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Your \$uccess Requires Planning Plus Action

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Editor & Publisher

P.S. A majority of our clients are renewal customers - they've found long term value. You can see who else is listed at the www.ExpertClick com Web site. You should be there too!

Journalists from thousands of news organizati the Yearbook. Here are some:

ABC News Advertising Age
The Associated Press Baltimore Sun Better Homes & Gardens Billboard

Bloomberg Business N Cable News Network CBS News Chicago Tribune Cincinnati Enquirer Congressional Quarterly Copley Daily News Service CBS News

Daily News Dateline NBC Des Moines Register Discover Magazine Editor & Publisher ESPN Family Circle

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Recognized as being unique!

Seth Godin and Fast Company magazine gave us their coveted "Purple Cow" designation.

The "Purple Cow" is their designation of distinction for unique companies.

We are profiled in their "Companies That Can Help You Make Things Happen" issue.

Purple Cow?

Here's how Seth Godin defines Purple Cow:

"You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. What do Starbucks, and JetBlue, Krispy Kreme, Apple, DutchBoy, Kensington, Zespri and Hard Candy have that you don't? How do they continue to confound critics and achieve spectacular growth, leaving former tried-andtrue brands to gasp for their last?"

"Cows, after you've seen one, or two, or ten are boring. A Purple Cow, though... now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff -- a lot of brown cows -- but you can bet they won't forget a Purple Cow. And it's not a marketing function that you can slap on to your product or service. Purple Cow is inherent. It's built right in, or it's not there. Period."

Quotes from Participants with great results:

"The Wall Street Journal called me... their story about my marketing boot camp resulted in speaking offers."

-Arnold Sanow, MBA, CSP

"The Today Show, Inside Edition, ESPN, MSNBC & CNN" -Lauren J. Fix, Automotive Consultant/Expert

"I got an email from a New York Times writer assigned to check out Munchausen's Syndrome, who said every time he did a search on Lexis, my news releases were the first seen." —Barbara Bryan, National Child Abuse and Resource Center.

"Business Week, AP, Fox News, Bloomberg Radio from one news release." -Paul Dickson, Author

"Good Morning America, Inside Edition, MSNBC, Parenting Magazine, Child Magazine, The Boston Globe" —Debra Holtzman, Child Safety Expert

"Rush Limbaugh, and dozens of other outlets picked up my story" -Michael Levine, Hollywood Publicist

"World News Tonight, NPR, CBS Radio & CNN." -Professor Doug McCabe, Labor Expert, Georgetown University.

"Significantly increased our media calls, national networks; outstanding results."

-Mark Rosenker, Electronic Industries Association.

"The exposure was nationwide and we received calls from places we never expected to hear from: radio stations, National TV and newspapers." –Dr. Musa Qutub, Islamic Information Center of America.

"I'm a ten-year member who wouldn't think not to renew every year. I've had interviews with every major media outlet multiple times. I've had hundreds of thousands of opens on my news releases using ExpertClick's News Release Wire; it has helped me be #1 at Google with 'Identity Theft Expert.'" —Robert Siciliano.

"It is easy to send new releases—Mitch is a thought leader on SEO and I value his service tremendously."

-Marilee Driscoll, Long-term care expert.

"A service I use regularly to send our press releases and my name in front of media figures. I recommend it to everyone."

-Alan Weiss, Consultant.



Note about testimonials. Your results may differ. These results are based on journalists' interest in specific topics.



Yearbook of Experts®

The Yearbook of Experts, Authorities & Spokespersons® is an annual directory of interview contacts, first published as the Talk Show Guest Directory in 1984.

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Reference listing with logo/photo and 75 words of text.



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Contact from Web Site

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- Issues Crisis Management, how to navigate "heartache issues"?
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- Waltz is an award-winning industry leader. He ran the campaign "Vindicating th

ong other projects, he has worked on fatal plant explosions, ugly litigation, majo

eers elected him CEO / President of the industry's professional society, akin to an MD ted to head the AMA or an Attorney elected to head the ABA. Previously, he was a ted a Fellow PRSA. And he has earned the industry's highest honors.

area he covers is "contemporary change movements," in terms of strategy and public nion, in the historical context of the Civil Rights, Feminist, and Environm nts of the last half century

when they find themselves in the harsh spotlight of media

e of an East Central Illinois farm. Sam Waltz has been a Delay statewide paper brought him to cover politics. As State Capitol Bureau Chief in his 20: overed a young Joe Biden in his 30s. He went on to a strategic senior career in Externa airs for the DuPont Company, and then founded his own consultancy in 1993 as DuPon nt through global downsizing

