

Speaking Terms and Guidelines

1. Terri does not charge a speaking fee. Her income is generated solely from product sales at the seminar. Proceeds of back-of-the-room sales will be split 50-50 between Terri and the promoter, but Terri will be guaranteed a minimum of \$6,500. For example, if gross sales total \$15,000, Terri and promoter each receive \$7,500. If sales total \$8,500, Terri receives \$6,500, promoter receives \$2,000. If sales total \$4,500, Terri receives the \$4,500 sales total plus \$2,000 from promoter.

2. In order to reserve a speaking date, a non-refundable deposit equal to 50% of the minimum guarantee (\$3,250) is required. The remaining 50% (\$3,250) is due 7 days before the reserved speaking date. The total of \$6,500 will be applied as a full credit toward sales of Terri's products at the seminar as described in paragraph 1.

3. Door-to-door travel and living expenses will be paid for and booked by seminar promoter. Hotel rooms will be non-smoking.

4. Terri will present a 90 minute talk to the general audience. She will then hold a special 1 hour closed door session only for people who have purchased her course. During the 90 minute general session, Terri will provide approximately 80 minutes of solid information and about 10 minutes of soft promotion for the back-of-the-room sales of her publicity courses. Currently the basic course retails for \$497 and the deluxe course retails for \$897.

5. Sales of back-of-the-room products will be processed by seminar promoter. A check for the net amount due Terri will be sent to her office within 3 days of the seminar. Since Terri delivers her product at the seminar, the promoter is responsible for any uncollected sales (i.e. bad checks, declined credit cards, etc.).

6. If the Promoter cancels Terri's talk up to 30 days before the scheduled appearance, the deposit is forfeited, but no further payment is due. If cancellation comes less than 30 days before the scheduled appearance, the promoter is responsible for the entire \$6,500 minimum.

7. Promoter will provide an overhead projector during Terri's main session talk.

8. Terri will provide all handouts. Promoter will provide assistant(s) to pass out handouts and take orders.