

Welcome to the

NEWS USA®

Referral Agent Network:
Make Referrals. Get Paid 10% of Resulting Sale.

Thanks for your interest in becoming a Referral Agent for NewsUSA and helping your relevant contacts to benefit from the national media visibility our syndicated content service can bring. Below is information about NewsUSA, the services we offer to our clients, and how we work with referral agents.

Introduction to NewsUSA (p.1-2)
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Who We Are & What We Do

NewsUSA specializes in sponsored content and content marketing that guarantees **national** media exposure. We create and distribute engaging content that gets *guaranteed* editorial placement of our client's stories in trusted media outlets across the USA. Via our sponsored, syndicated news stories ("[mat releases](#)"), we craft clients' brand/marketing/educational campaign messages into feature news articles that look, feel and read like a real news story, blending in seamlessly with the news sites that we syndicate to. Placement on our content syndicate network of 2,400+ news outlets nationwide – in all 50 states, including the top 100 cities – creates national exposure for our clients.

- For clients that prefer a more visual story: we can develop and syndicate [listicles](#).
- For those who want more multi-media distribution of their stories: we can convert them to [radio news releases](#) and place them on 600+ radio stations across the U.S.
- For those who want a video element, we can convert their story into a 30-60 second [video](#) and stream across the new NewsUSA TV network.

For more info, see [What Sets Us Apart](#), the [NewsUSA info kit](#), and [examples of NewsUSA syndicated stories](#).

The Win-Win-Win For You, For Us & For Your Prospects:

With content syndication, our sponsored feature news article gets aggregated and distributed across multiple news sites. Story sponsors (our clients/your referrals) like it because it gets their message and their business/brand in front of millions of consumers across the country via trusted local news sites. Newspapers and news outlets like syndicated content because it helps them provide fresh information to their readers and it expands the content they offer – at no cost and no use of newsroom resources. It's a win-win that offers a real advantage to your contacts / our prospective clients in terms of costs, credibility, thought leadership, customer engagement and more.

How NewsUSA Can Benefit Your Relevant Contacts:

- **National media visibility:** NewsUSA guarantees 2,400+ placements of the feature in news media channels across the country – newspaper sites, TV/radio news sites and more. Together, the news syndicate reaches more than 170 million visitors per month.
- **Controlled message, Fixed cost:** Often organizations put out press releases and get very little media coverage. Or, if/when coverage happens, the stories may lack key messages or include misinformation. With a syndicated story, the client reviews and approves the story that NewsUSA develops. There is no need to design high-res art files for an ad, nor a need to employ an expensive public relations agency to "pitch" media to cover your business. With NewsUSA, placement on 2,400 local news sites in the syndicate is guaranteed. The [cost-effective price](#) is set and includes story development!

- **Clips to easily showcase success:** NewsUSA reports provide hyperlinks and screengrabs of each placement, making it easy to share placements with clients, customers, investors, employees, etc.
- **Motivates stakeholders:** News coverage impresses investors and customers. Local news coverage on hometown and regional news sites excites employees and mobilizes sales teams. These stories are great door openers and conversation starters. For example: Send them to potential investors (imagine one in Boston seeing a screengrab of your article syndicated on the Boston Herald site!). Share them with your customer in, say, Minnesota, where your article ran in the Minneapolis Star Tribune.
- **Showcases thought leadership:** While many businesses use content syndication to promote brands and drive sales, there is a unique opportunity to leverage content syndication for thought leadership as well. These clients develop and syndicate a bylined article(s) from a member of their leadership team, enabling the organizations to address industry issues, share stories, and state its unique position without editorial interference - and with guaranteed placement.

Who Is A Relevant Referral Lead In Your Network?

