franchise buyer

EXPLAINER

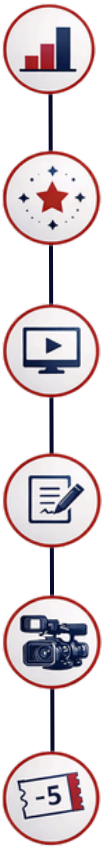
FRANCHISE VIDEO SUBSCRIPTION PROGRAM

*Structured, scalable and fully flexible video content from just **$595*** per month.*



franchise buyer

How The Subscription Works



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

franchise buyer

Your Budget v How Much Content You Want

Tier	Per Year	Annual Points	Cost Per Point
$595mth - Foundation	$7,140 p.a	65 points	$110
$895mth - Growth	$10,740 p.a	105 points	$102
$1,695mth - Momentum	$20,340 p.a	215 points	$95
$2,195mth - Expansion	$26,340 p.a	295 points	$89

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.



franchise buyer

Products & Point Values

Product	Points	What You Get
Franchise Everything Podcast	19	10 video assets
Reality Bites Podcast (Virtual)	10	10 video assets
FranFeast Multi-Segment Podcast Show	10	10 video assets (Per Segment)
Your Own Podcast (per episode)	14	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	35	12 video assets
Day in the Life - Half-Day Filming	24	12 video assets
YOU Pitch a Video for a Points Quote	We Quote	
You film, We Edit and Publish - Done-For-You edited and published per episode	12	10 video assets
We Set-Up Your Studio, You Film - We Consult to Set-Up Your OWN Podcast Studio (Equipment extra cost)	32	Ready To Film
4 x Premium Franchise Recruitment Reels	31	Four professionally edited, high-impact recruitment reels, up to 45 seconds each

franchise buyer

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	5	National Database Newsletter
Gold Coast - Location & Production Logistics (Metro Only)	3	On-Location Production
Brisbane - Location & Production Logistics (Metro Only)	5	On-Location Production
Sydney - Location & Production Logistics (Metro Only)	11	On-Location Production
Melbourne - Location & Production Logistics (Metro Only)	14	On-Location Production
Canberra - Location & Production Logistics (Metro Only)	18	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

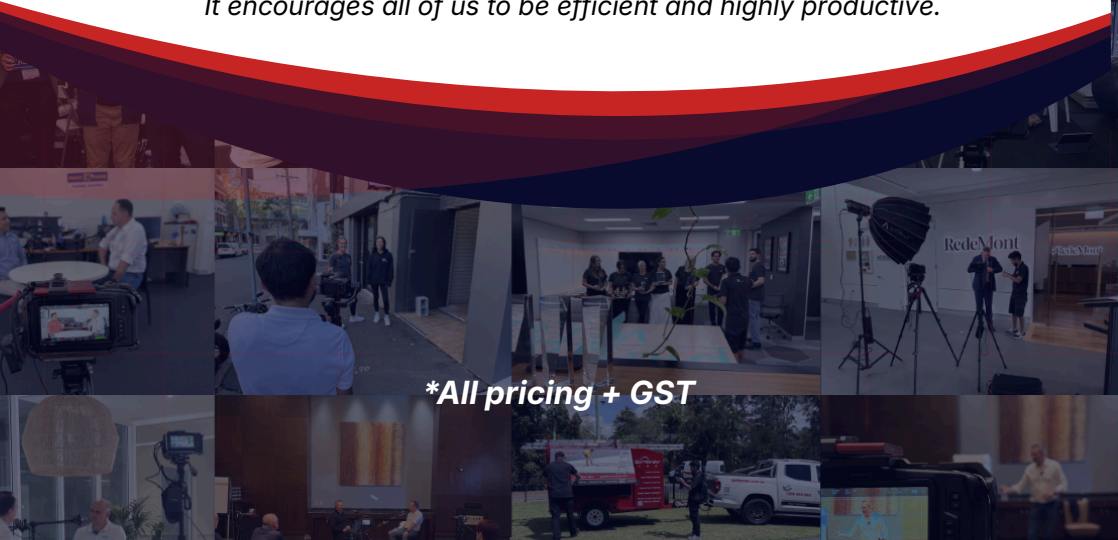
franchise buyer

Travel & Inter-State Productions

Tier	Inter-State Trip / Production Limits
$595mth - Foundation	1 Inter-State trip - all same day production unless otherwise agreed
$895mth - Growth	2 Inter-State trips - all same day production unless otherwise agreed
$1,695mth - Momentum	3 Inter-State trips - all same day production unless otherwise agreed
$2,195mth - Expansion	3 Inter-State trips - all same day production unless otherwise agreed

Why Are There Limits on Interstate Trips?

*Production logistics, including travel **and** travel time costs a lot of money! This is all about flexible, scalable content production, and production 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

franchise buyer

Frequently Asked Questions

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

Great question. Minimising production locations is the most obvious and easiest way to save your points for videos. But don't avoid varying locations 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 onboarding 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.

franchise buyer

Let's Build Your Video Growth Plan

Book a 15-min Strategy Sync

