Frametra

CONTRACTOR EDITION

The Contractor Guide

How to sell, deliver and grow a business on client-ready Frametra reports: your report library, batch Coverage Reports, pricing, profit math, a cold call playbook, objection handling and the move to retainers.

SELL
Who to call, what to say, which sample to send, and how to close.

DELIVER
Branded reports and batch Coverage Reports out the door in hours, not days.

GROW
Turn first sales into recurring retainers, run from one extension.

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WELCOME

You are running a business. Frametra is the engine.

As a Frametra Contractor you sell structural reviews of news coverage and writing to clients of your own, and you deliver them yourself, under your own name, using the tool and templates built into your extension. You set your prices, you choose your clients, and you keep what you charge. Your subscription is your cost of doing business.

What your Contractor plan includes

- Every feature of every Deep AI version
- Client Report PDF, Client Certificate and Annotated Client Article, built in
- Your business name on every cover, plus a Client / Engagement line
- Standard or Legal Review layout
- Client Report Log with CSV export
- **Batch Analysis:** score up to 50 articles at once and export the results
- **Coverage Report PDF** built from any batch, with your business name on the cover
- **Report library:** twelve finished Coverage Analysis samples and four single-article samples to show clients
- A monthly allowance of 50, 100 or 250 client analyses

How this guide is organized

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The business in one paragraph

A client sends you an article, a draft, a story about them, or a whole month of coverage. You run it through Frametra, review the findings, and send back a dated, branded PDF report that shows exactly how the piece is built: who is quoted, how claims are sourced, where the framing leans, and which exact phrases drove each finding. A single review has a suggested price of **$99**. A Coverage Report built from a batch of 20 to 50 articles is a project you price yourself. Once a client sees it works, a monthly retainer turns one sale into recurring income.

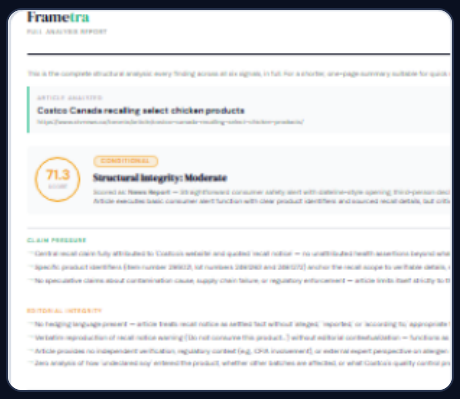
Three numbers to remember. $99 is the recommended price for a single review. $40 per report is the lowest we suggest, and only for high-volume commitments. One to three reports pays for your subscription for the month.

A note on the numbers in this guide. All earnings figures are illustrations built from the prices and plan costs shown. They are not forecasts or promises. What you earn depends on how many clients you win, what you charge, and the time you put in.

WHAT YOU ARE SELLING

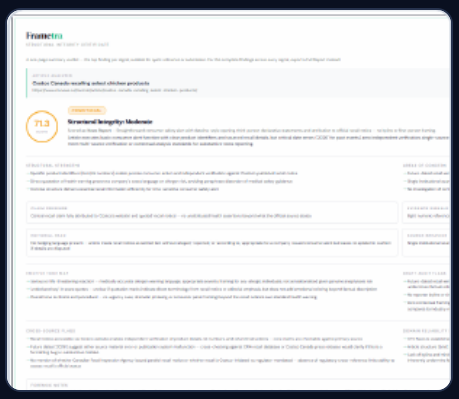
Clarity about how a story is built.

Your clients already know whether coverage is good or bad. What they rarely have is a documented, repeatable look at whether it is built to hold up. That is the product.



Client Report PDF

The complete breakdown behind the score, signal by signal, with the exact phrases behind every finding. Dated, with its own document ID.



Client Certificate

A one-page verdict with the score, structural strengths and areas of concern. Easy to attach to a file or forward.



Annotated Client Article

The article's own text, with the evidence highlighted where it appears and color-coded by signal.

New: the Coverage Report

When a client needs the whole picture of a story, not one article, run a batch of up to 50 articles and the extension builds a 5-page Coverage Report: at a glance, six-signal averages, length split and an article-by-article table. See pages 5 and 6.

The six signals every report covers

Source Attribution: named sources, direct quotes, linked citations.

Editorial Integrity: loaded language and passive framing.

Claim Pressure: pushing a conclusion versus letting evidence speak.

Epistemic Hedging: uncertainty acknowledged or faked certainty.

Evidence Signals: numbers and documentary grounding.

Passive Voice Ratio: who is responsible, stated or hidden.

