



Just choose a plan, submit your release,  
and receive a **detailed distribution report.**

## THE ULTIMATE EMWNEWS AFFILIATE HANDBOOK (EXPANDED)

Work From Home • Commission-Based • No Experience Needed • Mobile-First

(V3.2 - Updated June 15<sup>th</sup>, 2026)

## Welcome to the Family Business! (Your Path to \$1,000+)

You are joining a simple, high-reward work-from-home opportunity. We help businesses get massive media coverage on outlets like Google News, Yahoo Finance, and 200+ other sites, and you earn cash for every sale you generate.

- **No cold calling.**
- **No experience needed.**
- **Just a smartphone and 30 minutes a day.**

We don't "sell." We offer a **FREE TEST**. When you help a business get seen, they pay us, and we pay you. This handbook is your all-in-one tool to find leads, copy templates, and start earning.

**ALWAYS WELCOME:** If you have questions, submit them on WhatsApp or by email to [emwnews.com@gmail.com](mailto:emwnews.com@gmail.com). An EMWNews rep will assist with a copy/paste answer.

## Quick Overview

Category	Details
Company	<a href="https://www.emwnews.com">EMWNews.com</a> -- Press Release Distribution Platform
Target Markets	USA, Canada, Australia (High spending power, English-speaking)
Your Role	Share EMWNews with businesses who need press coverage.
Your Commission	20% of first payment + 20% recurring purchases.
Payment Schedule	Every 15th and 30th of the month via <b>PayPal</b> or <b>GCash</b> .
Time Required	30 minutes per day, 5 to 6 days per week.
Tools Needed	Smartphone, WhatsApp, Google Sheets (link provided), Canva (optional).

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## Why This Works (The Psychology)

Businesses **need** press releases to build credibility, attract investors, and get found online.

**The Secret:** Press releases are not advertisements; they are a **narrative controlled by the client**. It's a story about their success, their launch, or their expertise that gets published as news. This is a powerful ego boost and offers validity to potential clients.

**The Offer:** EMWNews gives them a FREE trial -- no credit card required. When you offer a free test, you remove all the risk. You are not selling; you are providing a **solution**.

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## 15 Perfect Customer Profiles (Who to Target)

You can offer press releases to almost anyone who wants attention. Here are 15 ideal types of customers :

1. **Real Estate Agents:** To post an "As Seen On" logo, build trust, rank higher on Google with backlinks, and attract more clients. "People are 71% more likely to trust a professional who's been featured in the media."
2. **Sales Professionals:** To announce milestones, awards, or achievements, validating their expertise.
3. **Students & Academics:** To announce awards, published papers, or graduations.
4. **Local Businesses:** To announce new locations, product launches, or community involvement.
5. **Music & Entertainment Industry:** To announce concerts, new albums, tours, or movie premieres.
6. **SEO Agencies:** To build authority for their clients and showcase their own "As Seen In" logos.
7. **Web Design Companies:** To announce new projects, awards, or company milestones.
8. **Investor Relations (IR) Companies:** To distribute 8-Ks, 10-Qs, 10-Ks, and earnings announcements for public companies.
9. **Public Companies / Small-Cap Stocks:** To attract investors by getting coverage on Yahoo Finance and other financial news sites.
10. **Crowdfunding Campaigns (Kickstarter/Indiegogo):** To get a "last push" from media in the final 10 days of their campaign.
11. **Authors & Consultants:** To position themselves as thought leaders by securing media mentions.
12. **SaaS Founders:** To announce product updates, funding rounds, or new features.
13. **Podcasters & YouTubers:** To announce new seasons, special episodes, or major milestones.
14. **Law Firms & Accountants:** To build credibility and showcase their expertise to attract high-value clients.
15. **Anyone with a Good Story:** From local heroes to non-profits, everyone has a story that the media wants to share.

*You will log everything here. This prevents duplicates and helps us track what is working.*

**Tab 1: "Master Outreach Log"**

<b>Column</b>	<b>What to Enter</b>
Date	Today's date
Your Name	Your first name
Platform	Facebook, X, Email, LinkedIn, etc.
Target Name	Company name or person's name
Target URL/Link	The link to the group, profile, or website
Contact Email	Their email address (if applicable)
Template Used	Template 1 to 15 (or "Custom")
Status	Posted, Sent, Replied, Waiting, or Follow-up
Notes	Any replies or results

**Tab 2: "Do Not Post" (Anti-Spam)**


<b>Column</b>	<b>What to Enter</b>
Platform	Facebook, X/Twitter, etc.
Group/Handle/Email	The exact name or address
Date Added	Today's date

## Column

## What to Enter

Added By

Your first name

 **IMPORTANT RULE:** Check Tab 2 BEFORE posting. If it is already there, **skip it**. After posting, add it to Tab 2 immediately to avoid spam flags.

