

# OWN A BUSINESS THAT MAKES A DIFFERENCE . . .



## *Do you...*

Attend personal growth seminars  
Shop at natural food stores  
Strive to live a conscious wholistic life?

## *Do you...*

Wish to make a difference in the happiness, health and well-being of your community?  
Want to contribute to global health and harmony?  
Desire to live your passion, rather than just work at a job?

If this sounds like you, *InnerSelf* could be the answer you've been looking for. We're a family of entrepreneurial newspaper publishers united in a mission to effect positive change in the world.

*You can apply today, with confidence in our proven track record.  
We have years of successful publishing experience—so you don't have to.*

*InnerSelf* is more than a business. We're a group of like-minded people, united by a mission to effect positive change in the world by starting with our community.

We are now pleased to offer individuals, couples and partners this unparalleled opportunity for personal growth, service to others and economic security to join the *InnerSelf* Team as an *InnerSelf* franchise owner.

We seek spirited publishers full of energy and enthusiasm, eager to greet each day dedicated to building a successful *InnerSelf* franchise business.

As a free grassroots publication, each new *InnerSelf* newspaper quickly takes its place as a key tool to connect the local wholistic communities. You'll quickly gain recognition as a community leader with something of value to offer everyone you meet. All while working flexible hours from your home or office.

## EXPERIENCED SUPPORT TEAM

We're experienced, so you don't have to be. Leo Drioli and Enza Vita have been publishing pioneers for 20 years and published national magazines such as *Golden Age*, *Woman Spirit* and *Health & Wellbeing*. They established *InnerSelf* in 1993 in response to their local wholistic community's need for an effective way to share information and connect with people searching for Body, Mind, Spirit products and services.

As an *InnerSelf* newspaper franchise owner, you'll immediately team up with our creative staff. Together, we'll launch, strengthen and fine-tune every aspect of your enterprise, with editorial packages, advertising packages and ongoing support.

Authorized franchisees own the exclusive right to publish our successful newspaper format in their market, backed by the benefits of our expertise. As an *InnerSelf* franchise owner you will:

- Be in business for yourself but not by yourself.
- Take pride in ownership of your publishing business.
- Have the ability to control your own hours.
- Create job security for yourself and your family.
- Provide a valuable service that can improve peoples' lives.
- Create a voice in your community that brings people together.

## TRAINING & SUPPORT

The *InnerSelf* concept is a comprehensive system that provides initial training, ongoing support and guidance to all franchise owners. Our complete training program assists you in setting up your business and making sure you get off to a good start. It covers the entire monthly publishing process, from how to request editorial and advertising submissions to submitting elements for layout.

Our training presentations and workshops address advertising sales, magazine layout, editorial, distribution, accounting and much more! Then, our headquarters support staff will work directly with you to ensure that your first issue goes to print 90 to 120 days after training.

As a *InnerSelf* franchise owner, you will:

- Be in business *for* yourself but not *by* yourself.
- Take pride in ownership of your publishing business.
- Have the ability to control your own income.
- Create economic security for yourself and your family.
- Associate with local and national leaders in the field.
- Provide a valuable service that can improve peoples' lives.
- Create a voice in your community that brings people together.

In addition to the complete training program, we provide:

#### Editorial Support

- A monthly Publishers Option Package (POP). These editorial pages offer ready-to-print cover art, global news briefs and health briefs, feature articles, departments and promotional support materials. All can spark ideas for local editorial.
- An extensive archive of cover art and articles. Complete layouts and graphics are available on CDs.
- A large inventory of photo illustrations and graphics on CD, legally cleared for use in your publication.
- First three months of layout, editing and proofreading assistance by expert *InnerSelf* staff.

#### Marketing & Sales Support

- Your own *InnerSelf* interactive hi-tech custom website, with links to the national site. Both are designed to bring local and national attention to your business, attract advertisers, and produce additional potential revenue streams.
- Professional, personalized *InnerSelf* media kits.
- A quantity of our *InnerSelf* magazines (with a mock-up of your premiere local issue's cover on top) for promotional purposes. You have the appeal of being locally owned and operated, but you are not a fledgling company attempting to start a magazine—you are a member of an established nationwide publishing family and have the power of our track record and proven success to give you instant credibility in your community.
- Business promotion that shows how working hand-in-hand with potential advertisers gets results. Typically, 80 to 90 percent of your ads are one-year contracts and most renew.
- Potential national advertising clients.
- An archive of a wide variety of successful ads from all types of businesses that have appeared in *Natural Awakenings* nationwide.
- Training on how to write effective advertising copy.
- *InnerSelf* branded promotional items such as recycled tote bags, recycled pens, caps, Post-Its, lip balm, etc.
- A user name and password to download proprietary marketing materials including: advertisement contract/rate sheets, photographs, signs, logos, invoices, confidentiality agreements and much more.
- Participating in and sponsoring healthy living expos and other special events.

#### Business & Operations Support

- A detailed, user-friendly Owners Manual to be used as a quick reference tool.
- MYOB Pro accounting software setup and training.
- Our professional staff and consulting services available to assist you for as long as you own your franchise.
- Proven, successful distribution strategies.

## TURN YOUR PASSION INTO A BUSINESS

If you are a committed, enthusiastic entrepreneur who believes in what we are doing, we invite you to join us. Our successful format, thorough on-going training and support can turn your passion into a profitable and rewarding business. Terrific markets are available.

For more details and to receive immediate detailed information about publishing your own magazine, email [innerself@netspace.net.au](mailto:innerself@netspace.net.au) or call us for a *totally confidential* chat on 1800 451 317