

PARTNER PLAYBOOK

The Local Growth Partner Playbook

How to build a €20,000–€30,000/month business reselling PilotPoster & Otomizer as a managed local-marketing service across Europe.

Prepared for **White Label Partners: PilotPoster & Otomizer**

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Contents

Every entry below is clickable. Tap a section to jump straight to it. Your PDF reader's sidebar bookmarks mirror this structure.

01	Executive Summary	3
02	What You're Actually Selling	4
03	From Software Reseller to Managed Service Provider	5
04	Ideal Client Profile for Europe	6
05	Example Plays: What This Looks Like on the Ground New	7
06	Packaging & Pricing	10
07	The Path to €20,000–€30,000 a Month	11
08	Finding Clients: The Go-To-Market Playbook	12
09	Sales Process & Scripts	15
10	Onboarding & Delivery	17
11	Retention & Upsell	18
12	Compliance, Trust & Realistic Expectations	19
13	Appendix: Quick-Reference Templates	20

Section 01

Executive Summary

Small business owners across Europe are active in Facebook groups every day: local buy-and-sell groups, city groups, expat groups, trade and industry groups. But almost none of them have the time or expertise to use those groups strategically. That gap is the opportunity behind PilotPoster and Otomizer, and it's the opportunity behind this playbook.

PilotPoster keeps a business visible by automatically posting to every relevant Facebook group its owner has joined, on a schedule, with AI-varied content so it doesn't look like spam. Otomizer does the opposite job: it watches those same groups around the clock, scores every post for buyer intent, and drafts a reply in the business owner's voice the moment someone asks for exactly what they sell.

Used together, the two tools cover both halves of local marketing: staying visible, and never missing a ready buyer. Almost no small business owner in Europe is doing either one consistently today.

This document is a practical playbook for turning that gap into a recurring-revenue business: how to package PilotPoster and Otomizer as a managed local-marketing service, who to sell it to, how to find and close clients in person and online, how to onboard and deliver each month, and the pricing math behind building this to €20,000–€30,000 a month in recurring revenue.

THE CORE IDEA TO HOLD ONTO

You are not reselling software. You are selling outcomes (**visibility and leads**), and running the software on your clients' behalf is how you deliver them. That distinction is what lets you charge a real local-marketing-agency price instead of a commodity software markup.

Section 02

What You're Actually Selling

Before you can sell either tool, be able to explain both in one sentence a shop owner would understand. Here is the honest version of what each one does, and where it actually shines.

PRODUCT	WHAT IT DOES	WHY IT'S DIFFERENT
PilotPoster	Automatically posts a business's updates and offers into hundreds of relevant Facebook groups, including groups the business has simply joined, not just groups it owns or admin. AI generates and varies the wording per group, posts on a schedule, and runs from a real browser session with built-in delays so it behaves like normal human posting.	Most auto-posting tools only reach groups you personally administer. PilotPoster reaches every group your account has joined, typically 10–20x more groups than a business owns, and every post is a unique AI variation, not a copy-pasted duplicate.
Otomizer	Monitors a business's Facebook groups 24/7 for buyer-intent keywords, scores every matching post Hot / Warm / Cold, and drafts a reply in the business's own voice using a four-stage AI pipeline (Decode → Frame → Draft → Critique). Runs in Monitor mode (you approve every reply) or Autopilot (replies go out automatically, with rate limits and an account-safety score).	It finds people who are already asking for the exact product or service the business sells, in groups they haven't checked yet, and drafts a reply that reads like a person, not a template, built on established sales-communication frameworks (Cialdini, Voss, Hormozi, SPIN, and others).

*Positioned separately, they're useful tools. Positioned together as a "Local Growth Package," they become a story any business owner immediately understands: **we make sure people see you, and we make sure you never miss someone who's ready to buy.***

That combined pitch is worth more than the sum of the two subscriptions, and it's the one to lead with.

Section 03

From Software Reseller to Managed Service Provider

There are two ways to put the software in front of a client, and both are easy to run. Which one you lead with is simply a question of what that client wants: some prefer a tool they log into themselves, others would rather have the whole thing handled for them. You can offer either and sell whichever fits the person in front of you.

Option A: Give them their own login

You sign the client up as their own user inside your branded app and give them access to run it themselves. The white label is yours: the app already carries your branding, so what you hand the client is simply a login under your brand, not a white-label license of their own. This is the lightest model to deliver. You create their account, help point them at the right groups, and they take it from there. It fits marketing-savvy owners who actually want a dashboard and like being hands-on. Priced as software access, it typically supports roughly **€49–€99 per month**.

