

NEARBY PAWS · ROLE OPERATING MANUAL

Outreach & Partnerships Manager

Own every relationship that turns our audiences into revenue and content across **Nearby Paws and Recently Busted** — pet sponsors, attorney county locks, affiliate partners, and the people whose stories fill the blog — sourced and pitched across every channel, followed up relentlessly, and closed on the phone — without a lead ever going cold.

Reports to **Peter Anderson** Type **Full-time** Market **Denver metro → national**

Toolkit **AI-first**

THE ROLE IN ONE PARAGRAPH

Why this seat exists

Nearby Paws reaches families at the highest-intent moment in pet ownership — the hour a pet goes missing — plus the shelters, vets, and pet businesses that serve them. The site, the feeds, and the receipts infrastructure are already built. What's missing is a person who **works the relationships**: getting local sponsors into the paid exclusive slots, getting affiliate programs approved and earning, and getting real people on the record for the blog. This role is the revenue-and-content engine sitting on top of the machine — across **two products**: Nearby Paws (pet sponsors, affiliates, blog) and Recently Busted (exclusive county attorney sponsorships).

The approach is **every avenue, in writing first** — email, their website contact form, Instagram/Facebook DM, LinkedIn — with a **phone call as the final step** that turns a warmed lead into a signed one. You can, and should, work all of them.

You are the single owner of the pipelines below — four for Nearby Paws, plus Recently Busted's county attorney locks. Success is measured in slots filled, programs live, stories published, and — above all — **no lead ever sitting untouched**.

WHAT GOOD LOOKS LIKE

Outcomes & starting targets

These are the dials. The numbers below are a **starting cadence to calibrate with Peter in week one** — proposed, not fixed — but the shape of the job is constant.

3→1

SPONSORS / MONTH

3 free 2-week trials placed
→ 1 converts to a paid
exclusive slot.

7

AFFILIATE PROGRAMS

The 7 "apply-this-week"
programs approved &
wired within 14 days.

2→1

INTERVIEWS / MONTH

2 booked → 1 published
blog story, then
repurposed to video.

≤3d

FOLLOW-UP SLA

No lead goes more than 3
business days without a
logged next step.

1

COUNTY LOCK / MONTH

Recently Busted: one
exclusive attorney per
county closed — Union
County first (largest
audience).

- ♦ Starting targets — set the real numbers with Peter in your first week. Never report a number the tracker can't back up.

The pipelines

Four for Nearby Paws, plus Recently Busted's county attorney sponsorships. Each is a sequence — work the stages in order, log every lead, and always clear the follow-up queue (Pipeline 4) first.

PIPELINE 01

Local Sponsor Outreach

Fill the **one-exclusive-slot-per-category** ad positions — Denver vets, chip clinics, groomers, boarding, rescues — using real click receipts as the close.

01 Source.

Build a ranked list of Denver criminal-defense-grade prospects: vets, microchip clinics, groomers, boarding, trainers. One category = one sellable slot per market.

02 Qualify & personalize.

Read their site + reviews, find the decision-maker, note a specific hook (a service they offer, a review theme). No generic sends.

03 Offer the free trial.

Pitch a **free 2-week featured placement** — no risk. The point is to generate receipts, not to sell on promises.

04 Place & prove.

Peter/Claude wire one SPONSORS line → their /go/<key> link + a live /sponsor/<key> receipts page. Server-side click counts — no estimates.

05 Convert to paid exclusive.

After the trial, send the receipts page and offer the paid exclusive category lock. The clicks do the selling.

06 Renew & expand.

Monthly receipts recap → renewal. Then replicate the exact motion in the next category or the next metro.

Dossier + draft. "Research this clinic — services, reviews, owner, best angle," then generate a personalized cold email from the dossier. Never sounds templated.

Highlands Animal Clinic (Denver chip installer) — 45-day free-exclusive pitch already drafted in Gmail. Your first close.

DEFINITION OF DONE

✓ **Paid exclusive slot live** and appearing in receipts.

PIPELINE 02

Affiliate Program Reach-out

Get the high-fit pet programs **approved and earning** — many pay on a **lead or quote**, before anyone buys.

01 Open the four network accounts.

Impact.com · Awin · CJ · FlexOffers — created once, they unlock most of the list.

02 Apply to the 7 this-week programs.

Tractive, The Swiftest, PetLink, Pets Best, MetLife Pet, Fi, Vetster. The copy-paste application answers are in the affiliate package — use them verbatim.

