



## FREE JIVE WEEKLY

A NEW PUBLISHING BUSINESS OPPORTUNITY

DESIGN & CONTENT ARE DONE FOR YOU  
SALES & DISTRIBUTION ARE WHAT YOU DO.

The Free Jive Weekly is a refreshing & clever restaurant publication with an unparalleled level of quality and ease of operation.

Founded in 1999, we are currently expanding our publication globally through the exclusive licensing of specific geographic districts.

Thank you for taking the time to learn more about the Free Jive Weekly and please do not hesitate to ask us any questions you may have.

First, ask yourself the following:

Are you self-motivated and enjoy challenges?

Would you enjoy building relationships with people to grow their businesses?

Are you interested in having your own business and being your own boss?

Do you have a business mind and an interest in marketing and advertising?

Would you enjoy flexible hours?

Most importantly, are you willing to work hard and enjoy the benefits of that hard work?

If so, the Free Jive Weekly may be for you.



[WWW.FREEJIVEWEEKLY.COM](http://WWW.FREEJIVEWEEKLY.COM)  
CURIOUS CONTENT. SERIOUS EXPOSURE.

## WHY START A RESTAURANT PUBLICATION BUSINESS?

Let's face it. Restaurants will never go out of style. Neither will coffee shops, pubs, or businesses where people have to wait for service. This is the perfect time to engage them in an enjoyable and light-hearted way.

There are some great perks to this type of business:

1. **ANYBODY CAN START ONE:** You generally don't need any special education or tens of thousands in start-up capital.
2. **EASY START-UP:** You can start a publishing business while keeping your current job until it can become your full-time venture.
3. **PROVEN INDUSTRY:** Market viability has already been demonstrated by many successful publications all around the world.
4. **LOW MAINTENANCE:** You don't have to worry about dealing with multiple products and vendors and you may not need to hire staff - not to mention there is no strenuous manual labor involved.
5. **EASILY EXPANDABLE:** Once you have one edition (geographical district) under your belt, every other edition gets easier and easier.

## WHY BECOME A LICENSEE OR FRANCHISEE OF AN EXISTING PUBLICATION?

Just because you likely could start your own publication does not mean that you should. Hundreds of people have done just that and the vast majority have failed. As with any venture, you have to learn many lessons before achieving success.

Currently, several companies offer licenses or franchises of their publication. We encourage you to research these companies and find the one that best fits your needs. We highly suggest that you get a printed version of each to compare the product quality before making your decision. The quality of the end product will have a massive impact on your ability to succeed.

## THE FREE JIVE WEEKLY INNOVATIONS & ADVANTAGES

Your ability to succeed in any publishing business is dependent upon:

- **TIME** - The Amount of Time You Have to Sell Advertising & Service Your Existing Clients
- **METHOD** - How You Approach Potential Clients & Keep Your Current Ones
- **MARKET** - The Businesses that You are Able to Target - Locations & Sales
- **QUALITY** - The Overall Quality of Your Product

This is where the Free Jive Weekly moves into a class by itself. We have conceived, designed and implemented many innovations to the existing market that hugely increase the effectiveness of your time and your product.

## TIME - The Amount of Time You Have to Sell Advertising & Service Your Existing Clients

Your income in this business is from the sale of advertising. The more time you have to effectively do this is directly connected to your success. With our simple yet comprehensive systems, we are able to save you as much as 20 hours/week of back-end work. At the same time, we create a product with a level of quality that is unequalled in the current market.

Our 2 main systems to look after the back-end of your business are:

### **i.) Central Design Team**

Our professional team looks after all of your design needs with great attention to detail and unsurpassed quality. This not only includes your Print Ready PDF, Weekly Layout and Ad Design, but your customized marketing materials as well. As a licensee you can also submit print-ready ads, provided they meet quality standards. This ensures that every Free Jive Weekly in circulation achieves a consistency of excellence when it hits the display stand. All "New Ad" and "Ad Change" requests are easily submitted through our electronic Ad Requisition Forms on the [www.FreeJiveWeekly.com](http://www.FreeJiveWeekly.com) website.

### **ii.) Custom Built Online Software**

This online application, designed by Crocus Plains Software ([www.CrocusPlains.com](http://www.CrocusPlains.com)), took over 2 years to build and is simple to use. Every licensee has all the confidential details of their business at their fingertips. You are able to manage the key components of your business by simply logging in (from any computer) on a weekly basis for as little as 15 - 20 minutes. Some of the features of this custom application are:

- *Automatic Creation of Invoices for double window envelopes*
- *Ad Spots/Edition Counter*
- *Client Statement of Account (with the ability to edit payment dates and amounts)*
- *Distribution Location Lists (with paper counter)*
- *Online Print Proofing*
- *Customized Sales Contracts*
- *Client Lists (with ability for bulk email)*
- *Accounts Receivable Tracking (0-30, 30-60, 60-90)*
- *Sales Reports*
- *Multiple Security Levels (allow your employee(s) limited access)*

## METHOD - How You Approach Potential Clients & Keep Your Current Ones

You can have all the materials you need to build your house, but without the proper tools you will not get very far. Likewise, you may have all the time in the world to sell advertising, but if you don't have the proper methods, you will struggle to succeed.

