

## Find It Locally - Community Marketing Partner

*This opportunity is ideal for people who would like to: participate actively and meaningfully in their local community, expand their network and influence, run their own marketing business, work from home, supplement or replace existing income.*

The mission of Find It Locally is to:



- Create more connected and informed communities
- Raise awareness & funds for local causes/projects
- Support growth for Australian Businesses, the Arts and other Enterprises

Find it Locally (FIL) has developed an Australia wide Community Related Marketing Platform that consists of over 8800 Community Notice Board Services (one for every township of Australia). There are 1500 Community Zones - each consisting of one or several townships that make up an average of 15,000 Population and 1,000 Enterprises

This platform is offered to Businesses, Not-For-Profits, Community Organisations and other enterprises as a business tool for them to conduct sales and marketing, promotion, events and fundraising activities.

Each FIL Community Notice Board Service contains:

- ◆ 1 Business Directory
- ◆ 1 Online Shopping Centre
- ◆ 1 Events & Activities Page
- ◆ 1 Media & Projects page

Find It Locally runs other services to support Businesses eg. Area Category Pages, Local Voucher Deals, Corporate National Advertising Opportunities. There will be Category Page Marketers and other associated partners who will generate activity and interaction with the Community Notice Board Services.

### *Find It Locally Community Marketing Partner*

Each Community Notice Board Service is run by an individual, NFP or business and they are paid 75% commission for all Advertising Members they bring onto the platform. We have given those who want to take on this service the title "FIL Community Marketing Partner". The FIL Community Marketing Partner will have the exclusive contract to manage their local Community Zone.

We aim to have a FIL Community Marketing Partner for each Community Zone by December 2024. This will create a network of 1500 Community Marketing Partners operating throughout Australia. Strategy and support, community, networking and collaboration are all a part of the Find It Locally Ethos.

FIL uses a Franchise Model to ensure a level of standards is met across the board.

Note: All the programming and Online System design is done - all you need to do is add Images, Content & URLs (Advertising & Promotion Messages) to the Online Services.

You will be offering local enterprises to support and become 'Advertising Members', they have a choice of Gold \$450pa or Premium \$195pa and with their membership receive a group of advertising and marketing services.

There is also the ability to network and support local Not-For-Profit organisations in your area. They will help you build the memberships and receive funds for doing so. The contribution for all your fundraising efforts will be advertised on our Media Page annually.

**Examples of services a FIL Community Marketing Partner (FILCMP) will conduct within their Community Zone (Territory).**

- Online**
  - Community Notice Board
  - Business / Community / Emergency Directory
  - Online Shopping Centre
  - Events & Activities Page
  - Local Media & Projects Page
  - Local Voucher Deals Fundraising Service
  - Social Media Services
    - Facebook
    - Instagram
    - Linked In

- Other Marketing**
  - Printed Posters & Flyers for events
  - Events (Networking, Online Zoom Events)
  - Fundraising Calendars
  - Presentations
  - Creative Innovation (Out of the Box)
  - Meet & Greet Forums

Note: FIL Community Marketing Partners will not work alone – they will be given full support by the FIL team with a range of strategies and ideas, practical support and collaborative opportunity.

There are thousands of marketing strategies and FIL aims to employ many of them to successfully reach and sustain our mission.

Because all FIL Community Marketing Partners have their own business they are able to conduct other business services. This may include Category Page marketing to increase income.

After the initial 30-40 hours training and setup FIL Community Marketing Partners (FILCMP) will need to dedicate a minimum of 4-8 hours per week to the FIL annual marketing program to sustain a high level of performance.

Ongoing training provides FILCMP's with operational skills to successfully implement the above services, with many resources being supplied. Once a FILCMP has run the service for 12 months they will have all knowledge of the system and have complete capacity to continue running the service as most marketing strategies are repeated annually.

## Is being a FIL Community marketing Partner for You? CHECKLIST

Our training & support will provide you with many of these skills, your level of interest will determine the outcomes.

