

**franchise  
buyer**



# **FRANCHISE VIDEO SUBSCRIPTION PROGRAM**

Structured, scalable and fully  
flexible video content from just  
**\$450\*** per month.



## How The Subscription Works

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**1. Choose your tier**



**2. Receive your annual points**



**3. Select the videos you want**



**4. Submit a booking request**



**5. We produce your content**



**6. Points are deducted**


## Your Budget v How Much Content You Want

Tier	Per Year	Annual Points	Cost Per Point
\$450mth - Foundation	\$5,400 p.a	58 points	\$93
\$750mth - Growth	\$9,000 p.a	100 points	\$90
\$1,450mth - Momentum	\$17,400 p.a	200 points	\$87
\$1,850mth - Expansion	\$22,200 p.a	265 points	\$84

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

### **Further Savings & Value**

***Promotions and events during the year, as well as limited further discounts may also be available - ask at the time of joining.***



**\*All pricing +gst**

## Products & Point Values

Product	Points	What You Get
Franchise Everything Podcast	18	10 video assets
Reality Bites Podcast (Virtual)	9	10 video assets
FranFeast Multi-Segment Podcast Show	9	10 video assets (Per Segment)
Your Own Podcast	13	10 video assets
Franchise Tour	15	7 video assets
Franchise Brand Q & A	11	3 video assets
Franchisee Short Story	15	5 video assets
Day in the Life - Full-Day Filming	25	12 video assets
Day in the Life - Half-Day Filming	16	12 video assets
YOU Pitch a Video for a Points Quote	We Quote	
<b>You film, We Edit and Publish</b> - We Consult/Set-Up Your OWN Podcast Studio (Equipment extra cost)	6	10 video assets
<b>We Set-Up Your Studio, You Film</b> - Done-For-You edited and published per episode	25	Ready To Film

## Products & Point Values

Product	Points	What You Get
National EDM	15	National Database Lead Gen
State EDM	7	State Database Lead Gen
Newsletter Article Placement	4	National Database Newsletter
Travel - Gold Coast (Metro Only)	3	On-Location Production
Travel - Brisbane (Metro Only)	4	On-Location Production
Travel - Sydney (Metro Only)	9	On-Location Production
Travel - Melbourne (Metro Only)	11	On-Location Production
Travel - Canberra (Metro Only)	17	On-Location Production
Travel (Other Locations)	We Quote	TBD

*NOTE: We are based out of the Gold Coast.  
More details on travel and travel limits next page*

# Travel & Inter-State Productions

Tier	Inter-State Trip / Production Limits
\$450mth - Foundation	1 Inter-State trip - all same day production unless otherwise agreed
\$750mth - Growth	2 Inter-State trips - all same day production unless otherwise agreed
\$1,450mth - Momentum	3 Inter-State trips - all same day production unless otherwise agreed
\$1,850mth - Expansion	3 Inter-State trips - all same day production unless otherwise agreed

### ***Why Limits on Trips Inter-State?***

Travel **and** travel time costs a lot of money!

*This is all about flexible, scalable content production, and travel limits (which are ample in any case), ensure you are getting the best return for your marketing \$.*

*It encourages all of us to be efficient and highly productive.*



***\*All pricing +gst***

## \$450mth for 12 Months Tier (58 Points = \$93 per point)

*Here are some scenarios that could work for you.*

### Example 1

#### Videos Selected:

- ✓ Franchise Everything Podcast
- ✓ Reality Bites Podcasts x 2
- ✓ Franchise Store Tour
- ✓ Brisbane Filming Trip (if applicable)

Points Used: **55**

Points Remaining: **3**

#### Total Savings:

**18% (\$1,250)** + 3 points balance value remaining of \$279

In This Scenario  
**Total Video Assets You Get: 37**

### Total Flexibility

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$450mth = \$5,400+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

**\$450mth for 12 Months Tier  
(58 Points = \$93 per point)**

*Here are some scenarios that could work for you.*

### **Example 2**

#### **Videos Selected:**

✓ Reality Bites Podcasts x 6

Points Used: **54**

Points Remaining: **4**

#### **Total Savings:**

**4%** with the + 4 points balance value remaining of \$372 (was \$5,250 RRP)

In This Scenario  
**Total Video Assets You Get: 60**

### **Total Flexibility**

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$450mth = \$5,400+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

