

CALLING ALL BUDDING BUSINESS OWNERS...

*Would you like a chance to  
Shine ?*

AN EXCITING OPPORTUNITY TO RUN  
YOUR OWN BUSINESS



# What is Shine Local?

- ◆ Shine Local is a network of local online directories, providing comprehensive listings of businesses and organisations, together with information and history about the local area.
- ◆ It is an opportunity to successfully and flexibly run your own Franchise business from home but most essentially, not to go it alone

## WHY DOES IT SHINE?

The Shine Local network is supported by our tried-and-tested franchise model. You will find that most other online directories give very limited information, listing only paying customers or with very basic information. Shine Local Directory gives comprehensive information about EVERY business in the local area ensuring it offers a concise directory of businesses and services and a valuable resource for information.



AREA INFO



COMPUTER REPAIRERS



FLORISTS



HOTELS



WINDOW CLEAN

## WHO MADE IT SHINE?

Shine Local's Franchisor, Raine Shine has been successfully running the online directory Banbury-Cross since 1998. The website has been the resource of choice for any business or service that people want to look for in Banbury. When considering a re-brand, Raine decided to use her proven business model to help other people Shine in business too...

*"Raine Shine is the name on my birth certificate and it seemed the perfect name for re-branding the Banbury-Cross website as Shine Local. My dream is for there to be a Shine Local Directory for every postcode in England, Scotland, Wales and Northern Ireland. Want to Shine with me?"*

*"I have known Raine for many years and have always been impressed with her efficiency and expertise. There is no doubt that a listing on the Banbury Cross Website really improves website rankings. I have no hesitation in recommending Raine's services."*

GREG HEATH  
Golf Club and Meeting Venue Owner



# Would you like to Shine?

- ◆ Have you ever run a successful small business, or dreamt of doing so but not had the right idea or support?
  - ◆ Perhaps you're looking to return to work after time out?
    - ◆ Or are semi-retired and seeking a perpetual income?
      - ◆ Maybe you've recently been made redundant?
    - ◆ Maybe you are a stay-at-home mum or dad or carer?
  - ◆ Or you're in a part-time job or business and would like more disposable income?
    - ◆ You may simply have a dream to be your own boss...
      - ◆ To make your own decisions.
    - ◆ To work flexible hours which suit you and your family.



ERS

◆ ESTATE AGENTS

◆ WORKWEAR

◆ PUB GUIDE

◆ REMOVALS

- ◆ To work from home but also to be part of an organisation.
  - ◆ To meet people and successfully sell a service.
- ◆ To work hard and reap the rewards of your own efforts.
  - ◆ To work on your own but not to be alone...

With the support of our business franchise, Shine Local could be for you. By owning your own franchise, you can build up a business territory that is totally yours.

Shine Local can be run on a part-time basis for a small or medium-sized postcode or can be run on a full-time basis for a large postcode or city or more than one postal area.

On the following pages we'll tell you everything you need to know to help you decide if you are right for Shine Local and whether Shine Local is right for you.

*“Exceptionally capable, intelligent, and friendly. She is so good at what she does it looks easy - it is not easy, it takes somebody with Raine's talents in all the fields with which she is familiar.”*

JENNETTE BRADBURY  
Managing Director at Egyptian Experience



01295 720 221

# What skills will you need to Shine?

To be a successful franchisee, ideally your character and experience will show you to be...

◆ An all-round communicator

Not only should you be able to network in person to attract and retain customers, you'll need to be an effective communicator on the telephone, in person and online too.

◆ Experienced or instinctive in Sales and Selling

You'll get to know your business inside out and be its most persuasive advocate. You'll create the opportunities and build the contacts to grow your business and build awareness of your brand.



MUSIC SERVICES

OFFICE EQUIPMENT

GARDENERS

CHURCHES

SPORTS CLUB

◆ Flexible and Positive

Shine Local covers all business sectors from Accountants to Wedding Planners in your area. They are all seeking a route to market by advertising their businesses clearly and cost-effectively. Over to you to show them that Shine Local will do just that.

◆ IT-savvy

Being competent in the use of email, websites and social media is a must, although you don't need any real technical knowledge. Our Franchise will train and empower you to manage and update your Shine Local directory by means of the easy-to-use Content Management System (CMS).

◆ Adept at basic Administration and Business Accounting

You will be responsible for your own outgoings and income, together with all VAT and tax liabilities. So, having the ability and application to keep up-to-date and organised with accounts and administration is vital.

◆ Relentlessly enthusiastic and dedicated

Nothing breeds success like success and enthusiasm is contagious. Shine Local is built on success and dedication.



