



Mentor Program Guide

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Mentor Program

1. Introduction

Welcome to TheCircle.org. This guide provides information and policies covering our mentor program. As a mentor, you will be a leader in a specific subject area where you will offer insights and help to others who desire to learn more about the particular subject area, meet people who have similar interests and just generally improve their lives. A mentor functions within a circle through regular blog entries and by facilitating discussion and answering questions in a forum. The goal of TheCircle.org is to create a community of people with similar interests where those new to the subject can converse with those who are experienced such that all participants come away with a sense of personal growth. We hope you find your mentoring activities enjoyable and we seek to make the endeavor a satisfying experience.

2. What is a Mentor?

A mentor is a person who, through education, training or experience, has gained above average knowledge in a field such that he or she can render advice to others on how to carry out activities in the field. A mentor need not be an “expert”. As discussed below, The Circle.org does not require qualification as an expert through membership in a professional association. Further, TheCircle.org does not certify mentors as experts. Rather, mentors are people who have represented to TheCircle.org that they have above average knowledge in a particular field and who desire to help others further their interest in that particular field.

TheCircle.org features “circles” where site visitors register as members to learn about specific topics in self improvement and to seek guidance on how to carry out activities in furtherance of that interest. In other words, a “circle” is a web page dedicated to a specific subject where the blogs, forums and other resources are located only as to that particular subject. At its launch, TheCircle.org plans to offer about 50 circles on various subjects, each of which is administered by at least one mentor. A circle can have up to 4 mentors who split time covering the activity in the circle.

3. What is Asked of a Mentor

As a mentor, you will be asked to carry out the following tasks:

- i. Publish a blog entry once a week relevant to the circle that meets TheCircle.org standards; and
- ii. Monitor a forum once a day and respond to any questions posted by members within 24 hours.

Mentors are only required to respond to questions asked by the members in the circle forum. Mentors are encouraged to respond to comments and suggestions by the members in the circle but are not required to respond. Whether a mentor responds to comments and suggestions is left to the discretion of the mentor.

TheCircle.org requires its mentors to always be professional, courteous and helpful to our members who seek help and participate in the circle. Mentors will answer questions and comment on posts from the members in the circle. In doing so, mentors are never to disparage or unduly criticize a member or use any offensive language.

If a mentor already has an independent blog dedicated to the subject matter of the circle, the mentor may base the blog for the circle on the independent blog but changes must be made to the text of the blog to a degree that makes the blog unique and avoids any cross-posting SEO issues. Making TheCircle.org blog unique will protect the SEO of both the independent blog and TheCircle.org.

TheCircle.org believes it is important that members to the circle get an idea of who the mentor is so that the circle will have credibility. Therefore, TheCircle.org requires its mentors to provide a photograph and short biography related to the subject matter of the circle.

Beyond blogs and forums, the circles will also feature articles and audio and visual demonstrations of the activities related to the subject matter of the circle if available. Mentors are not at this time required to write articles or to produce demonstrations for the site. However, if you have the time to write articles or the technical ability to do visual demonstrations, for example, through a video recording downloaded into our forums, we greatly encourage you to do so. Visual demonstrations, particularly, may help you explain to members how to carry out a technique or activity in the field. TheCircle.org may, in the future, make articles and demonstrations required activities of mentors.

4. Process of Selection

TheCircle.org provides an application for those persons interested in applying for a mentor position. If you would like to become a mentor, please submit an application via our web site. As part of the application process, you may email us your resume. Submitting a resume is highly recommended, as it allows us to get to know you better. TheCircle.org may ask for a phone interview. For those applicants not selected, TheCircle.org will keep applications on file and if ever an opening arises, applications on file will again be considered for the position. You may update your application at any time.

In some cases, you will find that no circle has yet been created that matches your skill set. TheCircle.org encourages you to go to the “Create a Circle” section and submit your idea for a circle related to your skill. You will be asked during that process whether you are willing to be considered as a mentor if a circle is created for that subject matter. If a circle is created, you will be notified and asked to apply for the mentor position. That you requested the creation of the circle will be given weight in our review and selection process.

5. Mentor Qualifications

To become a mentor, an applicant must show and confirm that they meet the following qualifications:

- i. have above average knowledge of a field either through education, training or experience such that he or she can render advice to others on how to carry out activities in the field;
- ii. be able to type in grammatically correct English;
- iii. have facility with a computer, internet, email and other computer programs and functions; and
- iv. be 18 years or older.

6. Mentors are Independent Contractors

A mentor of TheCircle.org is an independent contractor. This means that a mentor is not an employee, agent, servant, joint venturer, partner or affiliate of or with the TheCircle.org. No federal, state or local taxes will be withheld from any compensation paid to a mentor and a mentor receives no employee benefits, including pension, health, social security, workers' compensation, unemployment compensation or other insurance. Mentors must conduct themselves in full compliance with all laws, codes, and regulations, including but not limited to, compliance with Internal Revenue Service regulations concerning all tax laws such as payment of all self-employment taxes.

A mentor maintains copyrights to the blog and forum content that is authored by the mentor and published on TheCircle.org. The mentor grants to TheCircle.org LLC, and to its successors and assigns, a royalty-free, perpetual license to publish the blog and forum content on TheCircle.org website or the website of its successors and assigns in whatever name or web address it operates. If the mentor later publishes the blog and/or forum content on another website, and it causes SEO problems for TheCircle.org, the mentor agrees to take the blog and/or forum content down from the other website in order to preserve the license of TheCircle.org and to avoid harming TheCircle.org. It is important for the mentor to understand that cross-posting and mirroring of content can harm their own website's SEO as well.