Source diversity scoring is grounded in the JeRI framework from Toronto Metropolitan University.

How to describe it in plain language

Say: *"It shows how a story is built: who is quoted, how claims are sourced, and what is left standing on assertion alone."*

Say: *"Every finding points to the exact phrases in the article, so you check the reasoning, not just a number."*

Skip jargon on a first call. Words like "forensic" or "structural integrity" can sound abstract to people who have never heard of the tool.

What it is not. It is not a fact-checker, so it never says a story is true or false. It does not label anything left or right. It is not legal advice or expert testimony. Frametra measures construction, not truth. Saying so up front builds trust and keeps you out of trouble.

RUNNING YOUR BUSINESS IN THE EXTENSION

One panel, every part of the job.

Everything you need to find clients, win them, deliver the work and keep records is already in your extension. Nothing here needs a design tool, a spreadsheet template or a second subscription.

WHEN YOU NEED TO	USE THIS IN THE EXTENSION	WHAT THE CLIENT GETS
Win the client	Report library	A finished report from their own sector, sent before the first meeting
Offer a free sample	One-click analysis, Client Certificate	A one-page structural read of one of their own recent pieces
Sell a single review ($99)	Deep AI Analysis, Client Report PDF	Client Report, Client Certificate and Annotated Client Article, all with your name on the cover
Check a draft or statement before it goes out	Paste a Draft, Scan My Draft	A pre-publication read of text that is not published yet
Read a whole story or a month of coverage	Batch Analysis, Coverage Report	A 5-page Coverage Report built from 20 to 50 articles
Work with foreign-language coverage	Translate to English	A clean English PDF of the article
Serve a law firm or litigation team	Legal Review layout	Reports with a matter reference and preparer field
Keep your records straight	Client Report Log with CSV export	A running log of reports by client, ready for invoicing

Your name is on everything

Set your business name once and it appears on the cover of every Client Report, Certificate, Annotated Article and Coverage Report. The extension remembers it between reports. Add a Client / Engagement line so each document is made out to the client it is for.

Your allowance, explained

Deep AI analyses, draft scans and translations use your monthly allowance. **Batch Analysis does not**: it runs on the extension's on-device scoring engine. So a 50-article Coverage Report costs you time, not allowance.

A typical week

- ✓ Monday: run your sample for the week's prospects
- ✓ Tuesday to Wednesday: deliver single reviews, usually 15 to 30 minutes each
- ✓ Thursday: run a batch for a client project and review the Coverage Report
- ✓ Friday: update your Client Report Log, send invoices, book follow-ups

What this replaces

- Copying results into spreadsheets to build a report by hand
- Sending exports to someone else to format
- Designing your own cover pages and templates
- Hunting for an example to show a prospect

YOUR REPORT LIBRARY

Show the work before you ask for the sale.

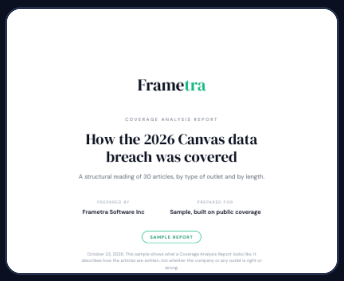
A finished report is the best sales tool you have. Your library holds twelve Coverage Analysis samples built from real, public coverage, plus four single-article samples. Every one is a PDF you can send a prospect, and every one is at frametra.com/samples.

Corporate and crisis

Brands, comms teams, PR firms



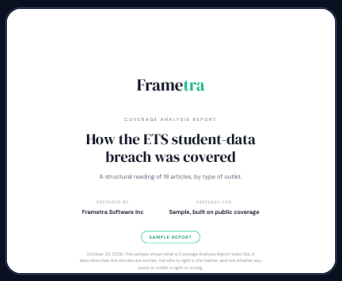
Infant formula recall
34 articles



Canvas data breach
30 articles



Asos hack
34 articles



ETS student data breach
18 articles

Sports

Teams, leagues, agents



Jalen Hurts blood clot
24 articles



UEFA letter to FIFA
22 articles



Sports prediction-market dispute
27 articles

Entertainment



Kelly Clarkson and Art of Play
21 articles

Politics, technology and education

Public affairs, NGOs, universities



Wedgewood fake polls
30 articles



Texas lawsuit against OpenAI
19 articles



States' lawsuits against OpenAI
25 articles



Cornell case
26 articles

How to use the library

- ✓ **Match the sector.** Send the sample closest to the prospect's world.
- ✓ **Send it with your one-page sample** so they see both the quick read and the full report.
- ✓ **Link, don't edit.** Samples are Frametra's. Send them as they are, never as your own work.
- ✓ **Say what they are:** a structural reading of public coverage, not a verdict on anyone.

