

INTERVIEW VALET

CASE STUDY: AUTHOR

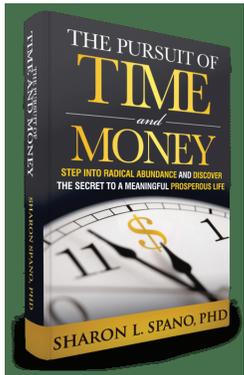
SHARON SPANO, PHD

The Pursuit of Time and Money

Sharon Spano has a PhD in Human and Organizational Systems. She is an author, corporate business strategist, workforce expert, professional speaker and former radio host of WorkSmart Live.

Sharon empowers business leaders and entrepreneurs to maximize performance, improve employee engagement, and increase bottom-line results. She is also a Certified Professional Integral Coach dedicated to helping others adopt new paradigms about time and money so that they can step into radical abundance in every area of their lives.

Sharon's research focuses on wisdom, adult development, and leadership. Her work and her book *The Pursuit of Time and Money: Step Into Radical Abundance and Discover the Secret to a Meaningful Prosperous Life* are grounded in research in adult human development.



GOAL

Sharon enlisted the services of Interview Valet for a book launch, with the aim to reach C-level business leaders, entrepreneurs and small business owners.

RESULTS

In addition to book sales, Sharon discovered great contacts through her interviews and listeners.

*Interview Valet was such an important part of launching my new book, *The Pursuit of Time and Money*. When I was preparing my launch strategy, I knew that podcast interviews were important to the process, but I had no idea how to access leading hosts. Interview Valet was an answer to that dilemma. From beginning to end, Tom Schwab and his team treated me with care and consideration. My concierge, Terri Shrader, was the absolute best—patient, kind, and attentive.*

This First Class team made the challenge of launching a book fun and exciting. Their systematic way of doing business allowed me to fully engage in the interview process with ease. Because of their efforts, I was interviewed by some of the best national and international podcast hosts. Along the way, I have made amazing new contacts that have greatly impacted my business beyond even the sale of the book. This team turned an overwhelming effort into a joyful adventure. Thanks so much to Tom and Terri for being an integral part of how I continue to move my business forward.



Sharon Spano, PhD / *The Pursuit of Time and Money*