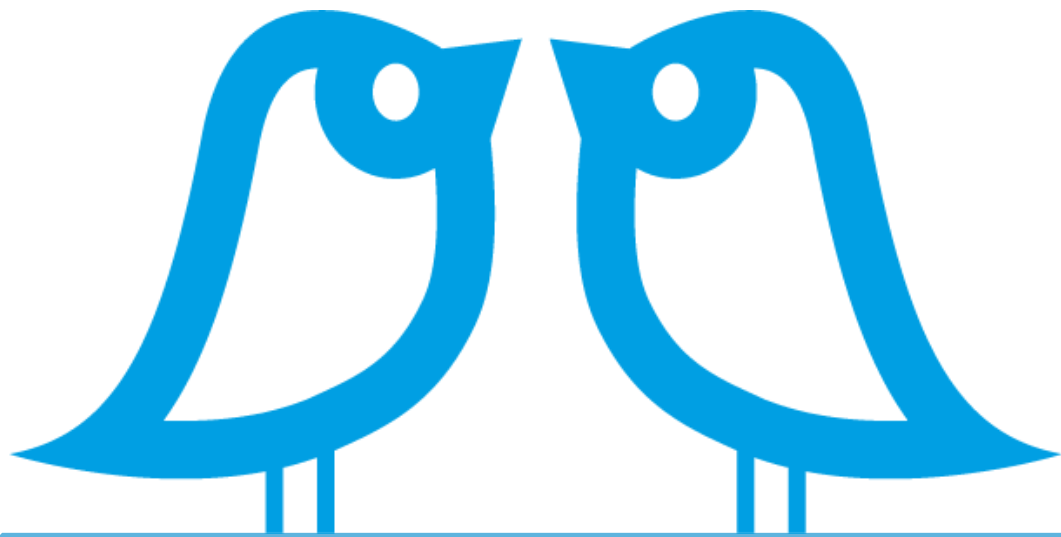




IntroTweeet^{LTD}

FRANCHISE



INTROTWEET FRANCHISE BROCHURE

FIND OUT ALL YOU NEED TO
KNOW ABOUT BECOMING AN
INTROTWEET FRANCHISE OWNER



WHO ARE INTROTWEET?



Introtweet is a Taunton & Exeter based social media agency that provides social media management, social media training, social media audits & recently, Social Media Advertising services. Our business was established in 2013 by Laura Brown & Peter Andrews and we've grown substantially over the last 10 years. Head Office is based in Exeter, and we also have a 2nd office in Taunton. Our work is primarily with local businesses and organisations, providing a range of social media services. Our USP, as "the" social media experts means that if a local business is looking for social media support, one of our services can help.

We are also incredibly proud of "The Introtweet way". As a business we have pledged to deliver free Social Media training to those who need it most. To date we have supported 43 local charities by providing free of charge social media workshops and raising money for them via our popular #TweetOverCoffee networking events.

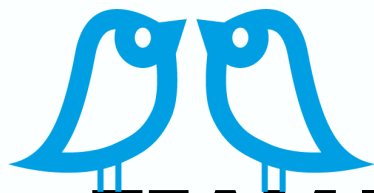
WHAT DO WE DO?

- Social Media Management
- Social Media Training
- Social Media Advertising
- Social Media Workshops
- Social Media Audits

OUR USP AS "THE"

SOCIAL MEDIA EXPERTS

means that if a local business is looking for social media support – one of our services can help.



TEAM INTROTWEET



LAURA BROWN

Founder & Director

Founder of the company in 2013 Laura lives & breathes all things Social Media. Alongside Social Media management & general business duties, Laura uses her skills as a former teacher to run large group Social Media workshops.



PETER ANDREWS

Director

Chief Social Media trainer and master of reporting, Pete is also a former teacher & loves running large group Social Media workshops across the UK almost as much as hitting 6's for the local cricket team!



MICHELA NAPPER

Social Media Manager

Social Media Manager, Michela, brings creativity to the Exeter Office. With an eye for colourful graphics, Michela likes to keep her posts modern and exciting.