310

articles read across the twelve Coverage Analysis samples

Plus four single-article samples: Pennsylvania data center, Macron protests, Kenyan cult verdict, Lebanon research paper.

BATCH AND COVERAGE REPORTS

Turn 20 to 50 articles into one client-ready report.

Batch Analysis is part of your Contractor plan. Give it a list of article links and it scores them all, then builds the Coverage Report for you. There is no more handing exports to someone else to format.

1. **Open Batch Analysis**
   It is in the main panel, next to Compare. Paste up to 50 article links, one per line.
2. **Add open tabs, if you like**
   "Add my open article tabs" pulls in every news article you already have open.
3. **Run the batch**
   The extension reads articles three at a time and scores each one. Leave the panel open until it finishes.
4. **Check the list**
   Remove anything off-topic before you build the report. Download or copy the CSV if you want the raw numbers.
5. **Create the Coverage Report**
   Add a report title, your business name and the client or engagement. Click Create Coverage Report, then Save as PDF.
6. **Read it, then send it**
   Read the takeaways yourself, add a short cover note in your own voice, and deliver.

What is inside the report

1. Cover with your business name
2. At a glance: headline numbers and takeaways
3. Six-signal averages and a length split
4. Article-by-article table
5. What the report does not cover, and the method

Good to know

- Batch uses the on-device scoring engine and **does not use your allowance**.
- It does not run Deep AI. For a Deep AI read of one article, run it from the article page.
- You need at least two articles to build a report.
- Requires extension version 3.9.24 or later.

COVER NOTE FOR A COVERAGE REPORT

"Hi [Name], attached is the Coverage Report on how [story] was covered across [number] articles. Three things stand out: [finding one], [finding two] and [finding three]. It describes how the coverage is built, not whether any of it is right. Happy to walk you through it, and to run it again next month so you can see what changes."

Before you send a Coverage Report

- ✓ Every link is about the story, and no outlet is missing that should be there
- ✓ The title says what the report covers
- ✓ Client name and your business name are right
- ✓ You have read the takeaways and they make sense for this story
- ✓ Your cover note says what you would look at next

What this report is, and is not

It describes how the articles are built: sourcing, claims, wording and length, by type of outlet. It does not say who is right, and it does not rank outlets as good or bad. Frametra's own $600 Coverage Analysis service is checked by a person. Yours is checked by you, so read it before it goes out.

DELIVERING

From client request to finished report in a single sitting.

Speed is part of what you sell. The templates are built into your extension, so there is no design work and no formatting. Your time goes into reading the findings and adding your own judgment.

1. **Open the client's article**
   Open the piece in your browser, or use Paste a Draft for text that is not published yet.
2. **Run Deep AI Analysis**
   One click. Your heuristic score and the AI-verified score appear side by side.
3. **Read the findings**
   Check the phrases behind each finding. Make a note of the two or three points your client will care about most.
4. **Fill in the client details**
   Your business name, the Client / Engagement line, and the Standard or Legal Review layout.
5. **Generate the documents**
   Client Report, Client Certificate and Annotated Client Article, each a finished PDF in seconds. This does not use extra allowance.
6. **Send it with a short note**
   Two or three sentences in your own voice. It is logged automatically in your Client Report Log.

STEP	PLANNING ESTIMATE
AI analysis runs	Usually well under 2 minutes
Documents generate	Seconds
Your review and cover note	10 to 20 minutes
One article, start to finish	**About 15 to 30 minutes**
Coverage Report, 20 to 50 articles	**Batch run plus 1 to 3 hours of review**

These are planning estimates, not guarantees. Your pace and the length of the articles will vary.

The turnaround promise to make

Standard: 24 hours. It matches the 24-hour turnaround Frametra offers on its own Pre-Publication Review, and clients are used to hearing it.

Rush: same day. Offer it at a premium. Many clients will pay more to hear back within hours, and it shows you are serious.

Always state the deadline when you accept the work, and beat it by a few hours.

Before you hit send

- ✓ Client name is on the document
- ✓ Your business name is on the cover
- ✓ Right layout chosen (Standard or Legal Review)
- ✓ You have checked the findings read sensibly
- ✓ Your cover note says what you would do next

What counts against your allowance

Each Deep AI analysis, draft scan and translation counts as one use. Creating the three documents from an analysis you have already run does not.

Batch Analysis and Coverage Reports do not use your allowance.

Your allowance resets each month and does not roll over. The extension shows how many you have used.

PRICING YOUR SERVICE

Charge what the work is worth.