We have developed specific methods for all aspects of this business and compiled them in the Free Jive Weekly Operations Manual. This document, which each licensee receives, covers everything from setting up your first location to closing your first sale, and much more:

- Start Up Strategy
- Print Proofing
- Proven Sales Tactics
- Database Management
- Distribution Management
- Finding Your Print Shop
- Marketing 101 (Market Research, Competitor Analysis, etc)
- Weekly Deadlines
- Payments & Collections
- Workbook Exercises
- Step by Step Software Operation
- Ad Placement Forms
- FAQs

To further ensure your success the Free Jive Weekly has a coaching strategy to work with each licensee. Included with the purchase of your license will be:

One on One Start Up Coaching (Minimum 2 One Hour Calls)  
Quarterly Conference Calls  
Sales & Marketing Newsletter  
Toll Free & Email Help Desk

## MARKET - The Businesses that You are Able to Target: Locations & Sales

Our unique vinyl record stands, 80lb paper and excellent graphic design have allowed the Free Jive Weekly to get into many "trendy" and "chain" locations for distribution that have often denied this type of product in the past. Generally speaking, better locations get you better clients.

The quality of the Free Jive Weekly combined with our strategic marketing has greatly increased the market reach of this "street level" medium. Until now, large corporate clients have been relatively absent from this style of advertising, yet we have advertised for many of these companies with great success. Their marketing budgets, and thus purchases, are generally much larger than those of the small or medium sized businesses.

Since large corporate clients are generally seeking mass exposure, we have developed a "Cross Sales" system which allows every licensee the opportunity to sell ads in any other edition of the Free Jive Weekly anywhere in the world. You keep 25% of every ad you sell in any other licensee's edition, and they keep 75%. This can greatly increase your potential income and also produces an instant sales team for your edition(s) as we expand into new territories. You do have the option of denying another licensee's sale of an ad in your paper if you wish to.

## QUALITY - The Overall Quality of Your Product

If you have ever seen an edition of the Free Jive Weekly, you are already aware that we are absolutely committed to quality.

**Layout** - Done for you. Most business models in this industry suggest you do your own layout and ad design. In that scenario, there is next to no quality control. At the Free Jive Weekly, we consider quality control to be absolutely essential. To ensure this, we insist on doing the weekly layout of your edition - at no extra cost over your weekly fee. This also allows our “Cross Sales” system to work effectively.

**Ad Design** - Our ads look excellent! Our Ad Placement Manual lets you know what you need to submit and how to do a simple layout with your client. We do charge a one-time design fee of \$25/ad (weekly text changes are free). You would be hard-pressed to find a designer match our quality at that rate. You are welcome to use an independent designer, or design ads yourself, provided you meet Free Jive Weekly quality standards. When submitting your own ads, they will be inserted at no cost to you.

**Website** - If you have not yet visited [www.FreeJiveWeekly.com](http://www.FreeJiveWeekly.com) we suggest that you do. This single website encompasses all online aspects of the business for every licensee. Included in your licensing fee, this one site is where you:

- *Submit your Ads*
- *View/Approve your Edition*
- *Operate the Custom Software*
- *Display your Marketing Materials and Contact Information*

**Display Stand** - The details are important. We have designed an intriguing display stand made out of vinyl records that distribution locations are happy to put in the view of their customers. These stands are available from Head Office.

**Content** - Uplifting, fun & current. Unlike many of the other business models in this industry, our “That’s No Jive” story section covers events that are in the news today, not funny tidbits from 10 years ago. We have excellent content that keeps the locations happy and our readers coming back for more.

**The Paper Itself** - It looks fantastic. Our 80lb stock takes the product to a whole new level. It does raise your print costs marginally, but this is easily recovered in the advertising sales it helps you close. If you have not yet seen an edition of the paper and would like to, please contact Head Office and we will mail you a copy. You may also view a low resolution Sample Edition on our website, though the quality does not compare to having the printed edition in your hands.

## HOW MUCH DOES A FREE JIVE WEEKLY LICENSE COST?

With over 8 years of circulation and more than 5 million papers distributed, we have gained insightful knowledge in the world of desktop publishing. We have used this time to research, develop and implement our effective systems.

With their initial purchase price, each licensee is granted the right to start multiple editions of the Free Jive Weekly within a populated area up to 100,000; to be determined by zip/postal codes. This area is large enough for the operation of 2 - 5 separate editions, each edition being specific to a geographic region. Using our systems, the operating time of multiple editions is only marginally increased compared to the amount of time it takes to run a single edition. At the same time, the potential profit with multiple editions is drastically increased. After you begin publishing, you do have the right to sell your editions to a third party.

The initial licensing purchase price is a one time fee that gives you the exclusive rights to publish the Free Jive Weekly in your designated areas. It also includes your start-up training and the operations manuals. There will never be a renewal fee. We are entering the market with the following progressive pricing structure:

Initial Purchase Price of License: \$10,000

There is also a weekly licensing fee which covers:

- *Weekly Content*
- *Weekly Print Ready PDF*
- *Marketing Material Layout*
- *Online Accounting and Client Management Software*
- *Website*
- *Operation Manual Updates*
- *Quarterly Conference Calls*

The weekly licensing fee is as follows:

\$100/week - 1st edition

\$60/week - 2nd edition

\$40/week - 3rd+ edition

Therefore, the weekly licensing fee to operate a single edition is \$100, 2 editions = \$160, 3 editions = \$200, 4 editions = \$240, etc. The weekly licensing fees are billed monthly using pre-authorized debit, credit card or Pay Pal.

## WANT TO KNOW MORE?

Just call for an information session and personalized assessment. We can help determine whether or not the Free Jive Weekly is right for you. After a brief discussion, we will send you an Opportunity Analysis which demonstrates how you can NET anywhere between \$35,000 - \$120,000 yearly, with nothing more than the purchase of this license and a good work ethic.

Sincerely,



Founder and President

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