WELCOME TO FRANCHISE OPPORTUNITIES NETWORK

Congratulations on your decision to introduce your business to our highly motivated franchise prospects.

In order to get you started, we need the following items from you. Please gather these and email them to your FON representative. We'll have your concept up on FON in short order.

Things we will need from you:

1 AD CONTENT - Text for your ad: Word document, PDF, or link to a site

- 💡 Tip 1 - Make sure your ad copy is compelling, describes your franchise or business opportunity in SIMPLE terms, and gives the prospect a reason to want to learn more.

- 💡 Tip 2 - Make sure your ad copy is free of spelling and grammar errors. You only have one chance to make a first impression.

- 💡 Tip 3 - Your ad copy should be no more than 500 words. Simple is better!

- 💡 Tip 4 - Don't include copy that encourages business ownership - the people who are on our site are already sold on the concept of entrepreneurship. Tell them why your concept is unique and special.

- 💡 Tip 5 - Don't use trite and overused phrases such as "Be in business for yourself but not by yourself."

2 LOGO - Your current logo: jpeg, gif, or png format

- 💡 Tip 1 - We strongly recommend that your logo be professionally designed. A great logo is important for the quality branding of your business.

- 💡 Tip 2 - Make sure your logo is legible.

- 💡 Tip 3 - Email your logo to your FON representative.

3 PHOTOS - Any photos you would like to include in your ad: jpeg, gif or png format

- 💡 Tip 1 - We strongly recommend professional and custom quality photos that capture the essence of your business.

- 💡 Tip 2 - Make sure your photos look "current" - your photos should not look like stock images from the early 1990's.

- 💡 Tip 3 - Make sure that you have properly licensed the photos that you provide us.

- 💡 Tip 4 - Email your images to your FON representative.

4 VIDEO - YouTube link, mp4, avi mov or flv file

- 💡 Tip 1 - Videos should be 1-3 minutes in length.
- 💡 Tip 2 - Make sure your videos tell the who, what, where and why.
- 💡 Tip 3 - Videos may not contain contact info.
- 💡 Tip 4 - You must own the rights to use the video content.
- 💡 Tip 5 - Large files can be sent via DropBox or other similar file sharing program to your FON

5 CONTACT INFO - Name & email address where leads should be sent

- 💡 Tip 1 - Make sure to whitelist your FON representative's email address in your email program so you receive leads.
- 💡 Tip 2 - Let us know if you use a CRM and expect the leads to appear automatically in your CRM.

6 LIQUID CAPITAL REQUIRED - Minimum liquid capital required to make application for your concept

- 💡 Tip 1 - Don't make this too high, it will discourage interest.
- 💡 Tip 2 - Don't confuse this with Net Worth.

7 BILLING INFO - Please download the Credit Card Authorization Form from this page:

http://www.franchiseopportunitiesnetwork.com/media.aspx

8 SITE JUMPER - Measure how many FON site visitors discover your franchise concept on an FON site, then proceed to visit (or "jump to") your site

- 💡 Tip 1 - Please download the Site Jumper Instructions here:
  http://franchiseopportunitiesnetwork.com/pdf/sitejumptertracking-fon.pdf
- 💡 Tip 2 - Install this code on all pages of your retail facing web site.
- 💡 Tip 3 - Install this code on all pages of your franchise development web site.

Thank you!

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