You set your own prices. Our guidance comes from one principle: undervaluing the service attracts the wrong clients and makes it harder to raise prices later.

RECOMMENDED

$99

per single review, one-off

SUGGESTED FLOOR

$40

per report, only for high-volume commitments

YOUR COST TO BEAT

$0.40 to $0.98

per analysis, if you use your full allowance

OFFER	SUGGESTED PRICE	HOW TO THINK ABOUT IT
Single review one article, full document set	**$99**	Your standard offer and the easiest first sale. It is also the best use of your allowance: one analysis, one paid report.
Rush review same-day delivery	**$99 plus a rush fee**	Add a premium for speed. Pick a rate you are comfortable with, for example an extra 50%, and state it up front.
Volume commitment monthly batch or retainer	**$40 or more per report**	Discount only in exchange for a commitment, and keep each report at or above the floor. See the retainer pages for worked examples.
Coverage Report 20 to 50 articles from a batch	**Price the project**	Frametra's own published Coverage Analysis is $600 for 30 articles and $900 for 50, checked by a person. Use it as a reference. Batch does not use your allowance, so your cost is your time, and the report is checked by you.
Newsroom audit a full structural audit	**Price the project**	Frametra's own Newsroom Structural Audit is $1,200, $1,800 or $2,400, depending on scope. If you take on something that size, plan the analyses it needs against your allowance first.

Pricing rules that protect your income

- ✓ Never discount a first order. Offer one free sample, then charge full price.
- ✓ Quote one price, not a range. Ranges invite haggling.
- ✓ Trade price for commitment, never for nothing.
- ✓ Raise your price when your calendar fills up.
- ✓ Price a Coverage Report as a project, not by the article.

Why not go below $40?

Below that, the work stops paying for the time it takes, and clients who buy on price are the first to leave.

At 30 minutes per report (an estimate), $40 is $80 an hour before costs. $99 is $198.

PROFIT AND ROI

The formulas, and what your subscription costs you.

Your only fixed cost is the monthly subscription. Everything else you earn above it is yours.

Revenue = reports delivered x price per report

Net profit = revenue - subscription - other costs

ROI = net profit / subscription cost x 100

Break-even reports = subscription / price per report, rounded up

Cost per analysis = subscription / analyses used

Effective hourly rate = net profit / hours worked

Worked example

You are on **Contractor 50 ($49)** and deliver **10 reports at $99** in a month.

Revenue: 10 x $99 = **$990**

Net profit: $990 - $49 = **$941**

ROI: $941 / $49 x 100 = **1,920%**

Return per $1 of subscription: **$19.20**

The percentage looks large because the subscription is small. The real limits are how many clients you win and how much of your time you spend.

Break-even: how many reports pay for your plan

PLAN	MONTHLY COST	ALLOWANCE	COST PER ANALYSIS AT FULL USE	BREAK-EVEN AT $99	BREAK-EVEN AT $40
Contractor 50	$49	50	$0.98	**1 report**	**2 reports**
Contractor 100	$75	100	$0.75	**1 report**	**2 reports**
Contractor 250	$99	250	$0.40	**1 report**	**3 reports**

Costs these numbers do not include

- Your time, which is your largest real cost
- Payment processing fees on client invoices
- Taxes in your country
- Any other tools or expenses of your business

Subtract these before judging your real profit.

Choosing your plan

Estimate the analyses you will run in a month, then add about 20% for retries, draft scans and translations. Batch runs do not count, so they do not change which plan you need.

- **Contractor 50:** getting started, up to about 40 reports
- **Contractor 100:** a steady client base
- **Contractor 250:** retainers, agencies, big projects

PROFIT AND ROI

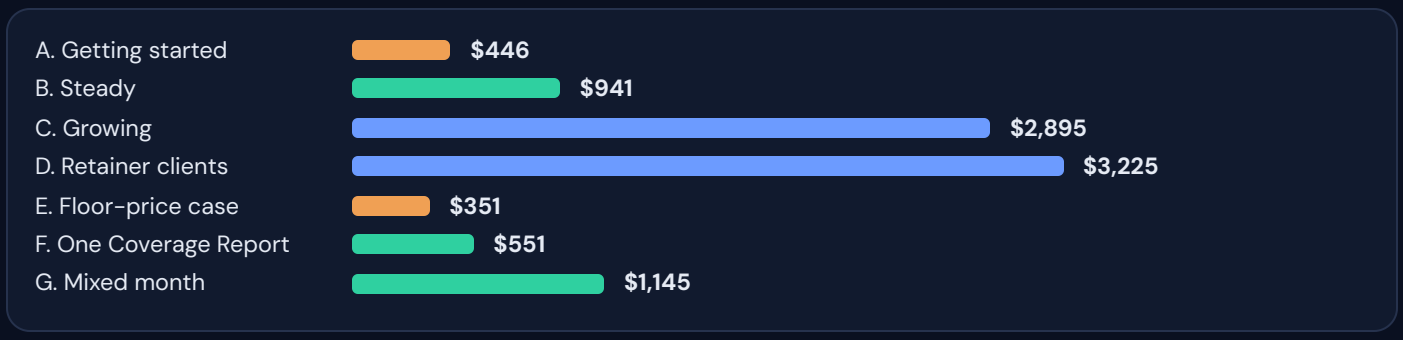
Seven scenarios, from first month to retainer income.