<b>You must have:</b> Have an ABN and an appropriate Business Name eg. Jenny's Community Marketing Services	
Functional Office with a Computer with MS Word, Excel), Phone, Internet	
Car, Phone	
IPad or Tablet (Not essential but useful)	
A genuine interest in your community and an honest approach	
<b>Are you able:</b>	
- Spend 30-40 hours within the next 30 days to set up your service and follow our training program.	
<b>Would you enjoy:</b>	
- working with computers and these programs eg. Zoom, MS Paint, Canva, Excel, Word	
- running a Local Community Notice Board with services like: Events Page, Online Shopping Centre, Business Directory and Local Media & Projects Page (All services are predesigned and easy to update with Images, Content & URLs)	
- creating promotional/advertising materials eg. Images, Posts, Flyers, Posters	
- meeting local businesses, community groups to find out about them - their needs	
- willing to presenting the FIL group of marketing services	
- attend local business events, community groups, networking scenarios and promote your CNB Service & the FIL Network	
- collaboration with local groups, not-for-profits to help them raise funds and awareness to their cause	
- becoming a key community support person aiming to support the FIL Mission	
- be part of a national network of 1500 CMP, working together on some projects	
- advancing your creativity and sharing your skills	
<b>Can you :</b> work a PC using MS Windows and MS Word	
: operate MS Excel Spreadsheet at a basic level	
: present yourself in a professional manner	
: operate your own accounting / invoicing / business (otherwise willing to obtain these skills)	
: be honest and loyal to do the best for your members	
<b>Are you willing to learn :</b> How to Creating Artwork / Marketing Images	
: Apply various Marketing Skills and Techniques	
: Personal Development that may be required	
Have you looked into the FIL Service, its mission and the two Members Marketing Packages (Gold - Premium) which you will be offering to enterprises in your community.	
Can you see yourself as part of a FIL 'think tank' working on projects, creating solutions eg. Events, Marketing Concepts that will help the Arts, Charities and other Enterprises achieve their needs.	
<b>Are you :</b> capable of being focused and organised to grow your Marketing Business	
: able to commit to trying new approaches to growing your connections	
: happy to share ideas and work with other FIL-CMP's on specific projects	
: willing to display and distribute local marketing materials to promote the CNB	

**We believe in working as a team and in the theory of " Implement, Evaluate and Improve" to better ourselves and our abilities to help others.**

**FIND IT LOCALLY  
COMMUNITY MARKETING PARTNER  
APPLICATION FORM**

This form is for those expressing interested in becoming a 'Find It Locally - Community Related Marketing Partner for one of our Community Zones (Territories).

**APPLICANT DETAILS**

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Business Name: \_\_\_\_\_ ABN: \_\_\_\_\_  
Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_  
Postal Address: \_\_\_\_\_ Suburb: \_\_\_\_\_  
Applying for Territory: \_\_\_\_\_  
Signature: \_\_\_\_\_

Find It Locally (FIL) reserves the right to select the most suitable candidate for these positions and holds the right to refuse an application. All applications will be processed and notifications will be issued within 14 days.

This is a Free Distribution Agreement Application form, however should the applicant not adhere to the requirements stated hereunder FIL has the right to cancel the Agreement.

**Successful Applicants receive:**

- ✓ The FIL Training Program which will supply all necessary skills to operate the FIL business (free)
- ✓ Access to the FIL Tools & Services so they can conduct business and establish income
- ✓ Community Marketing Partner (CMP) Agreements are put in place once training is complete and both parties are comfortable to move forward with the Agreement.

Successful Applicants are to complete the Training and to conduct the Business by the guides and rules offered by the FIL Operations Training Program. They have 1 month to complete the training and at this point will be in a position to conduct business and create an income.

During the first 12 months CMP receive 75% of all income that arrives from the FIL Marketing Packages for their Community Zone.

**Approved Applicants will run their own Marketing Business and hold an Agreement for the Distribution rights for the FIL Community Zone (Territory).**

**For us to get to know you more and for you to get to understand the requirements of operating as a FIL-CP please answer the following questions and review the duties of a FIL-CP list on the next page.**

Please provide your relevant skills / qualification / experiences / business status (Summary)

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What values / strengths do you bring to the 'Find It Locally' project?

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Is there anything else you would like us to know about you?

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Is there anything personally you would like to gain from the FIL business?

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