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### The 15 Copy-Paste Templates

*Save these in your phone's Notes app. Personalize the brackets LikeThis before sending.*

#### **Template 1: Facebook Group Reply (General)**

*"Great post! Quick question---have you considered getting this in front of US or Canadian media? I know a platform ([EMWNews.com](https://EMWNews.com)) that lets you test a press release for FREE before paying anything. They distribute to Google News, Yahoo Finance, and 200+ outlets. A friend used them for a small announcement and got 50,000+ views. Just thought I'd share since you're scaling! <https://EMWNews.com>"*

#### **Template 2: X/Twitter Reply (General)**

*"Great point! Btw, if you ever need media coverage in the US or Canada, EMWNews has a free tier. No credit card. I've seen small companies get picked up by Google News within 48 hours. Might be worth a look!  <https://EMWNews.com>"*

#### **Template 3: Email (Google Maps / Directories)**

*Subject: Quick PR question for CompanyName*

*Hi FirstName, I was looking at CompanyName and noticed you're doing great work in industry. Quick question---have you ever considered sending out press releases to US media? I help out with [EMWNews.com](https://EMWNews.com), and they have a completely free test option (no credit card). You can see if press releases drive traffic before spending anything. Here's a link to the free trial: <https://EMWNews.com>. Even if it's not for you, no worries at all!*

*Best, YourFullName*

#### **Template 4: Public Company Email (IR Teams)**

*Subject: Press release distribution for CompanyTicker*

*Dear Investor Relations Team, I noticed CompanyName recently filed an 8-K / released earnings. Do you use a press release distribution service for your filings? I help out with [EMWNews.com](https://EMWNews.com), offering distribution to Google News, Yahoo Finance, and 200+ outlets. We have a free test option so you can see the results before committing. Best, YourFullName*

### **Template 5: LinkedIn Comment (General)**

*"Great insights! On a related note---have you ever used press releases to amplify your message? [EMWNews.com](https://www.emwnews.com) lets you test for free. I've seen founders get 50,000+ views on Google News. Just thought I'd share!"*

### **Template 6: Reddit Reply (General)**

*"Check out [EMWNews.com](https://www.emwnews.com)---they have a free tier so you can test if press releases work before paying. I've seen companies get picked up by Google News within 48 hours. Worth a look!"*

### **Template 7: Quora Answer (General)**

*"I've tested a few platforms, and one that stands out is [EMWNews.com](https://www.emwnews.com). They have a free tier so you can test if press releases drive traffic before paying. I tried them for a friend's crowdfunding campaign---we got 50,000+ views and 100+ backlinks. Worth a shot if you're bootstrapping!"*

### **Template 8: YouTube Comment (General)**

*"Great tips! For anyone looking for a PR platform, [EMWNews.com](https://www.emwnews.com) has a free tier. I've used it to get clients on Google News. No credit card needed. Just sharing in case it helps!"*

---  **NEW HIGH-CONVERSION TEMPLATES** ---

### **Template 9: The "No Reviews" Template (Google Maps)**

*"Hi Name, I saw you have great reviews on Google, but you're missing out on people who search your name and see nothing. Did you know press releases on EMWNews get indexed on Google News immediately? It gives you a 2nd page on Google for free. Try it here: [Link](#)"*

### **Template 10: The "Crowdfunding Booster" (Kickstarter)**

*"Great campaign! Quick tip: Most successful Kickstarters use press releases in the final 10 days to get a 'last push' from news sites. EMWNews gives you a free test to see if the media picks you up. I've seen campaigns get funded just from this. Good luck!"*

### **Template 11: The "Podcast Guest" Template (LinkedIn DM)**

*"Hey Name, love your takes on Topic. Are you looking to be a guest on more podcasts? I help founders get press coverage using EMWNews, and we can use those articles to pitch you as a guest to 100+ shows. Free test to see if it works. Worth a look?"*

### **Template 12: TikTok/Instagram Comment (General)**

*"Love the setup! Btw, if you ever want to get this story on Google News, EMWNews has a free trial. I've seen small brands blow up from it. Just saying! 🚀"*

### **Template 13: The "Competitor Steal" Email**

*Subject: Better distribution for your next release?*

*Hi Name, I saw you recently used *CompetitorName* for a press release. I help out*

with [EMWNews.com](https://EMWNews.com), and we offer a FREE test to see if you can get even better distribution for your next 10-Q or product launch. No credit card needed. Just thought I'd share!

