checkbox"/>
5	Bob Sparkins	Schedule outreach this week	Medium	<input type="checkbox"/>
6	Dr. Stephen J. Kosmyna	Schedule outreach this week	Medium	<input type="checkbox"/>
7	Cathy Smith	Send outreach message TODAY	High	<input type="checkbox"/>
8	Julie Ann Mercouris	Send outreach message TODAY	High	<input type="checkbox"/>
9	Rebecca Murtagh	Send outreach message TODAY	High	<input type="checkbox"/>
10	Phyllis Marlene Benstein	Send outreach message TODAY	High	<input type="checkbox"/>

### 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