03 Track approvals.

Log each program's status. Trust only what the network dashboard shows after approval — not aggregator figures.

04 Hand approved keys to Claude to wire.

Each approved program becomes one SPONSORS line → a tracked /go/<key> link placed on the pet pages, /find checklist, and alert emails.

05 Reconcile.

Your /go ledger cross-checks every network's reported clicks/conversions. Flag mismatches.

06 Second wave after FB traffic.

Chewy, Halo, Rover, Embrace, ASPCA (pre-launch — submit early interest now). **Amazon trap:** needs 3 sales in 180 days or the account closes — only join once traffic is real.

Fast, accurate applications. Feed the copy-paste answers per portal, track statuses in one view, and set reminders for the traps (Amazon's 3-sale rule, ASPCA's pre-launch).

Everything is in the researched, source-cited package: `active/pet-finder/2026-08-14-affiliate-programs.md` — programs, terms, and the exact answers.

DEFINITION OF DONE

✓ **Approved + wired** — an earning link is live on the site.

PIPELINE 03

Blog Interviews

Fill the blog with **real, human stories** — starting with veterans and their service animals — that double as YouTube and Instagram scripts.

01 Source subjects.

Veterans with service dogs (via VSOs & service-dog orgs), shelter caregivers, K-9 handlers (via PD community-relations), therapy-horse programs. Map each to a blog category.

02 Invite.

Warm, specific outreach explaining the story and the audience. Get explicit consent to publish name, photo, and quotes.

03 Interview.

15–25 min, recorded with permission. AI-drafted question list tailored to the person.

04 Draft with AI.

Transcript → structured article in Nearby Paws' warm, factual voice. You edit for accuracy and heart — **never invent quotes or facts**.

05 Approve & publish.

Subject signs off, then it goes live as one BLOG_POSTS entry (Claude/you wire it) under its category.

06 Repurpose.

Every story becomes a YouTube educational cut and an Instagram short. One interview, three channels.

AI LEVERAGE

Interview → article → video. Draft questions, transcribe & summarize into a publish-ready draft, then generate the social cuts. Your judgment supplies accuracy and empathy.

LIVE CATEGORIES

Service Animals for Vets · Heroic Police Dogs · Animal Rescue Stories · Horse Therapy — all already on [/blog](#), waiting for the first post.

DEFINITION OF DONE

✓ **Published post** + at least one social repurpose.

PIPELINE 04

Multi-Channel Follow-up & Proposals

The pipeline that closes the other three. Reach every prospect through **every written avenue** in turn — then **phone to close**. Every lead has a scheduled next touch; nothing goes cold.

THE CHANNEL LADDER — WRITTEN FIRST, PHONE LAST

Email → Website contact form → Instagram / Facebook DM → LinkedIn →
☎ **Phone (final step)**

Rotate channels — don't just re-email the same inbox. Each touch tries a new avenue in writing; the phone call is the closer, placed once the written thread has warmed them up.

01 Touch 1 — email + their contact form (Day 0).

Open in writing on two avenues at once. Log the row with a next-touch date the moment it goes out — an untracked send doesn't count.

02 Touch 2 — a new channel, with value (Day 3).

DM on Instagram/Facebook or message on LinkedIn — a short, human bump that adds something (the receipts angle, a relevant stat).

03 Touch 3 — proof (Day 7).

Send the live receipts page through whichever channel they actually read. Proof beats persuasion.

04 Touch 4 — the phone call (Day 10–14).

The final step. A warm call that references the written thread: "I sent your receipts page — [N] families clicked." Written earns the right to the call; the call closes it.

05 Proposal on interest.

Any "tell me more," from any channel, gets a tailored proposal **within one business day**.

06 Close, onboard, renew.

Confirm terms, hand the wiring to Claude, set a renewal reminder. A closed deal has a next date too.

AI LEVERAGE

Draft every channel + the call.

Generate the email, the DM, the LinkedIn note, a phone opener, and the proposal from one context — so speed never costs personalization. AI writes the words; you make the call.

THE ONE RULE

Clear every overdue next-touch **before** new outreach. Exhaust the written avenues, then **always end on a phone call** — that's where deals close.

DEFINITION OF DONE

✓ **Zero overdue** next-touches; every serious lead reached by phone.