Mentors may terminate their position at any time for any reason. Likewise, TheCircle.org may terminate a mentor at any time for any reason. If a mentor would like to terminate work with TheCircle.org, we ask that the mentor give 30 days' notice to allow TheCircle.org time to replace the mentor.

Mentors may ask about limitations on liability covering the providing of advice to members in the forums on the site. TheCircle.org has strong disclaimers of liability that members must agree to before using the site.

7. Mentor Compensation and Benefits

TheCircle.org appreciates the importance of our mentors to our endeavor and seeks to compensate them fairly for their contribution. A mentor receives a number of benefits working with TheCircle.org.

Percentage of Ad Revenue

TheCircle.org depends on ad revenue to maintain its business life. The company is able to track ad revenue that is generated from a circle. A mentor is eligible to a share of this ad revenue based on the number of mentors participating in the circle and to the amount of work a mentor performs within a set time period, computed on the basis of a point system. The percentage of ad revenue available to be earned by a mentor ranges from 24% to 6% and is determined by the number of mentors that are assigned to the circle. If you are the only mentor working in a circle, you are eligible to earn up to 24% of ad revenue earned by the circle if all tasks are adequately completed. A more detailed explanation of our ad revenue policy is available for your information and you may receive a copy of the policy upon request. The company reserves the right to change the compensation terms in whole or in part at any time upon 30 days notice to mentors.

Mentors are paid once a month when their account reaches \$100.00. If in any month, the mentors account does not reach \$100.00, payment will not be made until the account reaches at least \$100.00.

Self-Promotion

TheCircle.org understands that mentors may have jobs or businesses related to the subject matter of their circles. For instance, a nutritionist may act as mentor in a circle related to eating right and be employed at a hospital or have her own businesses where she counsels others on nutrition. TheCircle.org affords this person a chance to become better known in the field and to create a national reputation. Furthermore, TheCircle.org allows the mentor to post the name of their company, if they have one, in their profile and to have a link to a mentor's web page. While TheCircle.org does not permit mentors to use the circle to advertise their business or negotiate the sale of goods or services within the context of the circle, visitors to the site will look at the mentor's background and become aware of a mentor's business.

Participation as a circle mentor can also be a valuable resume addition to those trying to advance their careers.

Helping Others

Receiving monetary or related benefits for giving advice or counsel is an acceptable and necessary part of our work. We have to put food on the table and pay for

our kid's college tuition after all. However, as we all know, satisfaction in life is not all about money. Giving help to others is just as important to achieving the happy life. At TheCircle.org, we seek to lend a helping hand to others seeking to improve their lives. As a mentor, you will be responsible to answer questions, stimulate discussion and encourage others to take the steps necessary to achieve their goals. While the members in your circle will receive the benefit of your skill and experience, you will take away with you the satisfaction of helping someone along the path of self-discovery.

Meet New People

TheCircle.org is about self-improvement and community. Our circles are made up of people with similar interests and passions. As a mentor, you will meet new people from around the country, even from around the world, who care about what you do and who have similar interests.

Learn New Things

While our mentors are tasked with teaching and guiding others through the process of learning a new activity or of personal growth, TheCircle.org is certain that once you meet new people and develop your circle, you will find that the members who came to you for advice or who participate in the circle, will in turn, teach you new ways of looking at your interest and new ways of doing things such that you will leave the circle a more informed person.

8. Some Restrictions

There are some actions which TheCircle.org cannot condone or encourage which would interfere with or negatively impact the viewership of the site. To maintain the integrity of the site, TheCircle.org prohibits the following activities by a mentor. A mentor may not:

- i. attempt to draw traffic from TheCircle.org to another forum at another website;
- ii. negotiate the sale of goods or services on TheCircle.org;
- iii. use the blog, forums or other resources to advertise the mentor's own business or the business of a company associated with the mentor; and
- iv. engage in unfair criticism of competitors or of other companies with a purpose to direct business to the mentor or another company associated with the mentor.

TheCircle.org understands that a mentor will often want to share other websites with the members to carry on a discourse about the subject matter of the circle and to direct attention to other resources that may help the members. A mentor can provide a link to other websites in his or her blog or other responses and discuss the value of the websites to the subject matter of the circle as long as this is not an attempt to draw traffic away from TheCircle.org.

As far as criticism of products or services within the subject matter of the circle, TheCircle.org realizes that mentors will be asked about products and services offered by other companies not associated with the mentor and that the mentor must be able to answer these questions if the mentor is able to do so, i.e. has a basis to do so in good faith in that he has tried the product or service, knows of a consumer report on the product or is familiar with the product or service. TheCircle.org encourages this type of discussion.

If TheCircle.org believes any of the prohibited activities have occurred it may terminate a mentor's contract.

9. TheCircle.org Appreciates Your Interest

TheCircle.org could not exist without competent and passionate mentors who care about the subject matter of their circles and who want to help people learn more about the subject and about themselves. TheCircle.org wants to thank you for taking the time to review this guide and encourages you to apply to be a mentor if you feel you have the qualifications, interest and dedication it takes to make a circle a success. TheCircle.org is dedicated to making the experience of mentoring as enjoyable and pleasurable as possible. Please let us know if you have any ideas or suggestions which may improve our mentor program.

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