



HOW TO SELL A FRANCHISE

ORIGINAL AD**Branded Products & Marketing Franchise | Sunshine Coast For Sale**

We have a rare opportunity with a motivated seller in the sunshine coast QLD.

Fully Promoted is a full-service promotional and marketing retail store.

Fully Promoted is a trusted brand with a 17-year history, over 300 locations in 75 different countries which makes us the top franchise in our industry.

Fully Promoted offers a range of products and services including

- Work wear
- Corporate apparel
- Embroidery
- Branding
- Print
- Digital services

Fully Promoted is a 9am – 5pm Monday to Friday business which offers a great work life balance.

All equipment, hardware, software, fixtures and furnishings are included in the investment. We also provide an excellent 5-week training program, with ongoing marketing and technical support.

the main job of our Franchisees is to help their customers get more customers.

You will be joining a \$50 BILLION industry and not limited to providing one single service.

We have great territories available all throughout New South Wales

As a Fully Promoted franchisee, you enjoy several unique benefits:

- Industry-Leading Buying Power
- Internet Business/Online Marketing
- System-wide Peer Networking
- Site selection and lease negotiations
- Professional Store Design
- A Respected Brand Name

What next?

If you think you've got what it takes to join the Fully Promoted success story as a franchisee, contact us today for more details about becoming part of our community.

Price: \$200,000

NEW AD**We Need A Partner ASAP To Take Advantage Of This Opportunity On The Sunshine Coast**

We have identified a Sunshine Coast location that is underserved by our brand and competing brands. We'd like to set up a franchisee in this spot to take advantage by July 31st, 2019. It takes us 4 months to set up a store, so now is the time to throw your hat in the ring.

Fully Promoted stores offer branded products and marketing services, including work wear, corporate apparel, embroidery, visual branding, print, and digital services. We're the top franchise in our industry, with over 300 stores worldwide and now 57 in Australia, so we know a ripe-for-profit location when we see one.

We'll provide a complete retail store including all furnishings, fixtures, equipment, hardware, and software. You will be able to operate the store alone initially, then our stores usually grow to need 2-5 staff within 2 years. The business model allows you to sell a large range of products and services without having to hold any stock. Brands include Bisley Workwear, Van Heusen dress shirts, and Chef Works culinary apparel.

You'll get 5 weeks training, benefit from nationwide marketing, and all your computer systems are provided. But before you decide anything you'll see earnings reports from other franchisees, visit an existing store, have a session with our head business coach Trevor, and speak to our CEO Janine personally.

To see our plans for this new store in full, please give Steven James a call on **0411 223445**. He will give you as much information as you need.

Price: \$200,000

P.S. There will be other opportunities for new franchisees, but not on the Sunshine Coast. If you live in the region (or would like to) then give Steven a quick call today to get on his list so you don't miss out on any updates.

NOTES

A few things the new ad has accomplished:

1. IT'S REAL. *We're now presenting a specific opportunity that has been identified with many of the details all figured out, instead of a generic offer to buy a franchise with the details up in the air.*

We've also introduced people and suppliers by name. This gives the company a more authentic and trustworthy feel.

2. IT'S ALL TRUE. *No more embellishments. No claims like "rare opportunity", "great", "excellent", or "amazing". With each embellishment you lose trust, and train the reader to question everything you say (or dismiss the ad completely). The ad is now 100% factual.*

3. IT'S CONFIDENT. *By outlining our plan to provide everything they need to make a good decision, we show a confidence that everything is going to check out.*

4. IT'S URGENT. *We finish with a matter of fact reason not to delay.*

The new ad also gives some clues to how to sell this opportunity in person. By sharing the plans and analysis already undertaken for this location, it's clear that this train is going to leave (and be successful for reasons X, Y, Z) and we just need someone (maybe you) to take the helm...



Dave Gillen

BONUS

MORE HEADLINES

Ever wanted a new start on the Sunshine Coast?

A message to any Sunshine Coast resident who wants to own a business franchise.

An open letter to every [man over 50] who is serious about being a business owner on the Sunshine Coast. [Target a profession, town, age group, ...]

*How [Maddie Smith] is turning embroidered shirts into a nest egg.
How [Shane Daley] is turning branded stubby coolers into a paid off mortgage.*

How to avoid losing money on a business franchise, by someone who lost everything. [You probably have a successful franchisee who failed at a previous franchise.]

These days there are many more opportunities to advertise your franchise than just “business for sale” listings.

If you can target specific groups of people with a tailored message, you can begin to advertise your franchises more widely.

Dave