PIPELINE 05 · RECENTLY BUSTED

County Attorney Sponsorships

The second revenue line. Sell the exclusive **60-Day County Lock** — one criminal-defense / DUI firm per county — starting with **Union County** (largest audience).

01 Build the county firm list.

Use the RB prospect research to pull criminal-defense / DUI firms per county — real firms, MX-verified email + phone, ranked by review volume. No invented names.

02 Prioritize by audience.

Union County first (largest share of the network), then the highest-traffic counties. One sellable lock per county.

03 Pitch the County Lock.

Exclusive: one firm per county, mapped to the network's Facebook reach + site pages.
Every avenue in writing → phone to close.

04 **Prove with the media kit.**

The RB media kit + that county's reach numbers price the lock against real local demand — bail-bond / attorney intent is the category's proven base.

05 **Close the lock.**

One firm signs the 60-day exclusive; hand the ad deliverables (flyer band / banner) to production to place.

06 **Renew & expand.**

60-day term → renewal reminder. Then run the identical motion in the next county.

AI LEVERAGE

Research + personalize per firm. Pull each firm's specialties, reviews, and named decision-maker, then draft a county-specific pitch — so every attorney feels individually chosen.

ASSETS YOU ALREADY HAVE

The RB prospect-research tooling, the RB media kit, the sponsor flyer, and the sales-agent collateral. Distribution stays OneUp-only (never direct Graph API); the ad rides the flyer band, not the caption.

DEFINITION OF DONE

✓ **A signed county lock** with the sponsor placement live.

A FULL-TIME WEEK

The weekly rhythm

A repeatable cadence so nothing slips. Adjust the blocks to your energy — keep the sequence.

MON · PLAN

TUE-THU · WORK

FRI · PUBLISH &
REPORT

ANY DAY ·
CONTENT

- Refresh prospect lists
- Queue the week's outreach
- Review last week's receipts

- AM: follow-ups, then new sends
- PM: interviews, apps & closing calls
- Log every touch

- Publish the week's story
- Update the tracker
- Send Peter the numbers recap

- Draft & edit interview posts
- Cut social repurposes
- Reconcile /go receipts

The daily non-negotiable: open the tracker first thing and clear every overdue next-touch **before** starting anything new. A lead that sits is a deal lost.

YOU'RE AI-PROFICIENT — HERE'S WHERE IT PAYS

Five AI plays that 10x the seat

Use AI for the volume and the first draft; you supply judgment, accuracy, and the human read. Always run the last one before anything leaves your outbox.

PLAY 01

Prospect dossier

"Research this clinic — services, reviews, decision-maker, and the sharpest angle for a lost-pet sponsorship." Two minutes to a briefed, personal open.

PLAY 02

Personalized draft

Feed the dossier → a cold email tailored to that business. Edit the one line only a human would know to add.

PLAY 03

Interview → article

Transcript in, publish-ready draft out, in Nearby Paws' voice. You verify every quote and fact before it goes live.

PLAY 04

Proposal builder

Prospect specifics + the offer → a clean proposal in minutes, so an interested lead never waits.

PLAY 05

Pre-send QA

Before every send: "Check this for the wrong name, dead links, placeholder text, or any claim we can't back up." The last gate before your reputation.

STARTING POINTS, NOT SCRIPTS

Templates

Personalize every one — the [brackets] are the minimum you change. Get Peter's sign-off on the template the first time you use it in a new category, then run it.

PIPELINE 01 **Sponsor — cold email**

[Copy](#)

Subject: A free spot for [Clinic] on Denver's lost-pet site

Hi [Name],

I run Nearby Paws (nearbypaws.com) — it shows every animal that just arrived at a shelter near a Denver ZIP, so families can find a lost pet before the stray-hold window closes. It reaches people at the exact moment they'd want [Clinic] — [specific reason: your microchip service / your reviews for lost-pet reunions].

I'd like to feature [Clinic] free for two weeks. No catch: you get a tracked link and a live receipts page showing exactly how many families clicked through — real server-side counts, not estimates. If the numbers are worth it, we talk about the exclusive slot for [category]. If not, no cost and no hard feelings.

Want me to set it up this week?

[Your name] · Nearby Paws

PIPELINE 04 **Follow-up — Day 7, proof**

Copy

Subject: Your Nearby Paws receipts so far

Hi [Name] — quick proof rather than a pitch. Here's [Clinic]'s live receipts page: [/sponsor/key]. That's [N] families who clicked through to you in [X] days, counted at the moment of the click.