TEAM INTROTWEET



CLARE WALPOLE

Social Media Manager

Clare joined our Exeter office this year as a Social Media Manager. In her spare time she hangs out with her mad cocker spaniel and is known as a bit of a wannabe golfer – her words!



WILL TRAVIS

Social Media Manager

Will recently joined Team Introtweet as a Level 3 Apprentice after finishing his time at Exeter College. Outside of work, Will enjoys all things creative, from painting and illustration to graphics and photoshop.



JACK PARNELL

Social Media Manager

Having an interest in video production and sound engineering, our latest apprentice, Jack has recently become part of our Team Introtweet.



INTROTWEET SERVICES

Our services are based around 4 key areas, which we deliver to a wide range of businesses, organisations & sectors:



SOCIAL MEDIA MANAGEMENT

We are the voice of our clients businesses - sharing their news whilst handling all engagement & enquiries.



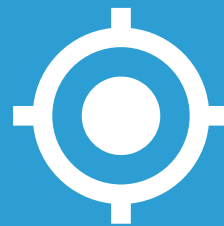
SOCIAL MEDIA TRAINING

Delivered one-one or in a workshop style session - delivered in-person or virtually via Zoom.



SOCIAL MEDIA AUDITS

We tell our clients what we love & what can be improved as we delve into their social media accounts!



SOCIAL MEDIA ADVERTISING

Paid advertising via Facebook & Instagram to enable our clients to easily reach their target audience.



INTROTWEET FRANCHISE

In 2022, we decided to launch the Introtweet franchise opportunity because we felt that a network of franchisees would be the most effective & exciting way of expanding our business throughout the UK and potentially beyond. We know that businesses love to work with businesses within their local community – so the Introtweet franchise idea was born!

We also know that our “Introtweet Way” style of social media management and training is highly effective – so, we want to spread this across the UK and beyond.

We envisage individual franchisees operating in their localities and engaging with businesses of all shapes, sizes, and sectors within their local community. As they grow further, they will need to take on and train staff, who will help with the service delivery and form part of Team Introtweet. We expect most franchisees to operate from a home office, which will be just as effective as a dedicated office. Staff can also work from home, which reduces overhead substantially.





YOUR ROLE AS AN INTROTWEET FRANCHISEE

A good franchise gives you all of the advantages of running your own business but with the help and support of a bigger company, with a fantastic reputation, behind you. If you become an Introtweet franchisee, we can offer you a 'fast track' to running your own business with a much greater chance of business success than if you tried to set up on your own. This will include a comprehensive training programme, delivered by both Introtweet Directors who are trained teachers, that covers all aspects of running & growing the Introtweet business as well as advanced social media training. As a franchisee, your roles will include:

- Acting as the day-to-day business manager of the Introtweet franchise.
- Dealing with business enquiries and providing appropriate information.
- Providing service quotes and proposals to potential clients.
- Ensuring the Introtweet social media services are delivered to the highest possible standards - management, training, advertising & audits.
- Recruiting and managing staff - when required.
- Growing the business within the franchise territory i.e. - via networking, social media marketing, word-of-mouth, referrals, speaking at events etc.
- Organising and hosting #TweetOverCoffee events in your area with the support of Team Introtweet.
- Ensuring the business performs financially.
- Follow the operating systems that we set out in the Introtweet operating manual to ensure a successful business which grows year-in, year-out.



WHY CHOOSE TO BECOME AN INTROTWEET FRANCHISEE?

Life is too short for a career you don't love! Taking the decision to run your own business is the first step on your journey to becoming a business owner. Laura and Pete made the leap just under 10 years ago and are grateful and proud of that decision every day. The next major decision will be to decide whether to go it entirely alone as a start-up or to explore the opportunities that buying a franchise can offer. The hardest part of setting up a business is the fact that you are doing it on your own. As exciting as it can be, having to make every decision on your own without a clear plan & direction can be overwhelming.

