

# The Art of Transformational Interviewing

**Impact** – stand out as original; be recognised for your own uniquely valuable message

**Essence** – be truly authentic so you are confident, relaxed and composed

**Encapsulate** – convey your message succinctly and memorably

**Power** - have powerful presence and maximise the number of potential clients you reach



**ReSource** is a digital publication and portal, **Your Ultimate ReSource**, (in beta, launching soon) dedicated to personal and business growth, established in 2004, which attracts contributions from some top notch best-selling authors and public figures ranging from HH the Dalai Lama, Deepak Chopra, Muhammad Yunus and Paulo Coelho - to Edward de Bono, John Kotter, C.K. Prahalad, Marianne Williamson and Tony Buzan.

This means that as Founder and Editor, I have conversations with some truly amazing people. Many of our readers tell me that they find the interviews to be one of the main attractions of ReSource, and that they define the style and originality of the publication.

I'm often asked if I get nervous or feel intimidated. In fact, I look forward to the encounters with great relish, and something almost magical happens, as if the right questions arise spontaneously because the interviewee and I are easily and naturally in tune.

## Drawing out the Essence



According to my interviewees, I'm an '*agent provocateur*', a catalyst, a novel thinker and questioner who refreshingly reaches parts others do not - stimulating them into new areas of thought and ideas. It's a brilliantly synergistic process that gets great results for all.

I'm now offering a very powerful and effective service for authors, speakers and leaders where I conduct an expert interview which draws out the essence of their work; this is based on my many years' experience of working with leading lights in the MBS and business world, as editor, coach and mentor.

Our authors have often requested this extra offering, because they find their conversations with me provoke new thoughts and they gain invaluable insights into their purpose, passions and new possibilities.

One leading international multi-million seller engages me as his '*primacy effect*' whenever he comes back from lecturing and book promotion trips because it helps him centre and relocate after months away.

Details of the service options available are below.

## What is the 'Primacy Effect'?

The definition of primacy is 'first', 'first in line' and refers to having the initial and strongest effect/affect. It's the first thing you come into contact with, which can set the mood and agenda and give you first mover advantage.

## How the Primacy Effect Works



**Imagine you're visiting a place for the first time** – maybe business premises of some kind, maybe a home. Does the presentation of the entrance influence you? Is the front garden tidy, the path free from rubbish, the porch bright and clean? Is the front door gleaming and cared for with attractive door furniture and a welcoming feel that has you mentally anticipating a good experience? Or does the front door need a fresh coat of paint, with tarnished brassware and looking frankly down at heel? What effects do the first appearances have on your anticipation of the outcome, what does it predispose you to expect and to think?

We only have a few seconds to capture the interest, approval, or support of those we meet, whether that is on or offline, so the impression we make in those precious moments is of paramount importance. This applies not only to face to face meetings, but to the information we present about ourselves in every situation, from online profiles to CVs, from letters and emails to articles, blogs and reports we write. It's the first few words, the first looks, gestures and feelings we engender in those we meet that count, and we meet so many more people these days through online as well as offline interfaces, we'd better be sure we engage them in the first instance with the essence of who we are.

It's the **Primacy Effect** – and managing it is crucial to your success in being perceived as who you really are – as the expert in your field, the right employee for the job, trustworthy, accomplished and able to manage yourself and others. In terms of web presence and getting known, a good author or expert interview video will give you exactly that benefit, constantly.

## Why Have an Expert Interview?

An 'expert interview' – which not only demonstrates you as the expert you are, but is also expertly conducted in a way which draws you out and presents you at your best – is an essential piece of your business and marketing toolkit, critical to your increased success and to gaining the best exposure on the web. It will perform as a constant, global, 24/7 marketing and PR asset which can go viral and reach thousands, even millions, of potential viewers, helping to turn them into eager paying customers.



## How Does it Work?

You are transforming what would otherwise be a cold market into a warm market, because your interview will present the **essence of you** – you will appear natural and unforced, fluent and convincing, so your audience will feel they already know you, which allows them to begin to like and admire you and your work, so they will be more open to buying your products and engaging your services.