Option B: Managed service

You keep the day-to-day yourself. You do the setup, the keyword tuning, the group selection, the content review, the weekly lead check. The client gets a WhatsApp message or a short weekly note that says "here are six people who asked for exactly what you sell this week." No dashboard, no software to learn. This is a local-marketing retainer, priced like one: roughly **€297–€697 per month** depending on scope. It fits owners who would rather buy the outcome than run a tool. It takes more of your time per client, but it commands a much higher price and tends to be stickier once sold.

WHICH TO LEAD WITH

Neither model is harder to deliver than the other. They simply fit different clients, so lead with whichever matches the owner in front of you. The managed service carries the €20,000–€30,000 a month math in this playbook because of its higher price per client, so it is the one to steer most prospects toward, while self-serve access stays a genuine option for the hands-on owner who wants to run it themselves.

Section 04

Ideal Client Profile for Europe

You don't need a client with a big marketing budget. You need a client with three things: an active buyer conversation happening in local Facebook groups, a product or service worth more than a one-off small ticket, and no one currently managing that channel for them. In practice, that describes most small, service-based businesses in almost any European town or city.

Best-fit verticals

- **Home & trade services:** roofers, electricians, plumbers, landscapers, cleaners, pest control, solar installers
- **Property & finance:** estate agents, mortgage brokers, insurance brokers
- **Health, beauty & fitness:** salons, gyms, personal trainers, coaches, clinics
- **Hospitality, food & tourism:** restaurants, cafés, tour guides, event venues, photographers
- **Family & care services:** childcare, tutoring, pet services
- **Local retail & specialty shops**
- **Other small agencies or consultants** who want lead generation outsourced

QUALIFY BEFORE YOU KNOCK

A quick way to qualify a prospect before you ever knock on a door: search their city or niche in Facebook groups (buy-and-sell, expat, trade, or town groups are common across Europe) and look for recent posts asking for exactly what they sell. If those posts exist (and in almost every city they do), you have a ready-made proof point before your first conversation.

The next section turns these profiles into concrete campaigns: the exact plays to describe when you're sitting across from an owner.

Section 05

Example Plays: What This Looks Like on the Ground

Nothing closes a small business owner like a concrete picture of the machine working for *their* business, in *their* town. The plays below are ready-made campaign stories you can adapt to almost any prospect. Learn them well enough to tell them naturally. They do more selling than any feature list.

PLAY 01 • THE FLAGSHIP PITCH

The restaurant in a tourist city: recommendations on autopilot

Also works for: cafés, bars, tour operators, activity providers, boutique hotels

Take a restaurant in any tourist-heavy city: Barcelona, Prague, Lisbon, Kraków, Dubrovnik. Every single day, travelers post in Facebook groups about that city and about traveling in Europe generally: "*Best restaurant in town for seafood?*", "*Where do locals actually eat?*", "*Somewhere good near the old square that isn't a tourist trap?*"

The pitch to the owner: the platform monitors **thousands of groups at once**: the city's tourism and expat groups, "Europe travel" and backpacker groups, digital-nomad and "visiting [city]" groups, and whenever someone asks for a restaurant recommendation that fits, it comments with a natural, specific answer naming the restaurant: "*XX is the best seafood in town: two streets off the main square, locals eat there too. Book ahead on weekends.*" In Monitor mode you approve each comment; in Autopilot it happens around the clock.

The always-on half: staying seen. Catching questions is only one side of it. In those same groups, Pilot-Poster keeps the restaurant posting on a schedule every week, with AI-varied wording so no two posts look the same: the weekend seafood special, a new tasting menu, a photo of the terrace at sunset. Those posts land in the feeds of the thousands of travelers and locals browsing the city, travel, and expat groups the owner has joined, most of whom haven't asked for anything yet but are planning a visit. They see the name again and again before they ever go looking, so when they do ask, or when they spot the recommendation comment, the restaurant already feels like the obvious choice. That steady visibility wins new customers on its own and makes the name prominent enough that every recommendation lands harder.

The immediate payoff: the person asking is usually eating out *that same day*. It's the highest-intent lead a restaurant can get. And the comment doesn't just reach them: it sits in the thread for every future traveler who searches that group with the same question.