When you think about who in your network may be a good fit for NewsUSA, consider these factors. Potential [NewsUSA clients](#) are:

- 1) **National** – Our syndication network covers all 50 states and the top 100 cities in the U.S. so is a great fit for organizations looking for national reach. For example, NewsUSA syndicate stories are a great fit for the American Stroke Association’s educational campaign during National Stroke Awareness Month, but not for the New England Hospital Stroke Center. It’s a great fit the Little Rock Convention & Travel Bureau looking to lure more tourism to the region, but not for the Little Rock Theatre. It’s also not a great fit for a local yoga studio but IS a great fit for a new yoga app that consumers across the country could download to improve their yoga practice. A great fit for an author selling a book, but not for the local bookstore. **National**, rather than regional, is key.
- 2) **Consumer facing** – either with **products** (medicines, sunscreen, food items, consumer electronics, apps, podcasts, etc.), **services** (home improvement, financial planning) or **educational campaigns** (health/wellness campaigns, car care campaigns etc.).
- 3) Our targets include **companies** (who want to raise awareness about their products and services), **PR agencies** (who use sponsored content tools to promote their clients), as well as **nonprofits** and **trade associations** (who run educational awareness campaigns).
 - See the [clients and industries](#) page on NewsUSA’s website for examples of our clients as well as our [free articles](#) page to see the stories we are running now, in real time, to gain a better understanding of the range of organizations we work with.
- 4) **Contacts within these organizations most likely to be interested** in a conversation with NewsUSA are generally individuals in marketing and communications. Many of our clients have job titles with terms like “corporate communications,” “media relations,” “public relations,” “public affairs,” “marketing” or “sales and marketing.” For small companies, sometimes it is the CEO or VP of Marketing who is the decider, other times it is a communications director, or a contact at the PR agency the company works with. Some organizations buy and work with NewsUSA directly, others push NewsUSA to a contact at their PR agency. (If this happens, you’d still get your referral fee as the agency works on behalf of the organization you put us in touch with!)

How The Referral Program Works:

Get paid as a referral agent for NewsUSA.com: 10% of a completed sale goes to you!

Sign up today: www.newsusa.com/referralagent

As a referral agent, you would:

1. **Sign on as a referral agent** by sending an email to NewsUSA CEO Rick Smith with [this form](#). We'll ask for your name, your location and business area – so we have a sense of the types of clients you may be in touch with.
 - Once we have your info, we'll send you some **NewsUSA info/marketing materials** to assist you in conversations you may have with your relevant leads.
 - We'll also send along a **formal agreement**, confirming that when one of your referrals closes and pays, we'll immediately transfer your referral commission to your bank.
2. To get credit (and commission) for a referral, you must:
 - **Put us in email touch with your lead, AND**
 - **Set us up on a 3-way Zoom meeting or conference call** together with your prospect. *This is the best/quickest way to move towards a sale.* NewsUSA and our sales team will take it from there.
3. If the prospect you introduced to us buys from NewsUSA, you'll get **10%** of that sale.
 - Our most common sale is a 3 for \$12K series bundle (*\$1,200 to you, just for making an intro and setting up a call!*). Some prospects have been known to start with 1 story for \$5.5K (*\$550 for you*), some take advantage of series discounts and take 6 for \$24k (*\$2,400 for you*).
4. We'll collect your bank information and pay you electronically the same day that we receive payment from the sale.

Who Makes A Good Referral Agent? YOU!

We've had great leads from referral agents across a range of professions whose clients would benefit from national media visibility to drive awareness of (and traffic to) their brand / service / campaign / website.

- Website designers; Web & mobile development
- App developers / Game developers
- SEO specialists and digital marketers
- Marketing agencies / marketing consultants
- PR agencies / PR consultants
- Graphic designers
- Social media managers
- IT consultants
- Videographers and video producers
- **Anyone willing to make connections and introductions**

Does this sound like it's a fit?

If so, sign up as a referral agent today via the link below:

www.newsusa.com/referralagent

Once signed up, we'll send you more marketing materials about NewsUSA to help support your referral outreach.
Make referrals. Connect relevant contacts to NewsUSA. Get paid 10% of a resulting sale.

Got Questions? We're happy to answer them!

Reach out to NewsUSA's Rick Smith:

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