



Master the People Skills
That Grease the Wheels
of Business & Life

www.OptimizeInstitute.com

Optimize! Interviews Guest Agreement Overview

The Optimize! Interviews are for the primary purposes of **providing practical, motivating ideas, insights and strategies that help create success in both personal and business life.** We want to help you get your word out in the **most effective way possible.** This agreement with Rhoberta Shaler, Host of the Optimize! Interviews will help. Your **one-hour, in-depth interview** will be available to Optimize! GOLD Members as well as to visitors to your website 24/7. We will provide you with a choice of buttons and banners for your website to take your visitors directly to your interview on our website.

NOTES:

Please arrange to call in using a land line, handset phone. This gives the very best audio production quality.

If you choose to have call-in guests to enhance your Optimize! Interview, here is what to do: Send Dr. Shaler an email with the names of your guests, brief information for her to introduce the guests and the exact time you have asked each guest to join the interview. When she has that information, she will send you the bridge line telephone number and PIN.

If you are not having call-in guests, Dr. Shaler will call you at the appointed time. Please be sure to be on a landline telephone and email the number to Dr. Shaler.

OUR AGREEMENT:

Dr. Shaler has found these things to be effective in making the most of your interview. We know you want to maximize your exposure so here is what we would like you to do:

Send a solo e-mail notification of your interview on the Optimize! Interviews to your entire database of contacts (can be contacts, customers, prospects, colleagues, media, friends) on **at least two occasions.** Include Dr. Shaler at RS@OptimizeInstitute.com in each mailing so she can add to your promotion.

Place the provided button or banner on the primary pages of your website to link directly to your interview. This will take your visitors directly to your interview on Dr. Shaler's website 24/7.

Have **one or two guests call in to the show during your interview.** (Entirely optional.) If you wish to use this option, please let Dr. Shaler know at least two days prior to your interview and she will send you the number you & your guests will use to call in. This gives you the opportunity to invite colleagues, clients, customers or mentors who will augment your segment by endorsing your services, concepts or product.

THIS IS A MUST! Forward a web-format (72-96 dpi .jpg) photo of yourself, your URL, descriptive copy regarding your interview content and a brief bio (as you would like it presented) to the show's webmaster at Optimize! Institute, as soon as you have signed this agreement, to ensure that it is available on Rhoberta Shaler's website BEFORE your interview. Webmaster email: info@optimizeinstitute.com Of course, the earlier you do this, the earlier you begin receiving the publicity benefits. **In fact, if you don't do this, we'll have to postpone posting your interview until it's received...it's THAT important. If we don't have promotional copy about you and your topic, it will be difficult to promote you, right? EXTRA NOTE: YOUR BIO, ETC MUST BE WRITTEN AS A BIO, NOT A RESUME. WE WILL NOT REWRITE YOUR MATERIAL. Please send it as you'd like it posted.**

You grant Dr. Shaler the non-exclusive rights of every kind for the use of the interview. This is outlined in the Assignment of Rights document you will receive.

You go to www.OptimizeInstitute.com/sked and book your interview time yourself so that it fits with your schedule. When that is booked, you will receive a confirmation and 'Assignment of Rights' form. **Once it is signed & returned, you're on!!!!**

In consideration for the above, you will receive:

Your interview & bio listing, including a live link to your website, on www.OptimizeInterviews.com website – accessible by members only - for as long as the interview is archived. (minimum 1 year)

Your photo, description copy and URL will be added to the Optimize! Interviews website – accessible to all visitors - which will increase your visibility, search engine popularity and drive traffic to your website.

The opportunity to extend publicity benefits to at least two colleagues, clients or mentors.

AND, a copy of your interview on CD in MP3 format, if you want it. (Makes a great product to sell to folks if you have prepared well for the interview.)