73) degrees from the University of Illinois at Urbana, with PhD coursework (no degree ublic Policy at the University of Delaware in the later 1970s. He is married, and the

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Listing style: There are two listing styles in the printed Yearbook of Experts





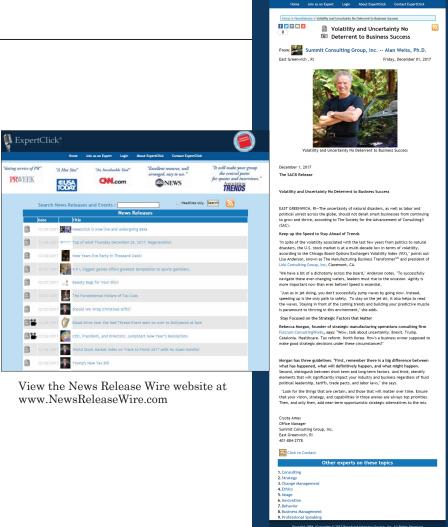
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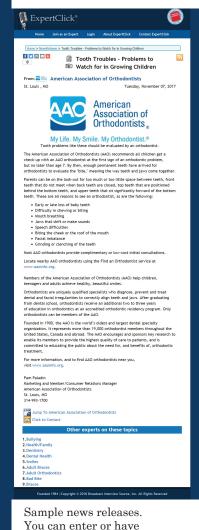
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us automatically pick

up your blog.

FAGE 6



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The ExpertClick website has press room pages and news releases in an easy to search portal, where you can be indexed by 39 topics.

Search Engine Elevator

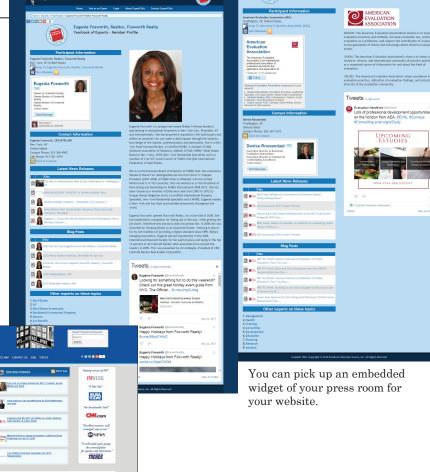
With Search Engine Elevator (SEE) every profile is pushed to search engines. Here's how Russell Perkins from the Infocommerce Report reviewed this strategy of promoting each profile:

"The most basic explanation of SEE is that it offers more ways for experts to be found online by interested media. Mr. Davis sees journalists as sailors, lost in a sea of information; the experts are the lighthouses along the way. Prior to SEE, ExpertClick was its own lighthouse—just one—that could be seen from a certain vantage point. SEE changes that, in effect 'setting up a coastline of lighthouses' for the journalist, with ExpertClick.com members having the most powerful 'light'."

Need an Expert?

to: Mitchell.Davis@ExpertClick.co

Money? Sex? Death?



P P G A Nout

Press rooms can include your Linkedin embed, four photos, 1000 words of text or HTML, your news releases, your blog posts, Facebook embed and Twitter stream.

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History of IPA

The International Platform Association® (Platform®) is one of America's first associations. Founded as the American Lyceum Association in 1831 by statesman Daniel Webster and educator Josiah Holbrook, it has been the market place for speakers for 188 years. Much has changed over the years, from the invention of the Telegraph and the rise of YouTube. The Lyceum movement of town hall-like buildings for sharing education changed with the Chautauqua movement of traveling tent shows.

Annual meetings have been held in Washington, D.C. since 1965. Speakers have included President Lyndon B. Johnson and Governor Nelson Rockefeller; Poet Carl Sandburg; Activists Jesse Jackson and Ralph Nader; and Secretaries of State Daniel Webster and Henry Kissinger.

Today, Platform® continues as an extraordinary and unique publicity tool for hundreds of speakers with web profiles and the organization's annual meeting. The corporate sponsor for the association is Broadcast Interview Source, Inc.: publisher of The Yearbook of Experts, Authorities & Spokespersons® and the expert referral website: www.ExpertClick.com.

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