

Why Buy a Franchise?

```
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src=" + gaJsHost + "google-analytics.com/ga.js"
type='text/javascript'%3E%3C/script%3E"));
```

```
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
```

Why buy a COFFEE NEWS franchise?

It's easy to get into. You don't need years of experience and megabucks in order to become a COFFEE NEWS franchisee. In fact, we make the franchises so affordable that practically anyone who wants to become a franchisee can—if your area hasn't already been taken, that is. For as little as \$8000, plus GST, you can purchase your own franchise and be up and running in weeks.

You can earn a very good living. For example, when you own one franchise and you continually sell all your advertising spots (there's only 32) each week, you can make a gross annual profit, less your weekly license fees, of in excess of \$50,000. Of course you'll have to take out your printing costs (it's a double-sided mono print A3 publication—so relatively cheap to print), telephone, fuel, etc., but the net results are still very, very impressive. And this is only working on a part-time basis. To make it full-time, purchase more areas and watch your results double or triple.

You can work from home. This business is ideal for anyone who needs to work from home, especially stay-at-home mums, retirees and students. Work the hours that suit you and reap the rewards of a sound business. Enjoy the recognition and personal satisfaction of providing a great weekly publication to your community. Promote upcoming events you feel are important in the "What's Happening" section. Event coordinators will be calling you requesting permission to publicise their events.

It's competitor-proof. With six months of research injecting 17 different psychological and super-learning effects into the unique design, reader enjoyment and make-up of COFFEE NEWS, it's not surprising that no other restaurant publication has ever been able to come close to delivering COFFEE NEWS' incredible advertising results. As such, even cut-throat copy-cats offering 50% less advertising rates can't make it financially once advertisers compare results and stick with COFFEE NEWS instead.

Also, COFFEE NEWS' trade marking and copyright laws offer franchisees a high level of protection.

It's mistake-proof. Even if you've never sold advertising in your life, we provide you with the information that makes you an expert. Using our 90-page Procedure Manual, you'll quickly understand the logic behind how advertisements work, how to prospect systematically and how to design an advertisement for any advertiser—very quickly.

You'll also learn every aspect of operating your own successful COFFEE NEWS franchise—and especially, how to avoid the common mistakes of other publications, particularly the ones you see every day. We are available to

answer your questions on a daily basis. There's also our newsletter "for franchisees, by franchisees" that presents a surprising amount of new ideas for everything to do with running a COFFEE NEWS franchise. There are conferences to attend as well as the names and phone numbers of other franchisees world-wide for you to talk to and get advice from. There are at least 10 great solutions to any problem you happen to run into.

We want to make sure there is a COFFEE NEWS franchise in every town and city throughout Australia. Its goal, for every community it touches, is to bring prosperity from the ground up. It is a win-win situation.

It's both recession-proof and a recession-buster. COFFEE NEWS is specifically designed to help small businesses; not only with advertising rates that are easily affordable, but with weekly, highly effective exposure to exactly the potential customers they need to reach—those right in their own local area and with money to spend.

International franchise system support. There are hundreds of COFFEE NEWS franchisees in the world already in operation. Many are delighted to share their experiences in starting COFFEE NEWS. A franchise network gives new franchisees the edge to be successful, helping you avoid the pitfalls of starting a business from scratch.

COFFEE NEWS franchises are marketable. A franchise in operation can be sold as a going concern. Some have sold for as much as one times annual sales. This is a business you can own that can build equity for you and your family in the future. That's why 70% of new licenses in the world are from existing franchisees. They recognise the value of the franchise system and have built their company through expansion into new markets. We encourage that.

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