**\$450mth for 12 Months Tier  
(58 Points = \$93 per point)**

*Here are some scenarios that could work for you.*

### Example 3

#### Videos Selected:

- ✓ Reality Bites Podcasts x 3
- ✓ Day in the life of a Franchisee
- ✓ State EDM Lead Gen Campaign
- ✓ Newsletter Article Placement
- ✓ Brisbane Filming Trip  
(If applicable)

Points Used: **58**

Points Remaining: 0

#### Total Savings:

**10% (\$625)** (was \$6,025 RRP)

In This Scenario  
**Total Video Assets You Get: 42**

### Total Flexibility

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$450mth = \$5,400+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

## \$750mth for 12 Months Tier (100 Points = \$90 per point)

*Here are some scenarios that could work for you.*

### Example 1

#### Videos Selected:

- ✓ Franchise Everything Podcasts x 2
- ✓ Reality Bites Podcasts x 3
- ✓ Franchise Brand Q & A
- ✓ Day in the life of a Franchisee
- ✓ Brisbane Filming Trip (if applicable)
- ✓ National EDM

Points Used: **99**

Points Remaining: **1**

#### Total Savings:

**34% (\$4,675)** 1 point balance value remaining of \$90 (was \$13,675 RRP)

In This Scenario  
**Total Video Assets You Get: 65**  
+ National EDM

### Total Flexibility

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$750mth = \$9,000+gst p/a**

*Remember, you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.*

**\$750mth for 12 Months Tier  
(100 Points = \$90 per point)**

*Here are some scenarios that could work for you.*

### Example 2

#### Videos Selected:

- ✓ Reality Bites Podcasts x 2
- ✓ Franchisee short story
- ✓ Franchise Store Tour
- ✓ Franchise Everything Podcast
- ✓ Day in the life of a Franchisee
- ✓ Sydney Filming Trip (if applicable)

Points Used: **100**

Points Remaining: **0**

**Total Savings:**

**27% (\$3,350)** (was \$12,350 RRP)

In This Scenario  
**Total Video Assets You Get: 44**

### **Total Flexibility**

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$750mth = \$9,000+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

## \$750mth for 12 Months Tier (100 Points = \$90 per point)

*Here are some scenarios that could work for you.*

### Example 3

#### Videos Selected:

- ✓ Franchise Everything Podcasts x 3
- ✓ Reality Bites Podcasts
- ✓ Day in the life of a Franchisee
- ✓ State EDM Lead Gen Campaigns x 2
- ✓ Brisbane Filming Trip (if applicable)

Points Used: **97**

Points Remaining: **3**

**Total Savings: 19% (\$2,125)**

+ 3 points balance value remaining  
of \$270 (was \$11,125 RRP)

In This Scenario  
**Total Video Assets You Get: 52**  
+ 2 State EDMs

### Total Flexibility

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$750mth = \$9,000+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

**\$1,450mth for 12 months Tier  
(200 Points = \$87 per point)**

*Here are some scenarios that could work for you.*

**Example 1**

**Videos Selected:**

- ✓ Franchise Everything Podcasts x 4
- ✓ Reality Bites Podcasts x 6
- ✓ Your Own Podcast x 5 Episodes
- ✓ Sydney Filming Trip (if applicable)

Points Used: **200**

Points Remaining: **0**

**Total Savings: 20% (\$4,200)**  
(was \$21,600 RRP)

In This Scenario  
**Total Video Assets You Get: 150**

**Total Flexibility**

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$1,450mth = \$17,400+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

**\$1,450mth for 12 months Tier  
(200 Points = \$87 per point)**

*Here are some scenarios that could work for you.*

**Example 2**

**Videos Selected:**

- ✓ Reality Bites Podcasts x 8
- ✓ Franchisee Short Story
- ✓ Franchise Store Tour x 2
- ✓ Franchise Everything Podcast x 2
- ✓ Day in the life of a Franchisee
- ✓ Newsletter Article Placements
- ✓ National EDM
- ✓ Sydney Filming Trip (if applicable)

Points Used: **197**

Points Remaining: **3**

**Total Savings:**

**28% (\$6,725)** + 3 points balance  
value remaining of \$261  
(was \$24,125 RRP)

In This Scenario  
**Total Video Assets You Get: 131**  
+ National EDM

**Total Flexibility**

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$1,450mth = \$17,400+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

