

What Does It Entail?

```
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) {}
```

Responsibilities of a Franchisee…

Your weekly content for your COFFEE NEWS is already done for you and emailed to you every month. All you need to add are your advertisements and write your “What’s Happening” column—what events are coming up that week in your community?

- Set up the distribution outlets—cafés, restaurants, waiting areas, etc.—recommended minimum of 50 outlets in an Area.
- Sell the 30–32 advertising spaces for COFFEE NEWS to local businesses—usually in blocks of 12 weeks.
- Compile advertisements and insert them into the edition each week.
- Arrange printing of your edition with Coffee News AUSTRALIA Head Office at a discounted price.
- Distribute the edition to established outlets.
- Pay weekly license fees to Coffee News AUSTRALIA Head Office for exclusive editorial content.

As a potential home-based business owner exploring our COFFEE NEWS publication, you will be amazed by the money-making opportunity available for you. To date, hundreds of franchises have been sold throughout the world and many areas in Australia are already on hold for current COFFEE NEWS franchise holders… so don’t delay. We are willing to place non-binding reserves on the areas you are interested in to give you time to explore this opportunity in greater detail. Complete the online Apply Today form.

Anyone can be a successful COFFEE NEWS franchisee. It doesn’t take years of training, megabucks in the bank or experience in business—the success is built-in. All you’ve got to do is make COFFEE NEWS available to those who need it most—your community’s small- to medium-sized businesses. These are the ones most in need of high result, cost-effective advertising.

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