The exclusive [category] slot is still open. Worth a 10-minute call?

PIPELINE 04 **Follow-up — Day 14, close-out**

Copy

Subject: Should I close your file?

Hi [Name] — I don't want to crowd your inbox. If the timing isn't right for [Clinic], just say the word and I'll close this out. If you'd like the [category] slot before someone else in Denver takes it, I can have it live today.

PIPELINE 03 **Interview — invite (veteran + service dog)**

Copy

Subject: Your story on Nearby Paws — [Dog]'s work with you

Hi [Name],

I'm with Nearby Paws, a Denver pet-reunification site with a blog that honors the human-animal bond. We're featuring veterans and their service animals, and [Dog]'s story would mean a lot to our readers.

It's a relaxed 15–20 minute conversation, on your terms — you approve every word before anything is published, and you own how much you share. We'd credit you (or keep you anonymous, your call) and send you the finished piece to share.

Would you be open to it? Happy to work around your schedule.

[Your name] · Nearby Paws

PIPELINE 01 **Proposal — skeleton**

Copy

NEARBY PAWS – EXCLUSIVE [CATEGORY] SPONSORSHIP for [Clinic]

- The audience – families in [metro] at the moment of a lost pet, plus adopters browsing new arrivals. Highest-intent pet audience there is.
- The placement – exclusive [category] slot: your link + logo on the pet pages / lost-pet checklist / alert emails. One business per category – no competitors alongside you.
- The proof – your own live receipts page, updated in real time.
Trial results: [N] clicks in [X] days.
- The terms – [\$__ / month], [__-month] term, cancel anytime after month one. Wiring is instant on your yes.
- Next step – reply "yes" and it's live today.

PIPELINE 04 • TOUCH 2 **DM / LinkedIn — first bump**

[Copy](#)

Hi [Name] – I emailed [Clinic] about a free two-week feature on Nearby Paws (Denver's lost-pet site) and wanted to reach you here too. Quick version: you get a tracked link + a live receipts page showing real click counts, no cost. Want me to set it up?

PIPELINE 04 • FINAL STEP **Phone — opener & voicemail**

[Copy](#)

OPENER

"Hi [Name], this is [You] with Nearby Paws – I sent over [Clinic]'s receipts page this week. Is now a bad time for two minutes? ... The reason I called: [N] families clicked through to you in [X] days, and the exclusive [category] slot for Denver is still open. I can have it live today – want me to?"

VOICEMAIL (under 20 seconds)

"Hi [Name], [You] from Nearby Paws – I emailed and sent your receipts page: [N] families clicked through to [Clinic]. Just wanted to make it easy to lock the [category] slot before someone else does. I'll follow up by email too – thanks!"

Affiliate applications

Don't rewrite these — the exact, approval-ready answers (site description, audience, promotion methods, payee) live in `active/pet-finder/2026-08-14-affiliate-`

programs.md. Paste them per portal.

WHERE EVERY LEAD LIVES

The pipeline tracker

One row per lead, across all four pipelines. It ships as a CSV you can open in Google Sheets, Notion, or HubSpot — seeded with your first real rows (Highlands, the 7 affiliate programs, and the first Recently Busted county rows). The **Next touch** column is the one you live in.

Field	What it holds
Pipeline	Sponsor · Attorney lock · Affiliate · Interview
Org / Person	Who you're working
Category	The exclusive slot / blog topic / program type
Stage	Sourced → Contacted → Interested → Trial/Live → Won → Renew
Last / Next touch	Dates — Next drives your daily queue
Receipts link	/sponsor/<key> or /go/<key> once live
Value / terms	\$/mo, commission, or "lead-pay"
Owner · Notes	You, plus the one line the next touch needs

 Ships with this manual as

nearby-paws-outreach-tracker.csv

— pre-loaded with your first rows.

NON-NEGOTIABLE

Guardrails

These protect the brand and the people in our stories. They override any target.

- 01 Peter signs off before the first send in a new category.** The prospect list and the template both. Once approved, you run the cadence — you don't need a check on every email after that.
- 02 Receipts, never estimates.** Every number you send a sponsor comes from a live /sponsor or /go page. Never quote a metric the tracker can't back.
- 03 Real people, real words.** Never invent a quote, a testimonial, or a stat. Interview subjects approve their story before it publishes — always get explicit consent for name, photo, and quotes.
- 04 One exclusive slot per category, per market.** Selling the same category twice breaks the promise and the brand.
- 05 Facebook distribution goes through OneUp only** — never the direct Graph API. When you repurpose a story to FB, it rides the feed like everything else.
- 06 The voice is warm and factual.** Nearby Paws exists to reunite pets. No hype, no fear-selling — the mission is the pitch.