Each row uses the real plan prices. The volumes are examples to help you plan, not predictions.

SCENARIO	PLAN	REPORTS	REVENUE	NET PROFIT	RETURN PER $1 OF PLAN	NET PER HOUR*
A. Getting started	Contractor 50 ($49)	5 at $99	$495	**$446**	$9.10	$178
B. Steady	Contractor 50 ($49)	10 at $99	$990	**$941**	$19.20	$188
C. Growing	Contractor 100 ($75)	30 at $99	$2,970	**$2,895**	$38.60	$193
D. Retainer clients	Contractor 100 ($75)	60 at $55	$3,300	**$3,225**	$43.00	$108
E. Floor-price case	Contractor 50 ($49)	10 at $40	$400	**$351**	$7.16	$70
F. One Coverage Report	Contractor 50 ($49)	1 at $600	$600	**$551**	$11.24	$184
G. Mixed month	Contractor 50 ($49)	6 at $99 + 1 Coverage Report at $600	$1,194	**$1,145**	$23.37	$191

* Assumes 30 minutes per single report and 3 hours for a Coverage Report (estimates), before taxes, processing fees and other costs. Net profit is revenue minus the monthly subscription. Scenario F and G batch runs do not use allowance.

Net profit by scenario



What moves your numbers

- **Price:** $99 versus $40 on the same ten reports is $990 versus $400.
- **Volume:** retainers lift reports per month without new selling.
- **Project work:** one Coverage Report can earn what six single reviews do, without using allowance.
- **Close rate:** more of your calls and samples turning into clients.
- **Speed:** 15 minutes per report instead of 30 doubles your hourly rate.

The honest limit

The software is cheap, so the constraint is never the subscription. It is finding buyers and spending your time well.

That is why the rest of this guide covers who to call, what to say, which library sample to send, and how to turn one-off clients into retainers.

IDEAL CUSTOMERS

Who to call first.

You can call anyone who might buy. These ten profiles are where the need is clearest, listed with the moment they are most likely to say yes. Priority A is where to start.

CUSTOMER	TIER	WHY THEY BUY	BEST MOMENT TO CALL	WHO TO ASK FOR	LEAD OFFER
PR and crisis communications agencies	A	Pressure-test coverage and client statements before they go out	New crisis client, launch, major announcement	Account director, head of crisis or reputation	Per-statement reviews, then a Coverage Report after a crisis
Corporate communications and public affairs	A	Need a documented read on how the company is covered	Recall, breach, hack, earnings, regulatory news	Director of communications, VP corporate affairs	Corporate library sample, then a Coverage Report
Sports teams, leagues, agents and sports media	A	Injury, trade and league-dispute coverage that runs hot	Injury news, a trade, a league dispute, a sponsor issue	Communications or media relations director, agent	Sports library sample, then a Coverage Report
Entertainment, celebrity and talent publicists	B	Show talent and brands how a feud or controversy was covered	A feud, a rumour, a launch, a controversy	Publicist, talent manager, studio comms lead	Entertainment library sample, then a Coverage Report
Law firms and litigation support	A	Document how media coverage of a matter was constructed	New matter with press attention, defamation review	Litigation partner, associate, paralegal lead, expert witness	Legal Review layout, matter reference included
Newsrooms and editors	B	Catch attribution gaps before publishing	A correction, a trust initiative, a standards review	Standards editor, managing editor, public editor	Per-article checks or a Coverage Report on their own output
Freelance and investigative journalists	B	A story that has to hold up before it is filed	A big story close to filing	The journalist directly	Single review at $99
NGOs, advocacy groups, think tanks	B	Understand and report on how their issue is covered	Campaign launch, annual report, donor update	Communications or research director	Coverage Report on their issue
Reputation, marketing and brand agencies	B	Show clients how they are covered, with evidence	Pitch season, client reviews	Account lead, strategy director	Reports they can share with their own clients
Podcasters, producers, researchers	C	Check sourcing before it becomes a segment or a citation	New season or documentary in production	Host, producer, research lead	Single reviews or a small monthly batch

How to build your list

- ✓ Start with Priority A. They have budgets and recurring needs.
- ✓ Pick one profile per week and go deep, not wide.
- ✓ Find names on directories, member lists and LinkedIn.
- ✓ Use a recent article about the prospect as your opener, and send the matching library sample.

