



News Poster Special Bonus Webinar Training

By Brian Koz





A bit about this webinar...

Not a tutorial of News Poster (see the
walk-through for that)

Focus on how to profit off News Poster
instead!

A decorative graphic in the bottom left corner consisting of several stylized, overlapping hands or fingers in shades of grey, pointing towards the center.



Questions or issues?

Contact us at

support@firstratesupport.com





There are really three main ways to profit off of
News Poster...



3 Ways to Profit



Use it to build credibility for your business.

Use it for your own offers / affiliate offers to gain extra exposure, leads, and sales.

Use it as a service to sell social media and/or blog management to others.



Build Credibility



If you don't have a social media presence or don't have one that's updated, that looks bad.

More and more people are searching social media (just like they once only searched Google).

Even if you're doing paid advertising, all those prospects are much more likely to see if your social presence seems legit vs. just a blank account.

Having updated content that is relevant and on top of things makes it look like you care, there's someone really there for your prospects to reach, etc..



Your Own Offers / Affiliate Offers



Obviously if you have your own offers or are an affiliate for some, you want extra exposure for a way to get more leads and sales.

Having the latest and engaging content can be a great way to give your social media and/or blogs the best chance of grabbing extra attention.

It's almost like a spider web – the more content / posts you have out there, the more chance someone will randomly find one of them (and the more chance of any of them going viral, but you don't even need that...).

But if you're looking to make money off your own offers or affiliate offers you don't want to just stop at having an updated, content filled social media and blog presence...



Your Own Offers / Affiliate Offers



You want to either have ads or “offer” posts also spread amongst your automated posts.

Giveaways can be a great way to not only build a list fast, but to also make money upfront from.

- **How they work.**
- **Tricks to making money immediately from them and well into the future...**
- **How to best use them...**

Reviews can be another great way to monetize those affiliate offers as well (while looking much more legit).

- **How to pick a good product to review (what to look for).**
- **How to keyword target your title for the review.**
- **How to write a review (basic format – title, short intro, pros and cons bullet list, short summary, call to action)**
- **Why they work well next to these other automated posts and such...**

How to go the extra mile... (Finding other pages and blogs to post and comment on, finding other leads out there to direct them to your sites / pages, etc. – takes some work but can really payoff.



Selling the Service



A great way to make a lot of money fast is to sell what the News Poster can do – social media and blog management – as a service!

Prices can start at \$297 / month up to thousands / month (average is probably in the \$497 to \$997 / month range depending on your target prospect).

Why is it a great thing? (Only a handful of sales is a substantial income, and TONS of businesses need / want this!)

But there's a few tricks to landing these sales that can work really well...



Selling the Service



The specific expert in the specific area trick...

- **Create a video or screen recording talking about how you're a social media manager expert for "dentists" or "dentists in x area."**
- **Show off a few similar businesses without a presence, as well as some with a presence but a dead one to point out why that looks bad.**
- **Make an offer at the end of the video / recording.**
- **Rinse and repeat with a new business type or location each week.**



Selling the Service



The referral trick...

- **Reach out to other businesses that share similar prospects to you, but that don't sell a social media management service (example: web designers, ad managers, etc.).**
- **Make an offer to pay a great ongoing commission for any referrals for life.**
- **For bigger prospects that can refer a lot of sales, offer to do their own management for free or free for x months just as a thank you.**
- **For bigger prospects as well, offer them the ability to white label your services.**
 - **What is a white label?**
 - **How to have the most attractive white label offer...**
 - **Ask them if there's anything else they want to sell but currently don't have the time to or can't...**

Selling the Service



The hook trick...

- **Having an unbeatable hook / front-end offer can be a great way to make your offer a no-brainer offer.**
- **This can be some kind of a huge bonus ... or even something completely for free if the prospects are targeted well enough.**
- **For instance, a free Facebook page or blog can seem like a huge bonus worth hundreds of dollars alone (often even more than the cost of a month of your service), yet they can easily be made or outsourced for dirt cheap (\$5 to \$25 – Fiverr.com).**
- **To have a crazy offer, you can even offer the first month for free ... or even a month free on top of a free bonus like above if the prospects are targeted well enough (that's a crazy deal – some will drop, but a lot more will typically take you up on it and stay).**
- **This itself can also be a “free bonus” for a month or so that you tie into another offer of yours (example).**
- **The key in all of this is just to set some time aside each week to market (paid or free – examples) or reach out to prospects (and ask those prospects for referrals as well for a cut).**



As you can see, there are several ways to take advantage of News Poster whether it be for just credibility, your own offers, affiliate offers, or for selling it as a service...





When you realize that you can combine all of these at once to take advantage of everything is when you realize the opportunities in front of you.





Best of luck!

And as always, let us know if we can
help with anything!





More Questions?

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