Your first two weeks

WEEK 1 · SET UP & LAUNCH

1. Read the site, this manual, and the affiliate package end to end.
2. Create the four network accounts; apply to all 7 this-week programs.
3. Build a 25-business Denver sponsor list, ranked.
4. Get Peter's OK on the list + cold-email template, then send the first 10 (Highlands first).
5. Stand up the tracker; log everything from row one.

WEEK 2 · WORK THE QUEUE

1. Run the follow-up cadence daily — zero overdue.
2. Source and book your first two interviews.
3. Hand approved affiliate keys to Claude for wiring.
4. Draft the first blog story from an interview.
5. Send Peter your first Friday numbers recap.

Nearby Paws · Outreach & Partnerships Manager – operating manual · v1 · 2026-08-16

Infrastructure is built. Your job is the relationships. Log everything; follow up relentlessly; keep it honest.

Reach every family the moment they'd do *anything* to find their pet.

Nearby Paws is where lost-pet owners and adopters go first — the highest-intent pet audience there is. Here's how your business gets in front of them.

280

INDEXED PET PAGES

Daily

FRESH SHELTER ARRIVALS

1

SPONSOR PER CATEGORY

Free

2-WEEK TRIAL TO START

Real receipts. *Not* estimates.

WHY THIS AUDIENCE CONVERTS

The one moment pet owners will *act* — and who else is there.

A lost pet is the rare moment a pet owner will drop everything and spend without hesitating. Nearby Paws catches them there — plus the adopters browsing new arrivals right beside them. It's the highest-intent, least price-sensitive pet audience there is.

FIT 1

Local pet services

Vets, microchip clinics, groomers, boarding, trainers — the businesses a family needs the moment their pet is home safe.

PLACEMENT

Exclusive category slot on every pet page + the lost-pet checklist.

FIT 2

Reunification gear

GPS trackers, microchip registries, ID tags — bought by exactly the person who just had the scare of losing a pet.

PLACEMENT

Featured link in the "prevent the next escape" flow + alert emails.

FIT 3

Insurance & telehealth

The "never again" upsell after a scare — pet insurance and vet telehealth, contextually placed in the recovery moment.

PLACEMENT

Reunited-pet page + alert-email footer, where intent peaks.

WHERE YOU SIT

Every animal on Nearby Paws gets its own page with the shelter's map, hours, and phone — and your placement rides alongside it. No competitors in your category share the space: it's **one sponsor per category, per market**. Your ad reaches a family in the exact hour they'll act, not a cold impression scattered across the web.

HIGHEST INTENT

A lost-pet search is peak urgency — the opposite of an ignored banner.

LEAST NOISE

One sponsor per category means your message isn't buried in an ad stack.

No other channel catches a pet owner in the exact hour they'll act. *Nearby Paws does.*

Lost-pet owners at peak urgency · adopters browsing new arrivals · one clean, exclusive placement per category.

PROOF, NOT PROMISES

Every click *counted* — at the moment it happens.

Most ad channels sell you estimates. Nearby Paws routes every sponsor link through a server-side counter and gives you a live receipts page: exactly how many families clicked through to you, counted at the instant of the click. You never pay on a guess.

PLACEMENT SURFACE	WHO SEES IT	FORMAT	BEST FOR
Pet detail pages	Every family checking whether a found animal is theirs — 280+ indexed pages	CATEGORY SLOT	Vets, chip clinics, groomers — the local-services exclusive
Lost-pet checklist	Owners in the first-48-hours panic, following the "what to do" steps	FEATURED LINK	GPS trackers, microchip registries, ID tags
Alert emails	Registered owners, emailed the moment a matching animal is taken in	FOOTER SLOT	Insurance & telehealth — the "never again" moment
New-arrival feed → Facebook	Denver-metro lost-pet community (channel launching late Aug 2026)	FIRST COMMENT	Local awareness for any category sponsor

Your receipts, illustrated

SAMPLE OF A SPONSOR'S LIVE CLICK-RECEIPTS PAGE · YOUR REAL NUMBERS REPLACE THESE



Bars are *illustrative* — the point is the mechanism: every surface is metered separately and shown to you live. You see the real numbers before you're ever asked to pay.