The best signal of all

A prospect who was just covered in the press, positively or negatively, is already thinking about coverage. Call within a few days.

Aim for 20 to 30 dials a week at first and track every call. It tells you which profile and which opener work for you.

THE COLD CALL

A 60-second opener that earns a yes.

The goal of the first call is not to sell. It is to earn permission to send a free one-page sample made from the prospect's own coverage. Research one recent piece before you dial.

OPENING

You: "Hi [Name], it's [You] from [Business]. I know I'm calling out of the blue, so do you have thirty seconds? You can tell me to go away after."

Wait for the answer. Most people give you the thirty seconds.

THE PITCH

You: "I work with [communications teams / law firms / editors] on how press coverage is actually put together: who gets quoted, how the claims are sourced, and what is left standing on assertion alone."

"Most teams check whether coverage is good or bad. Almost nobody checks whether it is built to hold up."

"Which is odd, because the glowing pieces are often the thinnest underneath, and the harsh ones can be airtight. The thin ones are the ones that fall apart when someone pushes on them."

"I ran one of your recent pieces, [title], through a structural analysis anyway. Would it be useful if I emailed you the one-page result? No call needed."

IF THEY SAY YES

You: "Great. What is the best email? You will have it within 24 hours. If it is useful, we can talk about doing it on pieces before they go out." Then stop talking. Confirm the email and the piece, and end the call.

GATEKEEPER

"Hi, it is [You] calling for [Name] about how [Company]'s recent coverage was put together. Is [Name] the right person, or is there someone on the communications side I should ask for?" Be friendly, brief and honest. Never pretend you have an appointment.

VOICEMAIL (20 SECONDS)

"Hi [Name], [You] from [Business]. I ran a recent piece about [Company] through a structural analysis and found a few things worth a look. I will send the one-page result to your email. My number is [number]. Thanks."

Variation: data-led

Open with a specific finding from their piece, such as how many claims in it rest on a single unnamed source. Best for researchers and data-minded editors.

Variation: contrarian

Lead with the point that positive coverage and sturdy coverage are not the same thing. Best for senior editors and communications directors.

Variation: shared frustration

Open on how hard it is to prove a piece is sound without a lot of manual reading. Best for independent journalists and fact-checkers.

Sports, entertainment or corporate prospect? Add one line: "I can also send you a full report on a recent story in your world, so you can see the finished thing." Then send the matching library sample with your one-page result.

THE COLD CALL

Sample, follow-up, and the close.

The sample does the selling. Your job is to send it fast, follow up once, and ask for the work.

EMAIL WITH THE SAMPLE (SEND WITHIN 24 HOURS)

Subject: The structural read on [article title]

"Hi [Name], as promised, attached is the one-page result for [title]. The part worth a look is [one specific finding, in plain words]. Happy to run anything that is about to go out, same format. I will check in on [day] in case you have questions."

[Your name, business, phone]

ADD THE LIBRARY LINK

"P.S. If you want to see what a full report looks like, here is one on a story in your space: frametra.com/samples/[file name]. It reads about 20 to 35 articles the same way." Pick the sample from your library that matches their world.

FOLLOW-UP CALL (2 TO 3 DAYS LATER)

You: "Did the sample come through? What stood out to you?"

Then ask three questions and listen:

- "How do you check coverage today?"
- "What is coming up where this would matter?"
- "Who else would need to see a report like this?"

Run it live on their next piece

If they have a draft or an article they care about, offer to run it while you are on the phone or on screen share and walk them through the three documents.

Nothing sells like watching their own words get annotated.

Three ways to ask for the work

ASSUME IT

"Shall I start with the [piece] you mentioned? It will be back to you tomorrow, and it is $99."

OFFER A CHOICE

"Would you like to start with one review this week, or put your three upcoming pieces through together?"

NAME THE NEXT STEP

"Send me the draft by 3 and I will have the report back to you by 3 tomorrow. Does that work?"

ASKING FOR A BIGGER PROJECT

"You mentioned [the recall / the trade / the launch] has had a lot of coverage. I can run the whole month's coverage through and give you one report that shows how it was built, by type of outlet. It is a fixed price of [$ amount], and you would have it in [number] days. Shall I start?"