#### **Template 14: The "Real Estate SEO" Template (Facebook/LinkedIn DM)**

*"Hey Name, I saw your recent listing in City. Did you know press releases can help you rank higher on Google for searches like 'Realtor in City'? Backlinks from media outlets like Yahoo and FOX are 10x more valuable than regular blogs. EMWNews has a free test so you can see the impact. <https://EMWNews.com>"*

#### **Template 15: The "As Seen On" Template (Instagram DM)**

*"FirstName, love your profile! Have you ever thought about adding 'As Seen On Google News' to your bio? A press release from EMWNews gets you on 200+ news sites. It's a great ego boost and adds massive validity with potential clients. Free test to try it: <https://EMWNews.com>"*

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### **How to Find Leads (The Ultimate Step-by-Step Guide)**

Here's how to find prospects and use the templates above.

#### **1. Facebook (The Goldmine)**

- **Search Strategy:** Instead of "business" groups, look for specific, active groups where people are **asking questions**. Search for:
  - "Real estate agents in *City*"
  - "Small business owners in *City*"
  - "AI tools for small business"
  - "Side hustle for beginners"
  - "SEO tips and tricks"
- **How to Spot Leads:** Look for posts where someone asks, "How can I get more clients?" or "How do I rank on Google?" Reply with **Template 1, 9, or 14**.
- **Pro Tip:** Join groups with 1,000+ members and daily activity. Engage for a week by commenting genuinely before posting to build trust.

#### **2. Google Maps**

- **Search Strategy:** Search for "Law firms in *City*", "Accountants near me", "Financial advisors in *City*".

- **How to Spot Leads:** Click on their profile, find their "Website", and look for an email address or a "Contact Us" page.
- **Action:** Send them an email using **Template 3** or **9**.

### 3. LinkedIn

- **Search Strategy:** Use the search bar to find "CEO" or "Founder" in your target markets.
- **How to Spot Leads:** Look at their recent posts. If they are sharing a success story, comment with **Template 5** or send a DM with **Template 11**.

### 4. X (Twitter)

- **Search Strategy:** Use the search bar for terms like:
  - "Just launched my new website"
  - "We're celebrating 10 years!"
  - "New product coming soon"
  - "just filed 8-K"
- **Action:** Reply directly to their tweet with **Template 2** or **4**.

### 5. Reddit

- **Search Strategy:** Check subreddits like r/smallbusiness, r/startups, r/RealEstateTechnology, and r/SEO.
- **How to Spot Leads:** Look for posts with questions like "How to get PR" or "What's the best way to get media coverage?"
- **Action:** Reply with **Template 6** or **14**.

### 6. YouTube

- **Search Strategy:** Search for videos with titles like "Marketing strategy for small business" or "How to become a top real estate agent."
- **How to Spot Leads:** Leave a comment on the video using **Template 8** or **12**, tagging the creator.

### 7. OTC Markets (For Public Companies)

- **Search Strategy:** Go to [OTCmarkets.com](https://www.otcmarts.com) and look for small-cap stocks.
- **Action:** Find their Investor Relations (IR) email and send **Template 4**.

## 8. Kickstarter / Indiegogo

- **Search Strategy:** Browse the "Almost Funded" or "Trending" campaigns.
- **Action:** Send a message to the campaign creator using **Template 10**.

## 9. Podcast Outreach

- **Search Strategy:** Find podcasts in your niche (e.g., "Real Estate Podcast").
- **Action:** Email the host using **Template 11**, offering to help them find guests who get press coverage.