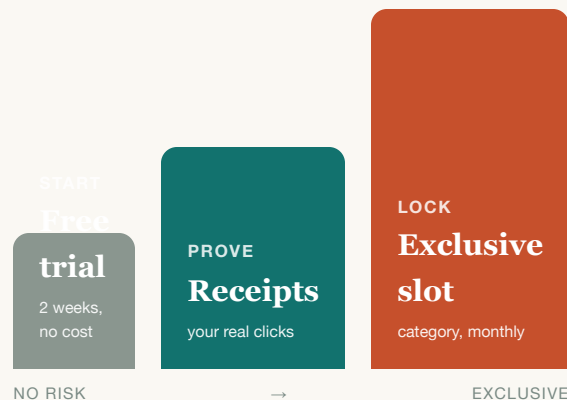
THE TAKEAWAY

You don't buy reach on faith. You get a two-week free trial, a live receipts page, and a decision made on **your own numbers**. That's the whole pitch: proof first.

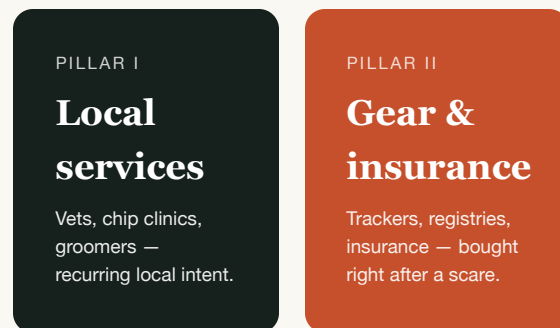
HOW SPONSORSHIP WORKS

Start free. Pay on *proof*.

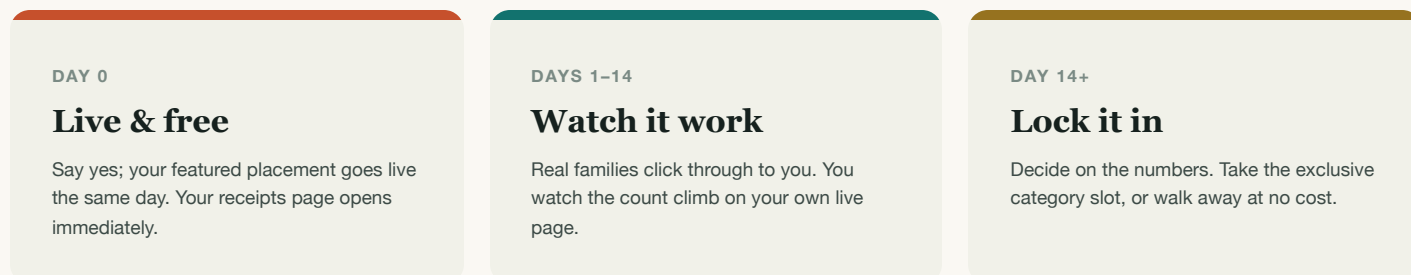
THE SPONSOR LADDER



THE THREE SPONSOR PILLARS



THE FIRST 30 DAYS



WHO WE WORK WITH · HOW WE KEEP IT HONEST

Your placement, protected.

WHO WE WORK WITH

Pet-care local & brands

Vets, microchip clinics, groomers, boarding, GPS/tag makers, pet insurers and telehealth — anyone a lost-pet family needs next.

THE OFFER

Exclusive category slot

One sponsor per category, per market. Free 2-week trial, then simple monthly — priced against your own click receipts.

HOW WE PROVE IT

Live receipts page

Server-side click counts, updated in real time. You decide on real numbers, never an estimate.

OUR PROMISE TO SPONSORS (NON-NEGOTIABLE)

RECEIPTS, NOT ESTIMATES

Every number we show you comes from a live server-side counter. If we can't prove it, we don't claim it.

ONE SLOT PER CATEGORY

Your competitor can't buy the space beside you. Exclusivity is the product.

PRIVACY-SAFE

No personal data in placements, no dark patterns. Owners' information is never sold or exposed.

MISSION-FIRST

Nearby Paws exists to reunite pets. Sponsorships fund that — they never compromise the families we serve.