Handling the money

- ✓ Say the price once, plainly, then stop talking.
- ✓ Invoice before or on delivery. Do not chase.
- ✓ Quote a total, never an hourly rate.

If the answer is "not now"

Ask permission to follow up on a specific date and put it in your calendar. Send something useful before then, such as a short note on a recent story in their space. Most sales are won on the third to fifth contact.

OBJECTION HANDLING

What they say, and what to say back.

Treat an objection as a request for information. Acknowledge it, answer in one or two sentences, then ask a question that moves things forward.

THEY SAY	YOU SAY
"Just send me some information."	Happy to. A brochure will not show you much, though. Give me one of your own articles and I will send you the real analysis, exactly what a client gets.
"We already use a media monitoring tool."	Monitoring tells you what is being said and how much. This shows how each piece is built: sourcing, claims and framing. Different question, and most clients use both.
"Is this a fact-checker or a bias checker?"	Neither. It does not say true or false and it does not label left or right. It shows how the story is constructed, with the exact phrases behind every finding.
"I do not trust AI scores."	Good instinct, and that is the reason every finding is tied to phrases in the article. You check the reasoning, not the number. You also get a rules-based score next to the AI one.
"We do not have the budget."	Fair. A review is $99 per article with no contract. What is the next piece where being wrong would cost you more than that?
"We do this in-house."	Then you know how long it takes to do consistently. This is the same checklist every time, documented, with a dated report you can file or show a client.
"Is our draft kept confidential?"	The text is sent through Frametra to Anthropic for AI analysis. Check the current privacy policy at frametra.com for how it is handled. If you would rather not send an unpublished draft, we can start with published pieces.
"I need to run it by my boss."	Of course. Would a one-page summary help, with a sample from your own coverage attached, so you have something to forward?
"Call me next quarter."	Happy to. Can I send the sample now so it is there when the timing is right, and check back the first week of [month]?
"That is too expensive."	Compare it to one correction, one angry client, or one lawyer reading a thin story. If volume is the issue, a monthly commitment brings the per-report price down.
"Can you look at more than one article?"	Yes. I can run 20 to 50 pieces together and give you one report on how the whole story was covered, by type of outlet. Here is one in your space.
"How do I know your reports are any good?"	Read one before you decide. Here is a finished report on a story in your world, with every number explained and the method on the last page.

The pattern. Agree, answer briefly, ask a question. "That makes sense. [Short answer.] Which piece would you want to see it on first?"

Confidentiality tip. Always tell clients where an unpublished draft goes before you run it. Check the current privacy policy at frametra.com before quoting it.

CLOSING THE DEAL

Do's and don'ts.

The difference between a contractor who closes and one who does not is usually a handful of habits.

Do

- ✓ **Lead with their article.** A sample built from their own coverage beats any pitch.
- ✓ **Show a library report from their world.** A finished report answers most questions.
- ✓ **Ask permission to talk.** "Do you have thirty seconds?" lowers every defense.
- ✓ **Use plain language.** Say "how the story is built," not "structural forensics."
- ✓ **Name the next step** before you hang up, with a date and a time.
- ✓ **Follow up inside 24 hours** and send what you promised when you promised it.
- ✓ **Quote your price with confidence.** Say it once, then be quiet.
- ✓ **Beat your deadline.** Early delivery is your best marketing.
- ✓ **Read every report before it goes out,** including Coverage Reports.
- ✓ **Ask for the retainer** after two or three good reviews.
- ✓ **Keep your log tidy.** It becomes your proof of work.

Don't

- ✗ **Don't call it a fact-check** or a lie detector. It measures how a story is built, not whether it is true.
- ✗ **Don't promise outcomes,** such as protection from a lawsuit or a better press cycle.
- ✗ **Don't claim to be Frametra** or an employee. Say you use Frametra's structural analysis.
- ✗ **Don't pass off a library sample as your own work.** Send it as Frametra's sample, unedited.
- ✗ **Don't discount the first order.** Use the free sample, then charge full price.
- ✗ **Don't run an unpublished draft** without telling the client where the text goes.
- ✗ **Don't badmouth competitors.** Ask what they use and explain the difference.
- ✗ **Don't pitch analysis of private individuals** or anything you would not want to explain.
- ✗ **Don't ghost after the sample.** One follow-up is not pushy, silence is a missed sale.
- ✗ **Don't go below $40 a report** for any volume deal.

BEFORE THE CALL

Read one recent piece. Run it. Pick the one finding you will mention, and the library sample that fits.

