



GoodThinkInc.

Happiness is a choice. Happiness is an advantage. Happiness spreads.

July 16, 2014

To Whom It May Concern:

This is a letter of high recommendation for Alexis Roberts. Alexis joined GoodThink, Inc. three years ago to help us raise the profile of our company and be able to compete effectively for international business using our eCourse platform and social media.

In 2013, Alexis helped grow our social media influence by doubling our followers online and creating a community of conversation with scholars, media and followers on Facebook and Twitter. In the Fall of 2014, she helped manage a New York Times bestselling campaign by making sure that we coordinated when readers purchased the books, creating online promotions, and by raising awareness for the book launch. In 2014, she helped us manage the process of doing a two hour interview with Oprah shot at her house in California. Alexis worked hand in hand with the Oprah Winfrey Network's top social media influencers to create a groundswell of interest in the interview. She then helped create sustainable ways of going deeper with us after the show, such as managing an online survey tool. Finally, she helped us manage an international webinar post-Oprah which was a six week long moderated e-course. She helped with the administration, innovation, customer support and e-design for these projects.

In effect, Alexis is doing three jobs in one: social media, customer service and web design—and she has done this despite being the only member of the team that does not live in Virginia and with minimal guidance on our part. She is able to sift through massive amounts of email to ensure that information flows internally in the best way possible.

Alexis is kind, prompt, self-motivated, and intelligent with a high attention to detail. When something is not getting done she manages the project to completion to make sure that no time or revenue is lost. She has the compassion to be able to respond to emotional requests on our social media page, but strong enough to deal with slow vendors. She would be a fantastic asset to any organization that is interested in someone who has top-tier proven experience working with Oprah, Random House, Forbes, NPR as well as with customers and vendors to create sustained revenue and to ensure effective completion of projects.

Sincerely,

Shawn Achor
CEO GoodThink, Inc.

Author of *The Happiness Advantage* and *Before Happiness*