The compounding payoff: AI visibility. AI assistants learn what to recommend partly from what people say publicly, repeatedly and consistently. Every time the restaurant's name appears as *the answer* to "best restaurant in [city]" across public conversations, it strengthens exactly the kind of repeated association that surfaces when someone later asks an AI assistant the same question. One comment does nothing; hundreds of consistent mentions over months build a footprint. So the same service that wins tonight's customers is also quietly training tomorrow's recommendation engines to say their name.

WHY THE AI-VISIBILITY ANGLE LANDS

Most owners have never heard this pitch, but they instantly recognize the instinct behind it. It's the same reason they obsess over Google and TripAdvisor reviews, applied to where recommendations are moving next. Frame it honestly: this is a **compounding, long-term effect, not a switch you flip**. And precisely because it takes months of consistent mentions to build, it's a moat their competitors aren't even attempting. Whoever starts first in a city owns the head start.

PLAY 02 · THE CLASSIC LEAD-CATCH

The electrician in a mid-size town: first useful reply wins the job

Also works for: plumbers, roofers, cleaners, landscapers, any trade

In every town's community and buy-and-sell groups, posts like *"Can anyone recommend a reliable electrician? Half my sockets just died"* appear weekly, and the first competent-sounding reply usually gets the call, because the person asking has a problem *right now*. Otomizer flags the post within minutes, scores it Hot, and drafts a reply in the electrician's voice; PilotPoster keeps the business posting into those same groups so the name is already familiar when the recommendation lands. The pitch writes itself: *"People in this town asked for an electrician eleven times last month. How many of those calls did you get?"*

PLAY 03 · THE EXPAT WAVE

The estate agent and the relocation groups

Also works for: mortgage brokers, relocation services, language schools, international clinics

Expatriate and relocation groups ("Expats in Valencia," "Moving to Portugal") are a continuous stream of declared intent: *"Arriving in September, how do I find a long-term rental?"*, *"Which neighbourhoods are good for families?"* Otomizer flags these the hour they're posted, and the agent replies with genuinely useful local advice plus a soft offer to help. Meanwhile PilotPoster keeps the agent visible in those same groups with a steady weekly drip of new listings and local tips, so every fresh wave of arrivals sees the name in their feed before they even start asking. Because the same questions recur monthly, a consistent presence makes the agent *the* known name in that group, and the same AI-visibility compounding from Play 01 applies: enough public mentions as "the agent people recommend in [city]" feeds the answer engines too.

PLAY 04 • THE ITINERARY INTERCEPT

The tour operator and the "3 days in town" question

Also works for: photographers, event venues, rental businesses

"Three days in the city with two kids: what do we actually do?" is asked in travel groups constantly, and every one of those posts is a customer assembling an itinerary in real time. An auto-drafted comment recommending the operator's food tour or kayak trip, with one specific, credible detail, converts directly, and each answered thread keeps converting readers for months. And because PilotPoster is posting the operator's trips into those travel groups every week, plenty of travelers have already seen the name in their feed before the question ever comes up. Sell it to the operator as owning the moment the itinerary gets decided.

How to run any of these plays

- **Map the watering holes.** Find every group where the client's customers actually ask: city groups, travel groups, expat groups, niche communities. Volume matters: the whole point is monitoring thousands of conversations no human could.
- **Define the intent phrases.** "Best [thing] in [city]," "anyone recommend," "looking for," "where should we", tuned per client in the first two weeks.
- **Write replies that survive.** Name the business with one specific, verifiable reason and a useful detail. Conversational, genuinely helpful comments survive group moderation and earn likes; blatant ads get deleted. This is exactly why the AI-varied, human-sounding drafting matters.
- **Run both engines.** PilotPoster keeps the name ambient in the groups; Otomizer catches the moment of intent. The plays above are strongest when the recommendation lands on a name people have already seen.

KEEP IT CREDIBLE

These plays work because the recommendations read as genuine. Keep them that way. Recommend only what the client can actually deliver, respect each group's promotion rules, and keep volume conservative. A recommendation engine that gets a business banned from the groups it depends on is a churned client; one that quietly becomes "the name everyone mentions" is a client for years.

Section 06

Packaging & Pricing

Package the offer in three tiers so prospects can self-select a starting point, with a clear upgrade path once you've delivered a result.

