



## People, Places, and Things You Should Know

I'm looking forward to getting to know more about you and your business as a potential Expert Guest on one of our programs.

Our goal is to shine the spotlight on experts like you. If you're chosen, we will promote you and your profound business in an episode of the show and make it easy to be published in an article in one of our popular media partners, Business Innovators Magazine!

The greatest benefit is the fact that YOU will be positioned as a sought-after Expert that will be recognized as noteworthy.

Your interview is a WIN-WIN-WIN:

- 1) It provides a spotlight of you and your business, **a lifetime valuable asset**. You own the licensing rights to your segment and can use it on your website, in blogs and in social media posts.
- 2) It gives our audience valuable insight, tips and advice that they can use to solve their problem, reinforcing *you* as an educator and an advocate.
- 3) When your clients, customers and prospects see you were spotlighted in an industry-specific show, it increases your influence and credibility.





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It's the *quality of your audio* file that produces our best segments. Our initial call will be recorded to assist our sound engineers in determining whether or not you are a good candidate for the show.

**With that in mind, please furnish me with a landline telephone number when you schedule a pre-production call because I prefer to call you.** Cell phones drop calls. I'll consider using Skype if you use a headset.

Our programs are produced with a stress-free process. In fact, you will never have to get in front of a video camera. We integrate your photo with an audio file of your interview and industry images to illustrate your tips.

We use primetime animation and graphics, a professional set and an experienced show host to open and close the show. Your call-to-action is displayed at the end to lead viewers to your website. We optimize the video to make it easy for the search engines to find it.

Unlike other shows that glorify the host, our segments are produced to spotlight our expert guests who share their knowledge, insight and tips. There is no distraction of being taped with an on-air personality trying to further their own career. The show host, seen briefly at the start and at the end of each show, enhances the finished product. We never lose sight of the fact our *guests* are the stars!

### **What is needed from you prior to your show being syndicated:**

- **Your contact info:** full name, title, business name, business address, telephone # you want prospects to call, business web address, email address
- **A high-res photo** of you, known as a "rib shot," which means showing you from the ribs up. Preferably with a live background, like an office or in a restaurant. Smile!
- **Your business logo.** Feel free to point me to a website if it can be found there.



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Here is an example of a "rib shot:"



Next, your script is written based on our conversation. During our call, we'll go over everything so your segment flows smoothly. You record the script once you receive it, and send us the audio file. This may intimidate some, but no worries, we make it easy for you to do! No pressure. Don't like what it sounds like? Re-record it and send us your best one!

Tips for a good recording (we'll send the how-to details with your script):

- Think of the interview as giving info to a viewing *audience* versus to *one person*. Instead of saying, "You can call me..." say, "Anyone who wants to call me can..." Avoid the word "you."
- Remember to pause and breathe.
- Record in a quiet room without distractions or pets. Turn off phones and close any applications on your computer that may notify you with a sound, like email or social media newsfeeds.



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Are you getting excited to appear on one of our shows as an Expert?

Your episode uploads automatically to Youtube and any video or social media platform you use. You can also get the raw video file after it syndicates. Use it for your marketing purposes AND to attract MORE publicity. **The Ultimate Media Credential.**

There's more. We'll schedule a post-production call on how to leverage your newfound authority in a post-production strategy call.

Regards,  
Stephanie Miller

Executive Producer, PROFOUND Programs

P.S. If you know of any friends, colleagues, or businesses that are perfect guests for our show, or your business would be interested in partnering with the show, please let us know.



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Private ownership means you deal with the decision makers.

Because PRO-FOUND is privately owned, your specific requests are addressed quickly and you will deal directly with me, Stephanie Miller, if you have any questions or concerns regarding your interview.

### Here's how you can reach me:

by telephone: (877) 417-7744

by text: (207) 266-7772

by email: [info@profoundprocess.com](mailto:info@profoundprocess.com)

[Schedule A Call](#)



PROFOUND Programs is all about featuring noteworthy experts, and their businesses, from around the country. We interview passionate people who are making a difference in their community and in their marketplace.