

JV EXECUTION SHEET

Financial Freedom 101 | Penelope Jane Smith | chelsea@sharkmarketing.co

FEB 10

SEND TODAY — 7 Verified		
David Riklan	david@selfgrowth.com	295K
Suzanne Evans ★	suzanne@driveninc.com	91K
Toni Kaufman	toni@standoutstars.com	130K
Sally Sparks-Cousins	hello@teamsparkle.com.au	125K
Andie Monet ★	andie@ssd-intl.com	26K
Cathy Smith ★	coach@cathysmith.com.au	14K
Leslie Capps ★	Leslie@WildWomanMarketing.com	9K

THIS WEEK — High Volume		
Brandi Cox	brandicox0703@gmail.com	274K
Diane Forster ★	diane@dianeforster.com	172K
Bob Sparkins	bob.sparkins@leadpages.com	163K
Sandra Yancey ★	members@ewomennetwork.com	500K
Milana Leshinsky ★	milanaleshinsky@gmail.com	50K+
Rachel Rodgers ★	info@helloseven.co	Large

COMMISSION			
\$1/opt-in	\$50/reg	\$1K-\$3.5K/sale	LIFETIME
Avg sale ~\$10K realprosperityinc.com/affiliates/			

TIMELINE	
Jan 29-31	Send to "Today" partners
Feb 1-3	Follow-up + This Week
Feb 4-7	Swipe copy to confirmed
Feb 8-9	Final reminders
FEB 10	LAUNCH DAY

APPLY TO JV PAGES	
Sage Lavine ★	sagelavine.com/jvpartners/
Lisa Nichols	motivatingthemasasses.com/affiliate
Natalie Sisson ★	suitcaseentrepreneur.com/affiliate
Sigrun ★	sigrun.com/partner-hub

EMAIL FORMULA	
1. Compliment their work	
2. "Here's what happens next..." (gap)	
3. Penelope bridges that gap	
4. Commission structure → Call CTA	
Core: "You teach MAKE money. Penelope teaches GROW it."	

DAILY CHECKLIST	
<input type="checkbox"/> Send 5-7 outreach emails	<input type="checkbox"/> Send swipe copy to confirmed
<input type="checkbox"/> Log all sends in tracking sheet	<input type="checkbox"/> Update tracking with responses
<input type="checkbox"/> Follow up on 3-4 day old emails	<input type="checkbox"/> Apply to 1-2 JV pages
<input type="checkbox"/> Reply to responses same day	<input type="checkbox"/> Brief Chelsea on progress
DO NOT CONTACT: Rebecca Murtagh — 1M list unverified (social, not email)	

★ = Women-specific (priority) | Full details in Master Packet | chelsea@sharkmarketing.co