

Here's What the News Media Says:



New York Times
"Dial-an-Expert"



PR WEEK
"Dating Service of PR"



USA TODAY
"A Hot Site"



CNN
"An Invaluable Tool"



ABC News
"Excellent resource, well arranged, easy to use"



Association TRENDS
"It will make your group the central point for quotes and interviews"



Barron's
"A treasure trove of information without which most journalists could not function"

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 Stigliano.

"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 out 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.

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Recognized as being unique!

Seth Godin and Fast Company magazine gave us their "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. 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 deBible, 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-and-true brands to gasp for their last?"

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Journalists constantly seek news, contacts and information they can use to benefit their readers, listeners and viewers.

Journalists thrive on content: they follow ideas, they need sources to fill out their ideas, they need people like you to interview.

You break through the clutter of information in editorial content, interviews or news stories.

You'll be accepted because you've been endorsed by the news media. They have chosen to include you and talk about you. Readers, listeners and viewers welcome you because they have chosen the media outlet where they're seeing or hearing about you. That's the power of media exposure.

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Step 1) Be Available
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* Ensure that the media knows that you welcome their contact and that contact goes to the right person — you!

Step 2) Provide Content
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* Post your events.
* Have updated information pushed to search engines.

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That's how we create new revenue for you!

Editor & Publisher
Mitchell P. Davis
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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!



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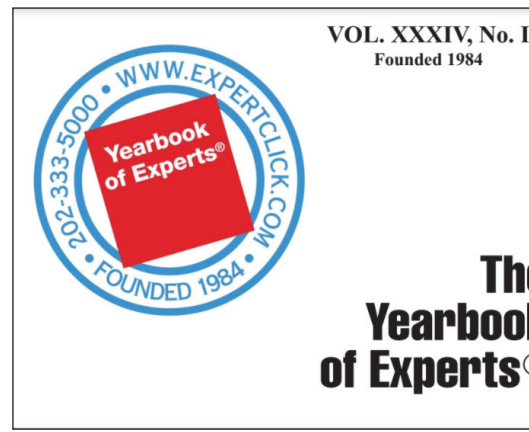
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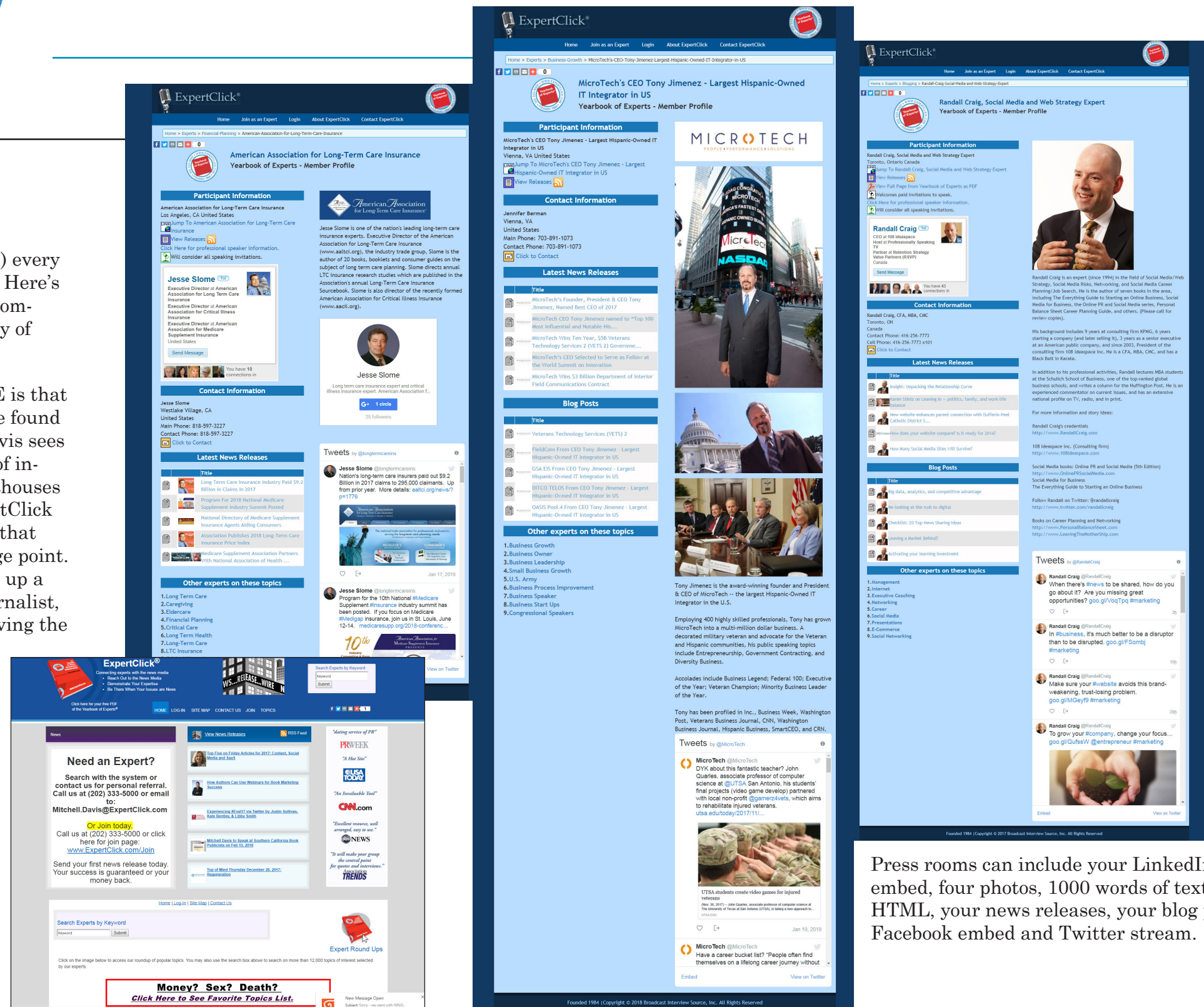
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"The most basic explanation of SEE is that it offers more ways for experts to be found online by interested media. Mr. Davis sees journalists as sailors, lost in a sea of information; the experts are the lighthouses along the way. Prior to SEE, ExpertClick 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."