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## The 14 Daily Tactics (More Places = More Money)

*Pick 3 to 4 and rotate through the week.*

1. **Google Alerts (Proactive):** Set alerts for "announces partnership," "raises funding," "files patent." Email them via Template 3/4.
2. **Facebook Groups:** Search "USA small business owners," "Canadian entrepreneurs." Reply to launch posts with Template 1.
3. **X/Twitter Replies:** Search "just filed 8-K," "earnings report." Reply with Template 2.
4. **LinkedIn Comments:** Search "CEO + USA," "Founder + Canada." Comment on their recent posts with Template 5.
5. **Google Maps Scraping:** Find law firms, accountants, and financial advisors. Email with Template 3.
6. **Reddit Replies:** Check r/smallbusiness, r/startups, r/stocks. Reply to PR questions with Template 6.
7. **YouTube Comments:** Find "PR strategy" or "Small business marketing" videos. Comment with Template 8.
8. **Quora Answers:** Answer "How to get press coverage" questions with Template 7.
9. **Public Company Targeting:** Use [OTCmarkets.com](https://www.otcmart.com) to find small-cap stocks. Email IR with Template 4.
10. **Twitter Lists:** Follow 10-20 prospects daily. Engage with their posts to build relationships.
11. **TikTok & Instagram Comments:** Search "#SmallBizCheck." Comment on videos with Template 12.




12. **Podcast Outreach:** Find business podcasts. Email the host offering a guest (your client) in exchange for a mention.
13. **Direct "Local News" Pitches:** Google "Top Businesses in *City*." Email them to pitch local coverage.
14. **Competitor Monitoring:** Check PRWeb/Newsire for recent releases. Email those users with Template 13 to "steal" them.

### THE WEEKLY BOUNTIES (Earn Extra Cash for Activity)

*We reward effort, not just sales! To keep the team motivated, we run a weekly competition.*

**⚠️ QUALIFIER RULE:** To unlock the Weekly Bounties, the **total combined sales of ALL affiliates** in the team must reach **\$599 or higher** for that week.

If the team hits the \$599 combined sales target, the following bounties are paid out:

Bounty Name	Criteria	Prize
 <b>Most Replies</b>	Affiliate with the highest number of prospect replies (not sales).	<b>\$10</b> (PayPal/GC)
 <b>Most Posts</b>	Affiliate with the highest number of logged posts (comments/emails).	<b>\$10</b> (PayPal/GC)
 <b>Best Custom Template</b>	Affiliate who creates the most creative, personalized template that gets a sale.	<b>\$5</b> (PayPal/GC)

### AFFILIATE TEAM LEADER BONUSES (Residual Income)

*Do you want to earn money even when you are sleeping? Build a team!*

If you recruit and manage other affiliates, you earn a **Team Leader Bonus** on top of your personal 20% commissions.

## Team Size Bonus on All Affiliates Under You

**2 to 9 Affiliates** + 5% of their total commissions.

**10+ Affiliates** + 10% of their total commissions.

**Example:** If you have 10 affiliates who each earn \$100 in commissions (\$1,000 total), you earn an extra **\$100** (10%) just for leading the team. This is in **addition** to your personal sales (20%) and any Weekly Bounties you win.

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### **How to Earn the BIG MONEY (The \$1,000+ Flywheel)**

*Affiliates who make serious cash don't just post links. They build a "List."*

1. **Save every email** of people who reply to you (even if they say "not now").
  2. **Create a WhatsApp Broadcast** or Email List.
  3. **Whenever EMWNews runs a promotion** (Holiday discount, Black Friday), message that list: *"Hey! EMWNews just dropped a 20% off code for affiliates to share. If you were on the fence, now is the time!"*
  4. **Follow up with past clients:** 2 weeks after they buy, message them: *"How did the release go? If you liked it, set up a recurring monthly plan so you never miss an earnings announcement. I get a small commission, and you get a discount! 😊"* (This turns one-off sales into RECURRING income).
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### **Quick Links**

- **Google Sheets Tracker:** [INSERT LINK]
  - **Virtual Business Card:** [INSERT LINK]
  - **EMWNews Website:** <https://EMWNews.com>
  - **WhatsApp Group:** [INSERT LINK]
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### **Contact**

- **Team Lead:** [Your Name]
  - **WhatsApp:** [Your Number]
  - **Email:** press@emwnews.com (or emwnews.com@gmail.com for affiliate questions)
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### **Final Word**

You don't need a laptop. You don't need experience. You just need a smartphone, 30 minutes a day, and the willingness to copy and paste.

**Remember:** Every reply, every conversation, every sale starts with one simple action:

*"Hey, have you tried EMWNews? They have a free trial."*

**Start Monday. Stay consistent. Build your team. Watch the commissions grow.** 