One of the many reasons why people choose to join a franchise rather than going it alone is that you are joining a community of like-minded business people. In addition to the support provided by Head Office, you can learn a huge amount from existing franchisees who have been in your shoes and have made the mistakes before you. You don't have to waste precious time and money on simple errors that can be avoided. Team Introtweet has your back!

A franchise offers a way to create your own business, but with a proven system that has already adapted for success, growth & amazing opportunities. Not everyone is suited to being a franchisee, but if you are, then following a proven business model has a huge number of advantages that can enable you to build your business quickly.





THE BENEFITS OF THE INTROTWEET FRANCHISE

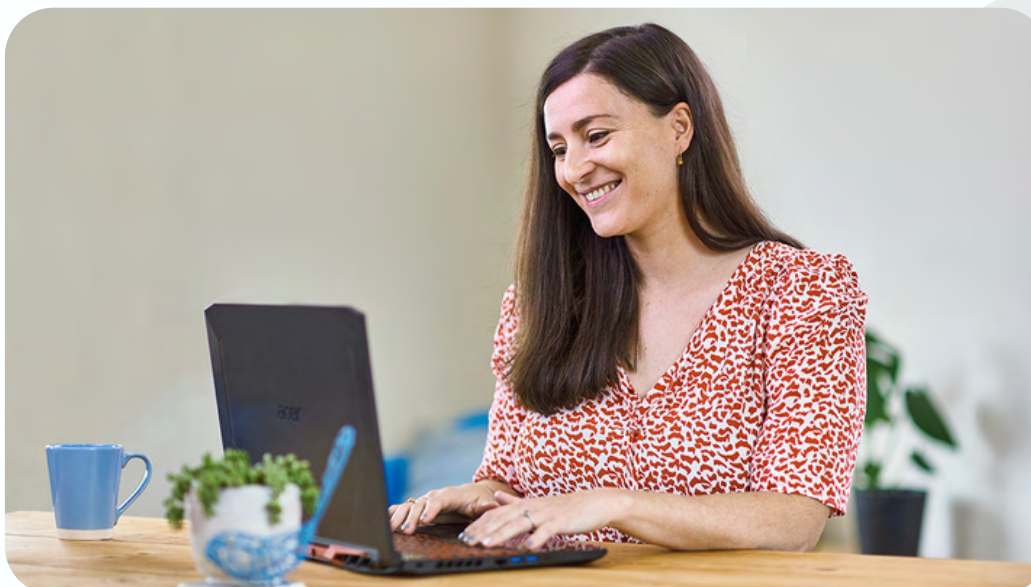
As a new Introtweet franchisee, you will be provided with everything that you require to be a successful franchisee including:

- Full rights to use the Introtweet brand within your franchise area.
- Comprehensive Introtweet training programme.
- Access to the Introtweet franchise operations systems.
- The ongoing use of our franchise operations manual.
- An exclusive franchise territory.
- A dedicated franchise business launch programme.
- Initial supply of marketing collateral for use in your own franchise area.
- Full listing on the Introtweet website.
- Help with identifying suitable local staff – when required.
- A 5 year franchise agreement, with a right to renew at the end of the term.
- Ongoing programme of training and support to help you develop the business & your Social Media knowledge.
- Opportunity for amazing clients and business opportunities – the Introtweet Head Office have been flown to Monaco to deliver social media training to a business selling superyachts and have travelled the UK training various organisations within the England and Wales Cricket Board. The opportunities are limitless!
- You're in charge of your schedule, your earning potential and ultimately the success of your business.



ONGOING SUPPORT FOR OUR FRANCHISEES

We know that a well-supported franchisee is more likely to operate a successful business. Many new franchisees join a franchise with little business experience, and it can be a very daunting process. As a Introtweet franchisee, we will help you develop, grow and operate a successful business – not only in the early days, but ongoing throughout your time as our franchisee. Team Introtweet is a close network, and we are all here to support each other to run a successful & thriving business.

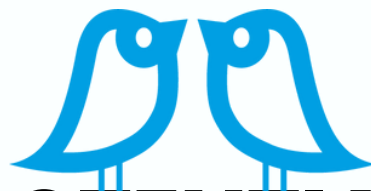




WHAT IS INTROTWEET LOOKING FOR?

