

Secret World Shows How Local Businesses Can Become Part of the Communities That Influence Where People Spend

Secret World app lets local businesses add deals, jobs, tasks, memberships and barter opportunities to a growing creator community.

NEW YORK CITY, NY, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- The Secret World app is expanding the role local businesses can play inside its [creator community](#).

Instead of only promoting themselves, businesses can contribute things people may actually need.

That can mean a deal that helps someone save money.

A hiring post that helps someone find work.

A short task that gives a creator a way to earn.

“

The best way for a business to earn attention is to create value first. Give people a reason to save, earn, return, or connect — and discovery can follow.”

Kaixiong Zhang



Secret World app is designed to help local creators and businesses become more discoverable within the communities around them.

A membership that rewards someone for coming back.

Or even a barter arrangement where both sides agree to exchange value instead of cash.

Secret World app is being built around a simple idea:

Local businesses should be able to create opportunities, not only advertisements.

Businesses Can Put Real Tasks on the Map

Many businesses need small things done every day.

A restaurant may need photos of a new menu.

A barber may need someone to film short-form content.

A store may need help handing out flyers.

A gym may want a creator to make a video.

An event may need extra people for a few hours.

A local business may need a photographer, videographer, model, promoter, designer or simply an extra pair of hands.

These needs do not always become traditional job listings.

Secret World app gives businesses a way to place tasks into the [local network](#) so nearby people can discover them and apply.

The task can appear alongside other opportunities on the Secret World map.

That makes the map more than a place to see what businesses are nearby.

It becomes a place where people can see what is happening nearby and where they may be useful.



Local recommendations and everyday conversations can help businesses gain discovery through the Secret World creator community.



Secret World app gives local businesses a way to participate in the creator community by offering useful value, opportunities, and services.

A Task Can Pay in More Than One Way

Secret World app is also designed around the idea that local value does not always have to be cash.

Businesses and creators may agree to a traditional paid task.

But they may also agree to exchange something else of value.

A restaurant may offer meals in exchange for a small photo shoot.

A gym may offer a membership in exchange for content.

A salon may offer a service in exchange for photography.

A store may offer products in exchange for agreed creative work.

A business may also combine cash with another benefit.

Secret World describes this more broadly as value exchange.

The platform gives both sides a place to discover each other and understand what is being offered.

The participants then decide whether the [opportunity](#) makes sense for them.

Any agreement remains subject to applicable laws and the terms accepted by the people involved.

Deals Help People Save



Secret World app brings local creators, services, and businesses into one community where people can discover opportunities around them.



Secret World app is building a local network where creators, businesses, and opportunities can become easier to discover nearby.

Businesses can also add deals for the creator community.

That gives people another reason to discover a local business even when they are not looking for work.

A creator may open Secret World looking for a task and also find a nearby restaurant deal.

Someone may discover a business because it offers something useful that day.

The business gets another chance to be discovered.

The creator gets a way to save.

That creates value before the business asks for attention.

Hiring Helps People Earn

Some needs are bigger than one task.

Businesses can also use Secret World app to show that they are hiring.

A local business may be looking for:

A content creator.

A photographer.

A barber.

A server.

A trainer.

A designer.

A cleaner.

A promoter.

Or another person with a useful skill.

The goal is to make those opportunities easier to discover locally.

Secret World app connects the business side of the community with the creator side so that people looking to earn can see more of what is happening around them.

Memberships Give People a Reason to Return

Businesses can also create memberships.

A membership can give customers or creators additional value for coming back.

That may include recurring benefits, preferred access, discounts, or other perks defined by the business.

For the business, the goal is not only the first visit.

It is creating a stronger relationship over time.

For the creator, it is another way the local community can provide useful value.

Every Business Can Participate Differently

One of the ideas behind Secret World app is that every local business does not need to use the platform in the same way.

A coffee shop may focus on deals.

A gym may focus on memberships.

A restaurant may post tasks for photographers or content creators.

A retail store may hire local people.

A salon may barter services for creative work.

Another business may use several of these tools together.

Secret World calls this a participation model.

Businesses choose what they can contribute.

Creators choose what is useful to them.

The platform helps make those opportunities visible.

Every Creator Also Brings a Different Network

Creators do not exist in isolation.

They have friends.

Customers.

Followers.

Coworkers.

Classmates.

Family.

Neighbors.

And other creators.

When a creator discovers a business through a deal, task, job or membership, that interaction may stop there.

Or it may lead to something else.

The creator may return.

They may bring someone.

They may recommend the place.

They may share something they genuinely liked.

Secret World does not promise that every creator will promote every business.

Instead, it creates more chances for real discovery inside a local network.

The company describes this as distributed local influence.

Rather than relying only on one ad or one influencer, businesses can become part of a community made up of many different circles.

From Advertising to Participation

Traditional advertising often starts with a business asking for attention.

Secret World app is trying to reverse that order.

First, the business contributes something useful.

A deal.

A task.

A job.

A membership.

A service.

A barter opportunity.

Then the community decides what is worth discovering.

That creates a different relationship.

The business is not simply buying visibility.

It is becoming useful to the people around it.

Secret World App believes that usefulness can create stronger discovery than interruption alone.

The long-term vision is a local creator community where people can find ways to earn, ways to save, people who can help, and businesses worth discovering — all inside the same network.

Businesses create opportunities.

Creators create value.

The community connects the two.

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