START TODAY

- ☐ Reply to claim your free 2-week featured placement — live the same day.
- ☐ Pick your category; we confirm it's open in your market and lock nothing until you decide.
- ☐ Watch your live receipts page for two weeks.
- ☐ Take the exclusive slot on the numbers, or walk away at no cost.

Nearby Paws — sponsor & partnership brief. Denver metro pilot; shelter-intake data via the PetPlace / 24PetConnect network. Contact alerts@nearbypaws.com · nearbypaws.com. Composed on a 1.618 golden-ratio grid with a ϕ /Fibonacci type-and-spacing scale, on the Nearby Paws teal/coral palette. Illustrative figures are labeled as such; all sponsor-facing numbers come from the live receipts page.

COUNTY ATTORNEY SPONSORSHIP · PARTNER BRIEF

Be the *only* defense firm every arrest in your county sees.

RecentlyBusted reaches people at the one moment they urgently need a criminal-defense lawyer — the hour of the arrest — and the family searching for them. Here's the exclusive County Lock.

1

FIRM PER COUNTY

45.5k

NETWORK FOLLOWERS

24/7

ARREST-MOMENT INTENT

60-day

EXCLUSIVE LOCK

One county. One firm. *Zero* competition.

WHY THIS AUDIENCE HIRES

Your next client was *booked* last night.

Everyone on RecentlyBusted was just arrested — and nearly every one of them, or the family looking for them, is about to search for a defense attorney. There is no colder-to-warmer swing in legal marketing: from "arrested" to "who do I call" in a matter of hours.

WHO 1

The defendant

Just booked, facing charges, presumed innocent — and urgently looking for representation before the first court date.

YOU ARE

the first firm name they see attached to their own case.

WHO 2

The family

Spouses, parents, and friends searching an arrest by name — very often the people who actually call the lawyer and pay the retainer.

YOU ARE

on the exact page they land on when they search.

WHO 3

Bond, then defense

Bail first, lawyer second — the identical audience the whole category's advertisers (bondsmen and firms) already pay to reach.

YOU GET

the county exclusively, before a competitor takes it.

WHY IT CONVERTS

Criminal defense is a **high-value, urgent, local** purchase — the exact profile that makes bail bonds and defense firms the proven advertisers across every arrest-records site. RecentlyBusted puts your firm in front of that audience **in your county, exclusively**, at the moment of peak intent — not a cold impression scattered across the web.

PEAK INTENT

Arrest → search for a lawyer happens in hours, not weeks.

LOCAL & EXCLUSIVE

One firm per county — your competitor cannot appear beside you.

No billboard, no PPC, no directory catches a defendant the hour they're booked.
RecentlyBusted does.

The defendant · the family who pays · the bond-then-lawyer path — all in your county, all exclusively yours.

WHERE YOU APPEAR · HOW FAR IT REACHES

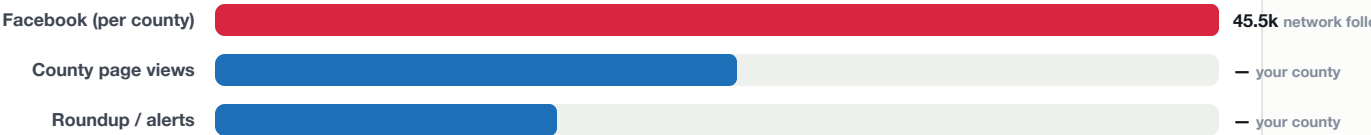
Your firm on *every* arrest in the county.

Your sponsorship isn't a banner in a corner. It rides the advertisement band on every arrest card in your county, sits on the county page, and appears in the first comment on every Facebook post — labeled as an advertisement and paired with the presumption of innocence, exactly as attorney-advertising rules require.

PLACEMENT SURFACE	WHO SEES IT	FORMAT	WHY IT WORKS
Arrest cards	Everyone who views a booking in your county — the defendant and the family searching them	AD BAND	Your firm beside the case, labeled ADVERTISEMENT, bar-compliant
County page	People browsing recent arrests for your county by name	SPONSOR SLOT	Exclusive — no other firm shares the page
Facebook posts	The county's Facebook lost-and-found-of-the-jailhouse audience	FIRST COMMENT	Reaches the feed where the community already follows arrests
Roundup & alerts	Recurring readers of the daily county booking roundup	SPONSOR LINE	Repeat exposure to the same high-intent local audience

Network reach at a glance

ILLUSTRATIVE SPLIT BY SURFACE · YOUR COUNTY'S EXACT NUMBERS ARE PROVIDED WITH YOUR PROPOSAL



Network total is 45,500+ followers across the county network; per-county figures are pulled from current analytics and included in your proposal. Union County is the flagship — the largest single audience in the network.

