

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; opportu' — Janet offers exactly this with a global facilitator network and engaged audience. SCALE: 295,000 subscriber reach provides significant cross-promotion value. ...

STRATEGY

WHAT DAVID GETS:

- speaking opportunities at Passion Test events and facilitator trainings
- affiliate partnership with proven high-conversion programs

WHAT JANET GETS:

- 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; opportu—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: 91,100 subscriber reach provides significant cross-promotion value. THEY

OFFER: Coach Marketing

STRATEGY

WHAT SUZANNE GETS:

-

WHAT JANET GETS:

-

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/

WHY GREAT FIT

SCALE: 171,500 subscriber reach
provides significant cross-promotion value.

STRATEGY

WHAT DIANE GETS:

-

WHAT JANET GETS:

-

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: 157,200 subscriber reach
provides significant cross-promotion value.

STRATEGY

WHAT ANDREW GETS:

-

WHAT JANET GETS:

-

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: 163,149 subscriber reach
provides significant cross-promotion value.

THEY OFFER: Copywriting, Copywriting
Training, E-Commerce Marketing, Email
List Building, Email Marketing Training,
Facebook Ads, Funnel Creation
Consulting, Ghos

STRATEGY

WHAT BOB GETS:

-

WHAT JANET GETS:

- 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: 63,000 subscriber reach provides significant cross-promotion value.

STRATEGY

WHAT DR. GETS:

-

WHAT JANET GETS:

-

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/

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: 14,350 subscribers in a complementary niche. THEY OFFER: Business Coaching, Business Consulting, Coach Marketing Training, Marketing Coach, Podcast Host, Public Speak...

STRATEGY

WHAT CATHY GETS:

-

WHAT JANET GETS:

- • podcast guest opportunity
- potential facilitator certification partner

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/

WHY GREAT FIT

SCALE: 100,000 subscriber reach provides significant cross-promotion value.

THEY OFFER: Business Coaching, Business Consulting, Communication Training, Content Creation, Content Marketing, Funnel Creation Tools, Sales Training, Video Mark

STRATEGY

WHAT JULIE GETS:

-

WHAT JANET GETS:

- • 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://www.linkedin.com/in/rebeccamurtagh/)

WHY GREAT FIT

SCALE: 1,027,500 subscriber reach
provides significant cross-promotion value.

STRATEGY

WHAT REBECCA GETS:

-

WHAT JANET GETS:

-

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/)

WHY GREAT FIT

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

STRATEGY

WHAT PHYLLIS GETS:

-

WHAT JANET GETS:

-

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