TIER	PRICE / MONTH	WHAT'S INCLUDED
Visibility (PilotPoster, managed)	€197–€247	Business posts drafted and scheduled across 50–150+ relevant local groups per week, AI content variation per group, monthly performance summary.
Leads (Otomizer, managed)	€297–€347	24/7 monitoring of local and niche groups for buyer-intent keywords, Hot/Warm/Cold lead delivery, AI-drafted replies reviewed and sent same day.
Growth (Bundle, fully managed)	€497–€697	Everything above, plus a monthly strategy check-in, a simple branded report, and priority handling of Hot leads.

Price in the client's local currency, not in the dollars the platforms bill you in. A gap between your cost and your price reads very differently to a client than a mental currency conversion. Round numbers close more easily explained as **"less than €10 a day"** than as an abstract monthly figure.

Add-ons

- Additional group monitoring (extra niches or locations)
- Faster reply SLA (under 15 minutes instead of same-day)
- Multi-location bundle discount
- Quarterly in-person strategy review
- Branded monthly PDF report

Section 07

The Path to €20,000–€30,000 a Month

As you already know from your own partner terms, your platform cost is a flat monthly fee. It doesn't change whether you're running 5 clients or 80. That fixed-cost structure is what makes this business worth building: every client you add lands on top of a fixed floor, so your margin percentage climbs with every signing. The question is simply how many clients, at what average price.

AVG. PRICE PER CLIENT / MONTH	CLIENTS NEEDED FOR €20,000/ MO	CLIENTS NEEDED FOR €30,000/ MO
€200	~100	~150
€300	~67	~100
€400	~50	~75
€500	~40	~60
€600	~34	~50
€700	~29	~43

A realistic blended mix (some clients on Visibility, most on Leads or Growth) tends to land around **€400–€450 per client** on average. At that blended price, roughly 45–50 clients gets you to €20,000/month, and roughly 65–75 clients gets you to €30,000/month. That is not a trivial number of clients, which is exactly why client acquisition is treated as an ongoing system in the next section, not a one-time push.

A phased roadmap

PHASE	TIMEFRAME	MILESTONES
Foundation	Months 1–2	Brand your login, build your first target list, close 5–10 clients through your own network and in-person visits, use the first client's results as your first case study.
Systemize	Months 3–6	Formalize your outreach cadence (visits + social + partnerships), bring on a part-time VA or setter for lead review, grow to 25–40 clients, start using Otomizer to find your own leads.
Scale	Months 6–12	Add a dedicated account manager per ~25–30 clients, build a referral engine, grow to 50–80+ clients, segment by tier and upsell Visibility-only clients into Growth.

Section 08

Finding Clients: The Go-To-Market Playbook

8.1 In-person and local visits

Visiting shops and local businesses in person is still one of the highest-converting channels for this offer in Europe, especially outside major cities, because most small business owners have been pitched software over email or ads dozens of times and tune it out. A real person, in their shop, showing them something specific about their own market, is different.

Build your list. Use Google Maps and local business directories to build a list of 30–50 target businesses in a town, district, or postcode area before you start visiting. Sort by the vertical list in Section 4 and prioritize independently owned businesses. Chains have marketing departments and much slower decision cycles.

What to bring

- A laptop or tablet with a live demo ready to load in seconds, not screenshots
- Two or three real, recent buyer-intent posts pulled from local Facebook groups relevant to that specific business (see the free-audit hook below)
- A one-page leave-behind with your pricing and a QR code or link to book a call
- Business cards

The "free audit" hook

This is the single strongest tool in this playbook. Before you walk in, spend 15 minutes searching that business's local or trade Facebook groups for the last 7 days of posts where someone was clearly asking for what that business sells: "anyone recommend a good electrician in [town]?", "looking for a wedding photographer, budget around X". Screenshot two or three of them.

OPEN WITH PROOF, NOT PRODUCT

When you sit down with the owner, open with those screenshots, not with your product: *"These are three people who wanted exactly what you do, in the last week, in groups you're probably already a member of. Did any of them reach out to you?"* The honest answer is almost always no, and you've just demonstrated the entire value of Otomizer without saying a word about software.

Sample walk-in script

"Hi, I help [type of business] in [town] find customers who are already asking for [service] in local Facebook groups. People post looking for a plumber or an electrician in this area almost every day, and most of them never hear back from anyone.

I actually pulled a few from this week *[show screenshots]*. Did any of these reach out to you? ... That's exactly the gap I fix. I monitor the groups your customers are already in, flag anyone asking for what you do, and make sure your business shows up and replies fast, and I also keep your business posting regularly in those same groups so people see you even when they're not actively asking.

