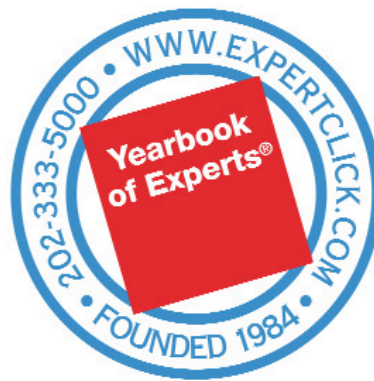


ExpertClick® Advantage Club



Advantage points at ExpertClick.com:
You earn priority – be seen before others.
Free – get your Verified Expert Certificate.

**Succeed with ExpertClick®
and earn Advantage points:**

- 1) Complete the 10 stages enclosed.**
- 2) Opt-in for Standing order.**
- 3) Early renewal.**

ExpertClick® Primary Points


- 1 **Your Participant Name** – Best to include a descriptor like: “Child Safety Expert” or “Television Advertising Expert.” Your participant name is used for search engine optimization (SEO) as your title tag – the first information Google sees about you.
- 2 **Topics** – Your topics ensure you are found in search, connect you with other experts and are set as title tags on your press room page – more great SEO for you.
- 3 **Text** – Include 1,000 words and HTML, if you like, for your ExpertClick.com press room page. Also, include up to 75 words for your text in the printed Yearbook of Experts, Authorities & Spokespersons® -- text helps two ways with SEO.
- 4 **Photos** – You can include up to four images for your ExpertClick.com press room page – 300 pixels wide is best. For the printed Yearbook of Experts, please send an image of at least 600 pixels wide to: Support@ExpertClick.com – we will size, load and send a link to your press proof.
- 5 **News Releases** – The #1 way members have success with the system is pro-active use of the news release wire. You can send daily news releases:
 - a. News releases
 - b. White papers
 - c. Links to news on your website
 - d. Content from your blog
 - e. Your newsletter
 - f. Your opinions on news of the day
 - g. PDFs of your brochures



ExpertClick® Advanced Points

- 6 **Badge to Your Website** – Simple HTML that shows only your info:
 - a. ExpertClick icon hot to your ExpertClick press room page
 - b. News Release Wire icon hot to just your news releases.Pick up the html code from your manage releases area.

 - 7 **Include Video in Your News Release** – Copy the embed code from the share button at YouTube or other services. Then, use the HTML choice to enter and proof. You can include I-framed content, too – a great way to include PDFs or graphs of high-quality images.

 - 8 **Share News of Your Future Events** – Attract more trade show visitors and meet more clients and real-life followers. Create a Daybook.com profile and add events. You can create a custom list, showing only your events. Plus, as a member, you can invite guests to your events.
- 
- A screenshot of a Daybook.com calendar. The calendar is titled "Daybook.com" in a red header. Below the header, the days of the week are listed: MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, and SA. The calendar grid shows dates from 1 to 26. The date 19 is highlighted with a red checkmark, indicating an event or a specific day of interest.
- | | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SA |
|--|--------|---------|-----------|----------|--------|----|
| | 1 | 2 | 3 | 4 | 5 | |
| | 8 | 9 | 10 | 11 | 12 | |
| | 15 | 16 | 17 | 18 | 19 | |
| | 22 | 23 | 24 | 25 | 26 | |
- 9 **Social Media Connections** – You can feed your RSS news releases to Twitter, Facebook or LinkedIN. You can use Twitter hash tags in your headlines to attract more visitors.

 - 10 **Get More Opt-ins and Members for Your E-mail List** – You can add your e-mail opt-in box to your press room page or news releases. You'll get opt-ins from people – people who are interested in you, for they have found you on your topics. This is a great way to get leads.

How to Earn Advantage Club Points

Free Options

- Participant descriptor – Your “Brand” – how you want to be found.
- Topics – The roadmap to your profile – keywords you want to be found on.
- Text – Help readers and get great SEO with brief keyword rich text.
- Photos – Up to four on your press room page – one in the printed Yearbook.
- News Releases – Send a text, HTML, PDFs or link to outside content.
- Badge from Manage Releases to your website – add fresh content to your site.
- Include video embed code in a news release – get more views direct in the release.
- Create a Daybook.com calendar, and invite guests – real in-person followers.
- Social Media connections – Add your RSS feed to Twitter, Facebook or your site.
- Add opt-in membership form to your profile or news release – fill your sales funnel.

Paid Options

Standing Order – Pay no money now. You are always guaranteed 15% off rate card costs. Your account will renew annually upon completion of your current membership.

Early Renewal – Renew for one, two or three years. Lock in your current costs with pre-payment. – One Year, – Two Years, – Three Years

For paid options, please enter credit card: _____ Ex: ___/___

Three Ways to reply:

- Call (202) 333-5000 – Eastern Time Office Hours.
- Fax to (202) 342-5411.
- Mail to address below.

Yes, I want Advantage points – each point raises you in search above those without.

Claim ten points and earn the Verified Expert Certificate.

Name to be printed on Expert Certificate: _____

Mail certificate to:

Name _____

Group _____

Address _____

City, State, Zip _____

Country _____

Mitchell P. Davis, Editor & Publisher

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Questions? WashingtonDC@ExpertClick.com or (202) 333-5000