



Location **Washington**
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My name is Margo Kimball and I own a research company called Research Recruiting (Research-Recruiting.com). We find respondents for our clients' research projects.

One of our clients is interested in learning more about the needs of "Junior" SEM practitioners, who they define as folks who have been practicing SEM for 2 years or less. Our client will be hosting an online Advisory Panel or Discussion. I wondered if you would be interested in helping us out and participating. As a thank you, you will receive \$150. Details follow:

Who: Client-side folks who have been practicing SEM for 2 years or less

What: Online Advisory Panel/Discussion

Who is our client: A very well-known provider in the SEM space. I will tell you who it is when we speak on the phone.

How does it work: Two times over the next 6 months you will receive an invitation to participate in an online research discussion. These invitations and the resulting discussions are called "Pulses." You would need to log on to the discussion board and participate for about 30 minutes for each of the 2 Pulses.

Topics of Discussion: Topics will vary and could include things like your wants, needs, desires or reactions to a new offering.

Timing commitment: 30 to 45 minutes for each Pulse. We ask that you please log on to the discussion within 48 hours of receiving the emailed invitation to participate. The specific time that you log on to the discussions is completely up to you, **YOU WORK THE DISCUSSION IN AROUND YOUR OWN SCHEDULE** -- just as long as you do participate within two days of receiving the invitation.

When will the discussions occur: These 2 Pulse discussions will take place sometime over the next 6 months. The first discussion will take place over the week of Wed Aug 12th and Thurs Aug 13th. I will also email you a couple of days before each Pulse to give you a heads up that the discussion will be taking place.

Confidentiality: This research is for internal purposes only. You will never be quoted or identified as having participated in the research. Your identity will remain anonymous from the other participants.

Thank you: You will receive a total of \$150 for helping us out with the research. You will receive \$75 after each discussion in which you participate. You can receive your thank-you either as a check that we will mail to you, or as an emailed Amazon.com gift certificate.

If you are interested in helping us out with this research -- please get back to me by email to the following email address . Please let me know your full name and give



me a phone number where I can reach you. I just need to ask you a couple of questions to make sure that you are a fit for the research.

Thank you

Margo Kimball