**\$1,450mth for 12 months Tier  
(200 Points = \$87 per point)**

*Here are some scenarios that could work for you.*

**Example 3**

**Videos Selected:**

- ✓ Franchise Everything Podcasts x 6
- ✓ Your Own Podcast x 4 Episodes
- ✓ Day in the life of a Franchisee
- ✓ Franchise Store Tour
- ✓ Brisbane Filming Trip (if applicable)
- ✓ Gold Coast Filming Trip (if applicable)

Points Used: **198**

Points Remaining: **2**

**Total Savings:**

**33% (\$8,600)** + 2 points balance value remaining of \$174 (was \$26,000 RRP)

In This Scenario

**Total Video Assets You Get: 119**

**Total Flexibility**

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$1,450mth = \$17,400+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

**\$1,850mth for 12 months Tier  
(265 Points = \$84 per point)**

*Here are some scenarios that could work for you.*

### Example 1

#### Videos Selected:

- ✓ Your Own Podcast x 10 Episodes (A Season)
- ✓ Reality Bites Podcasts x 5
- ✓ Day in the life of a Franchisee x 2
- ✓ Franchise Tour
- ✓ National EDM
- ✓ Melbourne Filming Trip (if applicable)
- ✓ Sydney Filming Trip (if applicable)
- ✓ Brisbane Filming Trip (if applicable)

Points Used: **261**

Points Remaining: **4**

#### Total Savings:

**23% (\$6,675) + 4 points**  
balance value remaining of \$336  
(was \$28,875 RRP)

In This Scenario  
**Total Video Assets You Get: 181**

### Total Flexibility

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$1,850mth = \$22,200+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

**\$1,850mth for 12 months Tier  
(265 Points = \$84 per point)**

*Here are some scenarios that could work for you.*

### Example 2

#### Videos Selected:

- ✓ Franchise everything podcast x 6
- ✓ Your Own Podcast x 8 Episodes
- ✓ Franchise Store Tour
- ✓ Day in the life of a Franchisee
- ✓ Sydney Filming Trip (if applicable)
- ✓ Melbourne Filming Trip (if applicable)

Points Used: **263**

Points Remaining: **2**

#### Total Savings:

**25% (\$7,600)** + 2 points balance  
value remaining of \$168  
(was \$29,800 RRP)

In This Scenario  
**Total Video Assets You Get: 159**

### Total Flexibility

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$1,850mth = \$22,200+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

**\$1,850mth for 12 months Tier  
(265 Points = \$84 per point)**

*Here are some scenarios that could work for you.*

### Example 3

#### Videos Selected:

- ✓ Franchise Everything Podcasts x 9
- ✓ Reality Bites Podcasts x 6
- ✓ Day in the life of a Franchisee
- ✓ Franchise Store Tour
- ✓ Sydney Filming Trip (if applicable)
- ✓ Melbourne Filming Trip (if applicable)
- ✓ Gold Coast Filming Trip (if applicable)

Points Used: **263**

Points Remaining: **2**

#### Total Savings:

**24% (\$6,900)** + 2 points  
balance value remaining of \$168  
(was \$29,100 RRP)

In This Scenario  
**Total Video Assets You Get: 169**

#### Total Flexibility

*Any time you want more points for more videos, you can buy extra points at your tier rate in parcels of 25 points throughout the year.*

**You Pay Spread Across the Year**

**\$1,850mth = \$22,200+gst p/a**

**Remember,** you can choose whatever suits you with your points, these are just examples. Perhaps depending on your choices, we won't need to travel or travel may be less.

## Frequently Asked Questions

### *How do I save the most marketing \$ to get the best bang for buck?*

Great question. Minimising travel is the most obvious and easiest way to save your points for videos. But don't avoid travel just to save a few points if that is the location for the perfect video you want (ie the ideal franchise partner). Also, the virtual podcasts and content is the ideal way to get greater volume of content for your spend.

### *Can I save more by paying full up-front?*

Yes, at times we run limited time promotions where pay in full up-front for a further discount may be available. Please ask to check if the option is available for you.

### *Can you help me build my video plan?*

Yes, of course! We're experts and have been working with franchise brands for 14 years in telling their stories to the market, so just ask...

### *Do you have promotions to get even better value?*

Yes we do. From time to time we offer limited time promotions on points bonuses and products - for new products or events in particular. Ask us if any of these are in effect or coming up when enquiring.

### *Do you charge a campaign on-boarding fee as well as the monthly payment?*

No we don't, we think this just reduces and disguises true value in this particular subscription model.

