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VISIONARY WOMENPRENEUR'S PODCAST

*A Publication and Production of Compass Rose Consulting, LLC
Special Guest Handbook & Agreement*

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Visionary Womenpreneur's Podcast

<https://podcasters.spotify.com/pod/show/visionarywomenpreneurs>

Special Guest Agreement

WELCOME

Thank you for your interest in being a guest on **Visionary Womenpreneur's Podcast**. The show is designed to celebrate Womenpreneur's, their vision and passion for the work they are doing in their businesses and the impact they are having on the world. It is a great opportunity to gain exposure for you, your product and services. The online application available here: gives us the information that we need for your appearance. We will be working with you to gather the information that we need to promote the show in advance and provide to you with information so that you can also promote the show.

PREPARATION FOR THE SHOW

There are several things that we will need from you in order to prepare for the show. This is all completed via our online form and calendar.

1. A brief bio that we can include on the website and in press releases (this needs to be limited to 150 words)
2. Description of your topic (200 words)
3. Headshot of you that can be included on the show page.
4. Review the questions so that you know what to expect.
5. The show is a recorded and not a live Internet Radio show.
6. Press Releases & Promotion

We will be writing press releases for online distribution. In addition, we post events on our profile on LinkedIn, Facebook, Twitter, Instagram and other relevant websites. The show is also included in listings on Ancor.fm. We will send to you a copy of the press release that you can use to send to your local area media. The more press coverage we can create between us the better the show will be. In addition to press releases the show will be listed on one of Compass Rose Consulting, LLC's websites, and mailed out to our newsletter subscribers. Our total reach is about 20,000. We encourage and expect you to share information with your list and social media as well.

This is a partnership. As a guest on Visionary Womenpreneur's, it is expected that you help promote the show with your contacts also. Here are some ways that you can promote the show:

1. Join the Visionary Womenpreneur's Facebook group:
<https://www.facebook.com/groups/visionarywomenpreneurs>
2. Distribute our press release or your own.
3. Log on to the show page and share the links.
4. Write a review of the show on iTunes or Spotify.
5. Send out an email to your contacts.
6. Share on your social media channels.

USE OF SHOW

Once the show is posted and LIVE on the site it is available for download via Anchor.fm. You can also embed the show on your website. This is great because you continue to receive exposure via the show. The show contents must remain intact, without editing out the introduction of the show

or the close of the show. Compass Rose Consulting, LLC owns the show and its content and reserves the right to use the show as an audio give away or information product for free or for sale on any Compass Rose Consulting, LLC website or other e-commerce sites including E-Bay, Amazon, I-Tunes etc. I have found that continued exposure to show material in this way continues the viral marketing that was begun with the show. With the evolution of e-books we also may convert the interview into an e-book and offer it on Amazon Kindle. We will include your bio and photo, web link and contact info in the e-book. This is GREAT exposure for you.

CANCELLATION

I am working to promote you and your product or service on the radio show. I am excited to have you as a special guest on the show and want the interview to go great. If for some reason you need to cancel, please give me as much notice as possible. If you fail to show up for the show, we will bill you \$150.00.

PERMISSION AGREEMENT

I hereby grant to you Compass Rose Consulting, LLC (and its parent company, affiliates, licenses, and assignees), and the latter being the contemplated publisher of the Work, the right and permission to use, reuse, publish, and republish my name, photograph, likeness, and statements and comments made by me, in whole or in part, without prior review, in all formats of the Work and any derivative works, including without limitation electronic works and including for the purposes of sale, trade, promotion, or advertising.

I warrant the accounts told, written or furnished by me are original with me and do not violate any copyright, personal, or proprietary right. I confirm that none of the information disclosed was acquired as a result of a confidential relationship or is treated as a trade secret.

I release you and Compass Rose Consulting, LLC from any and all claims, demands, or causes of action that I might assert in connection with the above use or uses by Compass Rose Consulting, LLC. I am over the age of 21. I have read the foregoing and fully understand the contents thereof.

Your Signature

Your Printed Name

Date

VISIONARY WOMENPRENEUR'S RADIO GUEST APPEARANCE CHECKLIST:

Print this sheet out! We record via Zoom. When you schedule your interview you will receive the Zoom Room details.

SUBMIT TO COMPASS ROSE CONSULTING

- Brief description of your business (**limited to 100 words.**)
- A brief bio that we can include on the website and in press releases (this needs to be limited to **200 words**)
- Headshot of you that can be included on the show page.
- An overview of your product or service that you want to discuss and links to relevant sites.
- Review our questions:
 1. Tell me about your business
 2. What was the original inspiration for getting started?
 3. What was your vision?
 4. How challenging has it been to create?
 5. What is one specific challenge that you faced and overcame?
 6. How has being a womenpreneur affected your business?
 7. What is your impact on the world beyond your clients?
 8. If you had to do it again, would you?
 9. What keeps you going?
 10. Who were the mentors that you relied on to succeed?
 11. What advice would you give other women that are considering launching a business?
- Register on Donna's site to be a blog contributor and submit an article: CompassRoseConsulting.com/contributor

FOR THE RECORDING OF THE SHOW

- Come to the show ready for some fun!!
- The show is recorded via Zoom, so we will also have a video. Dress like you want to be seen. If you do not want video, let Donna know in advance. It is fine, we just want to know!!

MARKETING PLAN

- Send out announcement to:
 - o Email list
 - o Social media list: Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube.....

- Create a flyer to leave in your local area.
- Press Release to local area and online
- Announce on your blog or website

AFTER THE SHOW

- Embed the show on your website:
 - I will email you once the show is live on the site, you can go to the show page and share the show via embed. Embedding just your show is just that – you can also embed the Visionary Womenpreneur’s Radio and people can then listen to any Visionary Womenpreneur’s episode.
- Announce again to your lists and point them to the embedded show on your website