ON THE CALL

Ask, listen, then ask a better question. Talk about their work, not yours.

AFTER THE CALL

Write down what they said, in their words. Send the sample. Book the follow-up.

RETAINERS

Turn one happy client into recurring income.

Once a client has seen two or three reports and wants a long-term solution, stop selling reports one at a time. Offer a monthly retainer: a set number of reviews, a standard turnaround, one predictable invoice.

Why retainers are better for you

- ✓ **Predictable income** you can plan around
- ✓ **Lower selling cost:** you win the client once, not every month
- ✓ **Easy capacity planning:** committed volume tells you which plan to hold
- ✓ **Deeper relationships** and more referrals

Why clients say yes

- ✓ **Lower price per report** than buying one at a time
- ✓ **A consistent baseline** they can compare month to month
- ✓ **Priority turnaround** when something breaks
- ✓ **One invoice,** no new approval each time

Example retainer menu

RETAINER	REPORTS PER MONTH	PRICE PER REPORT	MONTHLY	PER YEAR
Starter	5	$75	**$375**	$4,500
Standard	15	$55	**$825**	$9,900
Premium	30	$45	**$1,350**	$16,200
Coverage watch	1 Coverage Report	$450 per report	**$450**	$5,400

Examples only. The first three rows keep each report above the $40 floor. Price a Coverage watch as a project.

What one retainer client is worth

Client value = monthly retainer x months kept. A Standard retainer kept for 12 months is $825 x 12 = **$9,900**. A one-off review is $99. That is 100 times the value of the first sale.



How many clients your plan can carry

PLAN	EXAMPLE LOAD	MONTHLY
Contractor 50	2 Standard (30)	$1,650
Contractor 100	5 Standard (75)	$4,125
Contractor 250	6 Premium (180)	$8,100

Illustrations with about 20% headroom, not forecasts. A Coverage watch retainer adds no allowance use, because batches do not count.

HOW TO RAISE IT

"We have done [number] reviews together, and [one result or finding]. Since you will keep needing these, I can set you up with a monthly package: [15] reviews for $[825] a month, back in 24 hours, one invoice. That works out to $[55] a report instead of $99. Does [first of the month] work to start?"

Put it in writing

Agree the number of reports, the turnaround, the monthly price, billing in advance, and a review after 90 days. Use a simple written agreement and take local advice on terms where you work.

Unused reports

We suggest they do not roll over, which mirrors your own monthly allowance. It keeps planning simple and gives clients a reason to use what they paid for.

RULES OF THE ROAD

Work well, anywhere in the world.

Calling and emailing rules vary by country

Rules on cold calls and cold emails differ across countries, and sometimes by state or province. Examples include CASL in Canada, telemarketing and do-not-call rules in the United States, and GDPR and PECR in Europe and the UK.

- ✓ Check the rules where you work and where your prospect is
- ✓ Prefer business lines and business email addresses
- ✓ Identify yourself and your business at the start of every contact
- ✓ Honor opt-out and do-not-call requests immediately

This is general guidance, not legal advice.

Claims and confidentiality

- ✓ Describe Frametra accurately: it measures how a story is built, not truth
- ✓ Never state or imply legal advice or expert testimony
- ✓ Tell clients where unpublished text goes before you run it
- ✓ Keep client work private. Do not share a client's report without permission
- ✓ Library samples are Frametra's. Share them as they are, never as your own work
- ✓ Do not promise results or guarantee earnings

Using the Frametra name

Fine: "I use Frametra's structural analysis." "Powered by Frametra." Linking to frametra.com.

Not fine: presenting yourself as Frametra, an employee, or an official partner, or implying Frametra endorses your business.

Your access is personal

Your key belongs to you. Do not share it or resell access. Your plan includes a monthly allowance that resets each month. If you often run out, write to sales@frametra.com about the next plan up.

Your first seven days

DAY 1

Install, activate your key, run five articles of your own to learn the panel. Generate all three documents once. Run one batch of ten and build a Coverage Report.

DAY 2

Read two library reports end to end. Choose your first customer profile and the sample that fits it. Build a list of 30 names and one recent article for each.

DAYS 3 TO 4

Run a sample for your 10 best prospects. Make 20 calls using the opener.

DAYS 5 TO 7

Send samples with a library link, follow up, ask for the first paid review at $99. Log everything.

Frametra

Questions, ideas or a plan upgrade? We want to hear from you.

sales@frametra.com | frametra.com

Earnings figures in this guide are illustrations based on published plan prices and example assumptions, not predictions or guarantees. Frametra reports are an analytical aid and not legal, journalistic or professional advice.