# How will we help you to Shine?

The Shine Local training and support programme is designed specifically to meet the needs of you, our Franchisees.

We've come a long way since 1998 and have learned many lessons, kept on track with innovation, listened to our customers and have taken professional advice when we needed to. As a result, we are confident that you won't encounter any situation or challenge that we've not already dealt with, or have a solution for. As a Shine Local Franchisee we will provide you with all the training and support necessary as well as an established corporate image and the branding you'll need to run your own online business, together with an easy-to-use operational manual and online tools.



## TRAINING TO SHINE INCLUDES...

- ◆ A structured initial training programme to enable you to set up your area site, with guidance and coaching to help you to access the relevant information for your local area.
- ◆ 1 day software training showing you how to use the templates, system processes and procedures designed to maximise your efficiency in adding listings to your site.
- ◆ 1 day Shine Local Franchise training showing you where to find your customers, how to approach them and encourage them to upgrade their listings.
- ◆ Comprehensive Operations Manual

## ONGOING SUPPORT TO SHINE INCLUDES...

- ◆ Regular telephone/online support, help, advice and information.
- ◆ Regional sales meetings.
- ◆ Additional one-to-one coaching and training will be on-going and there will always be someone there on the end of the phone to answer any queries or offer solutions to any challenges you might have.
- ◆ Group training and meetings will be arranged at regular intervals so that you can meet other Shine Local Franchisees and we can grow as a team.

*It won't take you long to feel confident about running your Shine Local Franchise. We're here to make you Shine...*



# How much will it take to make you Shine?

When making the decision about buying into any franchise business, it is important that you understand exactly how franchising works, what fees are involved, and what is expected of you from the franchise company. Shine Local wouldn't expect you to do any less. Buying a Shine Local Franchise is not as expensive as you might think. We've done most of the business set up for you.

## HERE IS WHAT IT TAKES TO BECOME A SHINE LOCAL FRANCHISEE...

Month 1: One-off Franchise & Set Up Fee of £1,150 + VAT\*

Monthly: CRM/online database package licence/usage of £44.00 + VAT



STORAGE

◆ CAFES & TEA ROOMS

◆ EQUESTRIAN

◆ CHILDREN'S ACTIVITIES

◆ LANDSCAPER

Apart from the monthly CRM package licence, there is nothing else to pay for the first three months, giving you ample time to populate your Shine Local listings and acquire new customers.

Month 4 onwards:

£200 + VAT Franchisee licence fee per month until the end of Year 2.

£44.00 + VAT for CRM package licence/usage per month.

Year 2 onwards:

£200 + VAT Franchisee licence fee per month or 10% of invoicing, whichever is greater.

£44.00 + VAT for CRM package licence/usage per month.

The only other costs to factor in are your business telephone/broadband charges, networking, business cards and standard working-from-home incidentals.

\*This is for the first five Franchisees only. The Franchise Fee for 6 – 10 Franchisees will increase to £1,500 + VAT and will increase again from 11+ Franchisees to £2,000 so NOW is the BEST time for you to join the Shine Local team !



# How much could you make as you Shine?

As we've said, Shine Local is based on a successful online directory model, which has been profitable for over 14 years, averaging nearly half a million hits per year for the Banbury area alone.

Every local organisation, whether it is a business, service or club is entitled to a FREE listing on Shine Local, making it a comprehensive directory which builds presence and local awareness.

Your business turnover will be generated by charging your customers an annual fee for enhanced listings in the form of an advertisement that includes their organisation's logo, business description and a direct link to their website.



◆ INTERIOR DESIGNERS ◆

◆ CAR VALETTERS ◆

◆ MARQUEE HIRE ◆

◆ PET CARE

## THE SHINE LOCAL MATHS...

◆ If you upgraded, for example, 20 customers, this would cover your initial investment and the rest is profit. We would expect you to be upgrading customers at a rate of one or two per week.

◆ Your first 100 customers could generate a minimum turnover of £20,000 p.a. and once you're up to 150 customers, an even healthier turnover of £30,000 p.a.

◆ Our experience shows that in Year 2, you are likely to get approximately 90% returning customers. Add your new customers to returning ones, and your turnover really takes off...

For full-time Franchisees with larger postcode territories, the rewards could be even greater.

*“Raine and her Banbury Cross Website have both become cornerstones in the Banbury business community. Raine’s relaxed but efficient style wins her a lot of business and her well optimised site does the rest! I wholeheartedly recommend Raine and her services.”*

DAN BROTHERS  
Cluster General Manager at Premier Inn





*It's your time to  
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**Raine Shine**

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