## Amongst the Many Benefits of an Expert Interview with Christine are:

### Impact

*Stand out as original, be recognised for your own uniquely valuable message*

### Essence

*Be truly authentic so you are confident, relaxed and composed*

### Encapsulate

*Convey your message succinctly and memorably*

### Power

*Have powerful presence and maximise the number of potential clients you reach*

These factors alone will radically improve your personal branding both on and offline, and enable you to capture the imagination and attention of a larger tribe of dedicated followers and customers.



## Some Recommendations from Interviewees and Clients:

*"I love what you did with my interview.... I'm happy to work with you any time."*

**Jack Canfield, "America's #1 Success Coach", Founder & CEO, Chicken Soup for the Soul Enterprises, a billion dollar empire that encompasses licensing, merchandising and publishing activities around the globe**

*"I feel your interview of ALL I ever did (maybe in my life) really GOT IT--who I am and why. Since then when we had the interview (in a very magical way) we found a funder, a wonderful Swiss guy, a business genius."*

**Dr Candace Pert, Neuroscientist, bestselling author of 'Molecules of Emotion', and 'How to Feel Go(o)d', one of the stars of runaway success movie 'What the Bleep do We Know'**

*'It is the most beautiful thing anyone has written about me and I honor you forever for it. It will be a permanent part of my press kit.'*

**Dr Barbara de Angelis, author of fourteen best-selling books which have sold over eight million copies and been published throughout the world in twenty languages; one of the most influential teachers of our time in the field of relationships and personal growth..**

*"Your questions provoke many new thoughts and creative ideas, you are an 'agent provocateur', and in our interviews and conversations you are able to reach parts no-one else does."*

**Tony Buzan, Multi-million bestselling author of over 90 books, speaker and inventor of Mind Maps, the world's foremost expert on thinking visually, and a leading lecturer on the brain and learning.**

*Seeing the conversation in print made it much clearer to me; it helped clarify for me how what I am doing could be interpreted from "the outside". What most impressed me was the clarity in the words. I really like the result. Your questions are obviously powerful indeed to get the words out; I can't imagine that I would be that clear otherwise.*

*I think the article is excellent, I am genuinely impressed, and I know that I would not have been able to write it myself, even with lots of time, so it must have been your questioning.*

**Christer Söderberg, Leadership and Sustainability Expert, Open World Foundation**

*I spent an inspiring afternoon with Christine, and her magic for me is that her guidance appears effortless - to the point I felt that I was coming up with all these wonderful visions on my own. In fact, it was Christine's caring and intuitive guidance gently taking me to a place I would never have reached without her. Those who know Christine already will understand me when I say that with Christine's help I have seen a realistic vision of my own future.*

*Thanks Christine - and I look forward to working with you for a long time to come.*

**Richard Flewitt, Business Video Producer, New Edge**

*Christine is a wonderful and inspiring spirit, her natural gift to heal with her words and with her hands is tangible as you stand within her presence. I am delighted to know Christine and have safely shared my personal story with her. I highly recommend that you experience Christine's beautiful and calming energy to create harmony in your life.*

**Pauline Crawford, Founder, Corporate Heart**

*In the presence of Christine you experience complete non-judgement, total understanding and compassion. And that was on my first meeting.*

*Christine exudes a soft, gentle energy, whilst at the same time being utterly wise, knowledgeable and knowing. It's as if she can tap into and see your soul, and when she does, you know she accepts you just as you are.*

**Dr Lisa Turner, CEO, Psycademy**

*Christine is seriously well connected to leading humans all over the world.*

*Hugely progressive individual: Well informed, insightful.*

*She listens with care and she offers wise words after deep thought.*

*I can't recommend her enough.*

**Thomas Power , Chairman, Ecademy**

*"We're having a really lovely conversation here, I want to take more time, because what's nice about this, is that it's not an interview, it's a real conversation and I know you're really interested in these issues for your own life and work and that's the way I feel... I love your spirit."*

**Benjamin Zander, Conductor of the Boston Philharmonic Orchestra, author of New York Times best-seller 'The Art of Possibility' and according to Tom Peters, 'the hottest property on the management guru circuit'.**

