

HERLIFE®

MAGAZINE



...can be “**your**” life.

FRANCHISING INFORMATION BOOKLET

HERLIFE MAGAZINE HEADQUARTERS
7275 W. 162nd St., Suite 107
Overland Park, KS 66085
913.402.6994

MAKING HERLIFE MAGAZINE "YOUR" LIFE

When I fulfilled a lifelong dream and started *HERLIFE Magazine* 4 years ago, I never imagined how much fun a career could be. I can truly say that this has been the most rewarding business decision I've ever made and it's changed my life forever! I believe that success is a combination of dedication and opportunity, and that's why I am so excited to offer this amazing opportunity to others. Although, I always knew that I wanted to own my own business, I never thought about the numerous exciting opportunities that would come with it. I truly start each day, telling myself that I can't believe this is what I get to do on a daily basis and actually make great money while doing it. I know that I have found my calling, and that's one of the best feelings in life.

Seen and be seen! One of the greatest aspects of owning and operating *HERLIFE Magazine* are the great people and organizations that you meet and work with. By being a key part of your local media, you will be surrounded by exciting and fun people that make working enjoyable. I've met so many great people and now have connections that I never thought possible. Since starting the magazine, I've been featured on TV, radio, and requested to sit on the board of numerous local committees. These media features and committees not only grow the *HERLIFE* brand, but create lasting relationships with exciting and influential people in your market. There are always events and exciting things swirling around the magazine. And, you get to be part of all the great activities! Selling is all about relationships, and *HERLIFE Magazine* will put you in the heart of your community to build those relationships.

Like any for-profit business, the financial aspect of owning your own business is one of the most rewarding factors in itself. The financial opportunities for franchisees is great, and the cost of purchasing a *HERLIFE Magazine* franchise is significantly less than starting your own magazine. Through the synergies created by the franchisor producing the publication and using existing resources and a proven process; you get a high quality product that is easy to sell with great opportunity for profitability. It's empowering and extremely exciting to own your destiny and know that your hard work and dedication goes directly to you. Truly, you get to see first hand how hard work and dedication puts money in your pocket and the harder you work, the more rewarded you are.

As you will soon learn when we meet, I am a relationship person with a passion for success. I believe that any successful business is built on strong relationships and having the right team. If you are interested in being part of a successful team that can provide great professional and personal success, then *HERLIFE Magazine* may be the life changing decision for you that it has been for me.



Lindsay

Lindsay Aydelotte
lindsay@herlifemagazine.com



HERLIFE[®]

MAGAZINE

HERLIFE MAGAZINE, LLC

TRAINING, DESIGN AND ONGOING SUPPORT

HERLIFE Magazine franchise program provides the training, operational and sales support, systems and programs, designed to help you start building a strong business from your first day!

Proprietary Programs

- Use of *HERLIFE Magazine* trademark/trade names
- Reports from *HERLIFE* managed databases
- Access to vendor accounts
- Use of confidential operations manual and systems

Systemwide Communications

- Periodic newsletters
- Periodic emails, faxes, and mailings

Ongoing System Development (R&D)

- Development of new procedures
- New product offerings
- Product enhancement and/or vendorsourcing

Ongoing Operational Support

- Field visits from *HERLIFE Magazine* representatives
- Phone access to experts in each functional area
- Access to all *HERLIFE Magazine* forms
- Creation and maintenance of website

Initial Training

- Overall operations training
- Sales service training
- Initial design of market material
- Professional photo for all marketing material

HERLIFE®

MAGAZINE

Do you want to own your own business and enjoy what you are doing?

Franchise *HERLIFE Magazine* today in your area! No Publishing Experience required!



HERLIFE Magazine is a vibrant, full color, monthly magazine that reaches women and their buying power! The timing to become a franchise owner of *HERLIFE Magazine* couldn't be better! Joining *HERLIFE Magazine* allows you to become part of the community, inspire others and meet the women in the city doing amazing things! You can have this amazing experience while financially empowering yourself and allowing yourself the personal independence you deserve!

HERLIFE Magazine has been growing since October 2007, and even in a depressed economy, – *HERLIFE Magazine* sales have been increasing! *HERLIFE Magazine* is a monthly, glossy publication that features articles and topics that meet the interest of today's woman! From women's health, beauty and lifestyle, to parenting in today's world, we address the topics that women want to read about.

WHO DO WE TARGET?

HERLIFE Magazine targets women between the ages of 22-60, in the middle to upper income. IRS statistics indicates women comprise 39 percent of the top wealth holders in the U.S.; a category defined as adults with total assets of \$625,000 or more. That adds up to 2.5 million women with combined assets of \$4.2 trillion.

According to Tom Peters and other experts monitoring the American marketplace, women now make 83 percent of all consumer buys, including 94 percent of home products, 89 percent of vacations, and 75 percent of all decisions regarding the purchase of the largest investment most of us will ever make – a house.

If you are looking for the following...

- Work from home with a flexible work schedule.
- Meet exciting and dynamic women in the city.
- Own your own business and be your own boss.
- Provide the city with new information and a well loved publication.

MAKE HERLIFE-YOUR LIFE

HERLIFE Magazine has been successful during one of the worst recessions and for \$30,000 you could make your dream of owning your own business a reality! Our advertisers and readership has grown in the past three years and we would love to talk to you about being a part of our future growth!