

Welcome to the

NEWS USA®

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

Below is information about NewsUSA & our process for paying commission to referrers who send business our way.

Introduction to NewsUSA (p.1-2)
How The Referral Program Works (p.3)

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 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 to 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 screenshot 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:

- 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 and marketing agencies** (who use sponsored content tools to promote their clients), as well as **nonprofits, foundations 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.
 - Contacts within these organizations most likely to be interested in a conversation with NewsUSA are generally individuals in marketing and communications. For small companies, sometimes it is the CEO. 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 if the PR agency buys on the client’s behalf.)

Who Makes A Good Referral Agent? YOU!

We’ve had great leads from referrers 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. Leads have come from:

- Website designers, App & Game developers
- SEO specialists
- PR & Marketing agencies / consultants
- Social media & digital marketers
- Graphic designers
- Videographers and video producers
- **Anyone willing to proactively make connections and introductions!**

How The NewsUSA Referral Program Works:

Make referrals. Connect relevant contacts to NewsUSA.

Get paid 10% commission on a resulting sale.

Follow this process to make a commission on the introductions you make that result in a sale:

1. **Sign on as a referrer** with the form on www.newsusa.com/referralagent. We'll ask for your name and business area – so we have a sense of the types of clients you may be in touch with.
2. **Start discussing the value of syndicated content and guaranteed national media visibility** with the relevant contacts in your network. See who is interested!
 - Take advantage of NewsUSA information and materials, to use and share as you see fit:
 - [Get to Know NewsUSA - Info Kit](#) - [What Sets NewsUSA Apart](#) - [FAQ](#)
 - [How Content Syndication Works](#) - [Case Studies](#)
3. **Set us up on a 3-way Zoom meeting or conference call together with your prospect.**
NewsUSA and our sales team will take it from there.
 - **To get credit (and commission) for a referral, you must set us up on a 3-way Zoom meeting or conference call** together with your prospect.
 - Why? ***This is the best/quickest way to move towards a sale.***
You are welcome to put us in email touch with your contact, of course. But we've found that too often, emails don't always lead to actual conversations. So set us up on a 3-way call or Zoom and let us take it from there. It's the most productive way to connect the benefits of our offerings to their specific business needs and the most effective way to move towards a sale (which results in your commission)
 - **Schedule the meeting and add us to the calendar invite** (*invite Rick Smith: rsmith@newsusa.com*), OR
 - **Use NewsUSA's [Calendly link](#)** to set up a call at a time that works best. Click "add guests" in the Calendly meeting page to invite your contact.
4. **Log your prospect in our [referral tracker](#).**
Either just before or after your call/Zoom, log your referral into NewsUSA's referral tracker using this form: <https://bit.ly/LogReferrals>. That way, we'll have your lead's email so that we can send relevant materials as follow-up to our call...and we can quickly and easily track back to you if/when your business referral results in a sale.
5. **GET PAID. If the prospect you introduced to us buys from NewsUSA, you'll get a commission of 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*).
 - **We'll pay you electronically the same day that we receive payment from the sale!**

Does this sound like it's a fit?

If so, sign up as a referral agent today.

www.newsusa.com/referralagent

Got Questions?

Reach out to Rick Smith: rsmith@newsusa.com or 703.508.8700