It runs in the background; you just get a message when there's someone worth calling. Most businesses like yours start at €[price]/month. Want me to set it up this week and show you the first leads before you commit to anything?"

A short free trial period of the managed service (not a raw software login) is a strong close for in-person visits, because it costs you almost nothing marginally because your platform fee is already fixed, and it removes essentially all the risk from the owner's side.

8.2 Social media marketing

Social channels do two jobs for you: they build trust before a cold visit or call, and (used well) they generate your own client leads the same way Otomizer generates leads for your clients.

- **Local business and chamber-of-commerce Facebook groups:** join the groups business owners in your target towns are already in, contribute genuinely before ever posting about your service, then share a client win once you have one.
- **Short demo video:** a 30–60 second screen recording of a real "Hot" lead appearing on the dashboard, posted to Instagram Reels, TikTok, YouTube Shorts, or LinkedIn. This shows the outcome instead of describing it, and tends to outperform anything else you post.
- **LinkedIn:** connect with and post for local business owners in your target area or niche, framed around the problem ("if you own a [trade] business and you're not in local Facebook groups, you're invisible to half your new customers").
- **Run Otomizer on your own agency:** monitor local business-owner and consultant groups for people asking "how do I get more customers," "does anyone know a good marketing person," or "looking for help with social media." That is your own client pipeline, using the exact tool you sell, and it doubles as a live demo in your first call.
- **Small local ad budget (optional, later stage):** once you have two or three case studies, a modest local Facebook/Instagram budget targeting business owners in your target towns can supplement organic and in-person outreach.

8.3 Partnerships & referrals

Partner with local web designers, sign makers, printers, accountants, and business coaches who already serve small businesses and don't compete with you. A simple referral fee, or a reciprocal referral arrangement, turns their existing client relationships into a low-cost lead source for you. Give existing clients a concrete incentive to

refer (a free month or a discount) and ask for the referral explicitly once you've delivered a result worth talking about.

Section 09

Sales Process & Scripts

Discovery questions

- How are you currently getting new customers?
- Are you a member of any local or trade Facebook groups?
- Roughly how many hours a week does anyone on your team spend on social media or marketing?
- Have you ever noticed people asking for [service] in local groups you're in?
- What would an extra 5–10 qualified enquiries a month be worth to you?

A 5-minute demo structure

- Show one or two real buyer-intent posts pulled from their own local groups (the free audit).
- Show the Otomizer dashboard scoring a live example post Hot / Warm / Cold.
- Show a PilotPoster post going out across several groups at once.
- Tie it back to their numbers: "if even two of these become customers this month, what's that worth compared to €[price]?"

Objection handling

OBJECTION	YOUR RESPONSE
"I don't have time to learn new software."	"You won't need to. I run it for you. You'll get a message when there's someone worth calling, nothing to log into."
"I already pay someone for social media."	"Good. This isn't content design, it's finding people actively asking to buy right now and keeping you visible in groups your customers are already in. It works alongside whatever you're already doing."
"Does this actually work for my industry?"	Point to the free-audit screenshots pulled from their own local groups that week: specific, not generic. For hospitality and tourism businesses, tell the restaurant play from Section 5.
"Is this safe for my Facebook account?"	Explain the browser-based, rate-limited, auto-pause safety design honestly, and set the expectation that no automation tool can offer an absolute guarantee against Facebook limits. It's configured conservatively, not maxed out.
"It's too expensive."	Break the monthly price down to a daily cost and compare it to the value of a single new customer in their business.

Sample cold email

Subject: 3 people asked for [service] in [town] Facebook groups this week

"Hi [Name], I noticed a few posts in [Group Name] this week from people looking for [service] in [town]. I don't think your business replied to any of them. I help local businesses like yours monitor the Facebook groups your customers are already in, flag anyone actively looking to buy, and keep you visible with regular posts, without you having to manage any of it yourself. Worth a 10-minute call this week?"

Note: outreach like this is aimed at prospective business-owner clients, not at consumers. The same discipline applies to any direct message: be transparent about who you are, and don't misrepresent the offer.