We want people who can deliver a first-class service that makes an impact on the clients' business. What we need from a prospective franchisee is:

- Someone who wants to build a business in the social media management sector.
- Someone who understands & loves the role that social media plays in a modern business environment.
- Is committed to running a business on a day-to-day basis following our successful formula.
- Is hard working and puts the needs of their clients above everything else.
- Someone who has an ethical honest approach to their dealings with clients and staff.
- Someone who potentially has teaching or business management/leadership experience.
- Someone who is an enthusiastic and keen team player.
- Someone who wants to build a long term business asset that grows year by year.
- Someone who is looking to get involved in a fast growing franchise brand.
- Someone who is hugely excited by the Introtweet Franchise opportunity and is eager to get started.



EARNING POTENTIAL AS AN INTROTWEET FRANCHISEE

We have created a set of detailed franchise forecasts that cover the first 5 years of operations. It's time to fulfil your potential! We will go through these figures with you during our recruitment meetings. To give you an idea, we expect franchisees to do the following:

TRADING YEAR	TURNOVER	PROFIT [APPROX]
YEAR 1	£40K	£27K
YEAR 2	£60K	£35K
YEAR 3	£100K	£43K
YEAR 4	£120K	£60K
YEAR 5	£150K	£69K

These figures are presented as a guide only, and they are not a guarantee of profit and should not be taken as such. We will share the financial information with you during the recruitment process and then you can discuss it with your financial advisors.



ONGOING FEES

Like all franchises, we charge our franchisees ongoing fees. The ongoing support services provided to the franchise network is funded from the management and marketing fees that are paid monthly.

MANAGEMENT FEE	10% of gross monthly turnover
MARKETING FEE	2% of gross monthly turnover

Our ongoing fee structure is turnover related – as your business grows and becomes more successful and profitable, we can provide you with additional business management support and training services. Our ongoing fee structures are entirely in line with ethical and best practise guidelines. We want you to develop a profitable business that will enable you to generate an attractive level of personal income. You will also increase capital value, so that you could, if you wanted to, sell the business in the future.



TOTAL FRANCHISE START-UP COSTS

IntroTwee offer a comprehensive franchise package and the investment required to set up your franchise will be less than £10K. As a new franchisee, you will be provided with a complete package of startup support – including full advanced social media training, business development support, and how to run your business “The IntroTwee Way”. We’re here to help you get the business successfully established in the new franchise area including:

IntroTwee Franchise Start Up Costs Breakdown	
INITIAL INTROTWEET FRANCHISE FEE	£8,000
OFFICE EQUIPMENT	£1,100
ADDITIONAL START-UP COSTS	£375
TOTAL START-UP COSTS [EXC.VAT]	£9,475

Let’s set you up for success!



FRANCHISE TERM

Our franchise agreement lasts for 5 years and contains a right of renewal at the end of this term. This means that you can continue to grow and develop your business on an ongoing basis and as the business grows, annual profits should also increase. If at some point in the future you want to sell your business, our franchise agreement allows you to capitalise on your asset (and we'll help!).





WANT TO BECOME AN INTROTWEET FRANCHISEE?

If you like what you have read so far about our business and franchise model and you think you could have what we are looking for, then we'd really like to hear back from you. It's time to explore the amazing potential of running your own business whilst being part of an incredible and rapidly growing team! Simply **click the link below** and complete our online questionnaire. As soon as we receive your form, we will respond to arrange a call or zoom to discuss the exciting IntroTweeT franchise opportunity in more detail. In the meantime, if you require any more information at this stage just drop us an email to IntroTweeT Director, laura@introtweet.com.

Many thanks for your interest in our business and the IntroTweeT franchise. An exciting future awaits as part of #TeamIntroTweeT.

Laura Brown & Peter Andrews
IntroTweeT LTD Directors

[COMPLETE OUR QUESTIONNAIRE!](#)