*"I had a wonderful coaching experience with Christine. She rapidly created a safe, trusting space with ease which felt very connected, from there anything was possible. It was both a connection of spirit, almost beyond words and time, while also being very grounded, staying with real issues. This allowed me to be able to access my knowing and find my own solutions. It was a really spiritual experience and, in my experience, one that is all too rare!"*  
September 2010

**Tiffany Gaskell MBA CPCC, Executive Director, Performance Consultants International**

*"Christine is a highly motivated, compassionate lady with a rare vision for personal development in publishing. She brings an articulate and beautiful quality to her interviews, placing her interviewee's needs first and works towards a collaborative and harmonious conclusion.*

*I highly recommend you working with Christine and contracting her to assist you in making your brand and business more public through her wonderful Publication "ReSource". It is rare to come across someone who gives to others with so much understanding and compassion. Her excellence and attention to detail in everything that she does is admirable." October 7, 2010*

**Liz Chukwu, Director, Passion 4 Life**

## Expert Interviews:

### Comprising

- 10 - 15 minute HD quality Video, 16:9 widescreen, edited and prepared for your website so all you have to do is insert the embedding code. Also posted to YouTube and promoted on Your Ultimate ReSource website and others being developed.
- Video will be themed with promotional material/lead-ins, etc.
- Topic to be advised and discussed in advance to allow interviewer preparation: Materials (books, course notes etc.) must be available 14 days minimum in advance
- If you require coaching in media presentation, this can be arranged
- Cost **£333** plus VAT at prevailing UK rates
- Payment via PayPal. (See PayPal payment buttons TBA) or bank transfer
- Unlimited time on the website
- Location of interview: Ealing, London
- Maximum 30 minutes will be allocated for the recording session.
- Provision of URL Link and HTML Embed Code for the client to use wherever required.
- VAT Receipt

### Optional Extras:

1. An unedited audio MP3 recording for Podcasts etc. can be produced.  
Additional cost **£44 inc. VAT.**
2. Full Edited Transcript of interview in Word.  
Additional cost **£55 inc. VAT.**
3. If you wish to be filmed at an alternative location, please provide your requirements for us to provide you with a Quote.
4. Additional consecutive interviews on the same topic may be arranged – ask for preferential rates.
5. Editing of existing media. Please provide details so that we can provide you with a Quote.
6. Longer Interviews. Contact us for a Quote.
7. DVDs or CDs can be produced. Contact us for a Quote.
8. Other Promotional Videos. Contact us for a Quote.

## The Client webpage will contain:

- 16:9 Format YouTube or Vimeo Video immediately displaying Video Clip ready for initiation by viewer/user
- Book Title or Product description (Supplied by the Client)
- Image of Book or Product (Supplied by the Client)
- ISBN No for a Book or other Product Identification (Supplied by the Client)
- Brief written synopsis of the Book or Product etc. – Approx. 200 words (Supplied by the Client)
- Bio of the Author or Presenter (Supplied by the Client)
- Link to Amazon so that users can purchase client book or product.
- Link to the Clients website. (Supplied by the Client)
- Contact details to the Client as required for the Website(Supplied by the Client)
- e-mail address (Supplied by the Client)
- Telephone numbers (Supplied by the Client)
- Skype Number (Supplied by the Client)
- Link to Publisher or PR Company or as required. (Supplied by the Client)

## Notes and General Information:

- Please complete the order form by clicking on the PayPal (Payment is required in full at the time of order).
- Upon receipt of Payment, we will immediately contact you to arrange a mutually convenient date and time for recording to take place.
- If there is a specific topic or angle you wish to cover, please let us have notice at least 7 days in advance.
- It is recommended that the Client prepares their background script for the responses to our standard questions (supplied on ordering) in advance in order to become comfortable with the presentation of their subject matter and to minimise any requirement for retakes when videoing and ensure that they will be able to complete their interview in the chosen timeframe. These questions form a basis, as a foundation for getting to the essence and provoking new thoughts.
- We retain the right to publish the Interviews without time limit in whatever, medium is available at the time of publication.
- Select clothing in a neutral style which you will be happy with, over the years to come.
- A light anti-reflective make up will be applied to minimise shine on skin surfaces. This is non-allergenic; however, please notify us if you have any allergies or provide your own product which is acceptable to you.

### Contact:

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