Section 10

Onboarding & Delivery

Day 1

- Signed agreement and first payment
- Connect the client's Facebook account, with their knowledge and a written note on how you'll handle it
- Enter a one-sentence description of their business so Otomizer suggests starting keywords
- Select which of the client's local/joined groups to monitor and post into
- Set PilotPoster's posting tone and cadence

Week 1

- Tune keywords based on the first batch of scored posts, cutting anything scoring as noise
- Get the client to approve a small library of post variations for PilotPoster to rotate
- Run Otomizer in Monitor mode first (you approve replies) before considering Autopilot, so you can sanity-check reply quality against the client's real voice

Ongoing cadence

- A standing weekly check of Hot leads, forwarded to the client same-day via WhatsApp, email, or text, whichever they actually check
- A short monthly report (leads delivered, response rate, groups active, posts published) and a call if they want one
- A quarterly review to re-tune keywords and groups and discuss upsell

SUGGESTED INTERNAL TOOLS

A simple spreadsheet or lightweight CRM to track every client's account, status, and renewal date; WhatsApp Business for fast client updates, widely used by small business owners across Europe; and a repeatable one-page monthly report template so reporting doesn't eat your time as you scale.

Section 11

Retention & Upsell

Because this is a managed service sold on outcomes, retention lives or dies on whether the client can see real leads landing. Track and actively show, don't just quietly deliver: leads count for the month, response rate, and a before/after comparison.

- **Visibility-only clients:** add the Leads tier once you have one case study to show them
- **Clients with multiple locations:** offer a multi-location bundle at a discount per site
- **Long-tenured clients:** offer a quarterly strategy session as a premium add-on
- **Happy clients:** ask directly for a referral, with a concrete incentive
- **Hospitality & tourism clients:** report the compounding side too: recommendation threads still earning views, and the growing count of public mentions building their long-term AI-visibility footprint (Section 5). It reframes the retainer as an asset they'd lose by cancelling, not just a monthly cost.

Section 12

Compliance, Trust & Realistic Expectations

This section matters more than it might seem. The business you build here depends on trust, both with your clients and with the platform rules you're operating under, and on setting expectations you can actually keep.

Data protection (GDPR)

You'll be handling a client's Facebook login and any personal details visible in the posts and replies Otomizer surfaces. Put a short, plain-language data-handling clause in your service agreement: what you access, how you store it, and that you only act on public or joined-group content the client's own account can already see, and don't collect or store more than you need to deliver the service. If you're not confident writing this yourself, a local solicitor or a template clause reviewed by one is a worthwhile small cost.

Honest recommendations

The example plays in Section 5 depend on comments that read as genuine recommendations. Keep them genuine. Only recommend what the client can actually deliver, respect group rules on promotion, and disclose affiliation where a group requires it. Set the AI-visibility expectation honestly too: it's a plausible compounding effect built over months of consistent public mentions, not a guaranteed or immediate ranking. Sell it as a long-term moat on top of the immediate leads, never instead of them.

Get it in writing

A simple one-or-two-page service agreement per client should cover: the price, a monthly rolling term with a clear cancellation notice period, exactly what's included at their tier, who owns the leads generated, and the honest expectation that leads are qualified opportunities, not guaranteed sales.

Section 13

Appendix: Quick-Reference Templates

Revenue math, condensed

AVG. PRICE / CLIENT / MONTH	CLIENTS FOR €20,000/MO	CLIENTS FOR €30,000/MO
€300	~67	~100
€450 (typical blended)	~45	~67
€600	~34	~50

Monthly client report: outline

- Leads delivered this month (Hot / Warm / Cold breakdown)
- Response rate and average time to reply
- Groups actively monitored and posted into
- One highlighted lead or post example
- Focus for next month

FB DM template (for prospective clients posting about needing marketing help)

"Hi [Name], saw your post in [Group] about looking for [service] recommendations. I actually help local [trade] businesses catch posts exactly like that one before they go cold. Mind if I show you how it works?"

The one-line pitch per play (Section 5, condensed)

PLAY	THE LINE TO SAY OUT LOUD
Restaurant / tourist city	"Every time a traveler asks 'best restaurant in town' in any of thousands of groups, your name is the answer, and every mention also teaches the AI tools people increasingly ask instead."
Trade services	"People in this town asked for a [trade] eleven times last month in groups you're already in. How many of those calls did you get?"
Estate agent / expats	"Every month, people announce in expat groups that they're moving here and need a place. I make sure you're the first useful reply."
Tour operator	"Travelers plan their itinerary in public, in Facebook groups, days before they arrive. I put your tour in that conversation at the exact moment it's being decided."

Reseller pricing figures and client-count models in this document are planning examples, not guarantees. Set your own client pricing against your actual platform costs and local market conditions.