THE TAKEAWAY

You're not buying scattered impressions. You're buying **your county, exclusively** — your firm on every arrest, in front of the one audience actively searching for a defense lawyer right now.

HOW THE COUNTY LOCK WORKS

One firm. One county. *Locked.*

- 1

Reserve your county

First firm to claim a county holds it. We confirm it's open and lock nothing else in your category once you're in.
- 2

Your ad goes everywhere

Your firm rides the advertisement band on every arrest card, the county page, and the first comment on every Facebook post — bar-compliant and presumption-of-innocence paired.
- 3

Exclusive — no competitors

No other defense firm appears in your county for the term. Scarcity is the product.
- 4

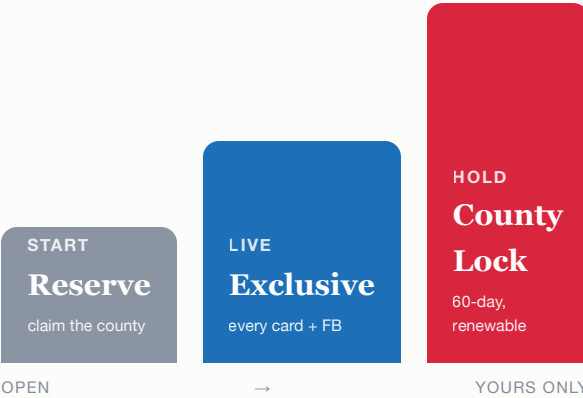
60-day lock, renewable

A 60-day exclusive term. Renew to keep the county; the reach and the inquiries make the case.
- 5

Track the inquiries

We map inquiries to your placement so you can see the return, not guess at it.

THE PATH



WHO THE LOCK IS FOR

FIRM I

**DWI /
DUI
defense**

Time-critical, high-volume, local — the perfect arrest-moment match.

FIRM II

**Criminal
defense**

High LTV per client; one retained case can pay the year.

YOUR 60-DAY TERM

DAY 0

Locked & live

You reserve the county; your firm goes live across every surface, exclusively.

DAYS 1–60

Every arrest, your name

Every booking in the county carries your firm; the family searching sees you first.

DAY 60

Renew & hold

Keep the county on the numbers, or release it. No long lock-in — the reach re-sells it.

WHO WE WORK WITH · HOW WE KEEP IT CLEAN

Exclusive — and *compliant*.

WHO WE WORK WITH

Defense & DUI firms

One criminal-defense or DUI firm per county. Local practices that want the arrest-moment audience without bidding against everyone else.

THE OFFER

60-Day County Lock

Exclusive placement across every arrest card, the county page, and Facebook. Renewable, mapped to your county's real reach.

HOW WE KEEP IT CLEAN

Bar-compliant by design

Every placement is labeled ADVERTISEMENT and paired with the presumption of innocence, as attorney-advertising rules require.

OUR PROMISE (NON-NEGOTIABLE)

BAR-COMPLIANT ADS

Ads are identifiable as ads; every card carries "presumed innocent until proven guilty." We never imply a result or an endorsement.

ONE FIRM PER COUNTY

Your category is locked in your county for the term. Exclusivity is the whole product.

TRUTHFUL THROUGHOUT

Real placements, real reach numbers from analytics — never a fabricated client, testimonial, or outcome.

DISTRIBUTION HYGIENE

News-styled cards, no misleading claims, careful spacing — the reach stays healthy so your placement keeps working.

CLAIM YOUR COUNTY

- ☐ Tell us your county; we confirm it's still open before anyone else locks it.
- ☐ We send your county's current reach numbers and the term pricing.
- ☐ Approve, and your firm goes live across every arrest in the county.
- ☐ Hold the county for 60 days, renewable — no competitor can take your place.

RecentlyBusted — County Attorney Sponsorship partner brief. Contact via recentlybusted.com. Network total is 45,500+ followers across the county network; **per-county reach figures are pulled from current analytics and provided with each proposal** — the bars on page 03 are illustrative. Composed on a 1.618 golden-ratio grid with a ϕ /Fibonacci type-and-spacing scale on the RecentlyBusted palette.