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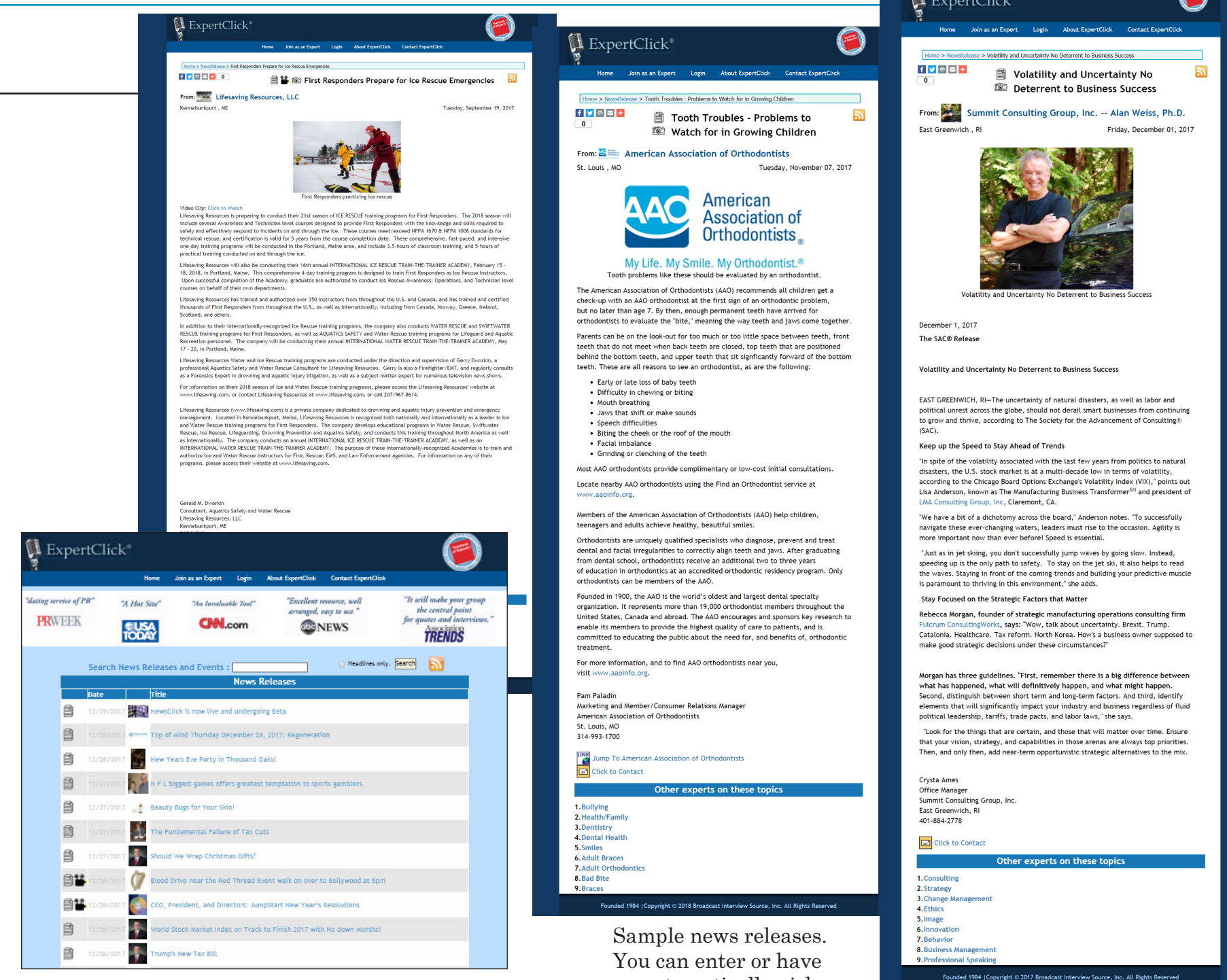
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Speakers have included President Lyndon B. Johnson and Governor Nelson Rockefeller; Poet Carl Sandburg; Activists Jesse Jackson and Ralph Nader; and Secretary of State Henry Kissinger.

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