



M E M O R I E S   A R E   F O R E V E R



A U S T R A L I A ' S   M O S T   A F F O R D A B L E  
A G E N C Y   O P P O R T U N I T Y



# WELL COME

Australia's agency landscape is full of business opportunities for both young and old, however we believe that you shouldn't have to risk the house to afford one!

The Memory Keepsakes Agency has been designed to allow you to supplement your income. Whether you are a mum wishing to earn extra income, or you are a person who is thinking of retiring and worried you don't have enough super to live on. This really allows you to be independent without the financial risk and to own your own Agency business.

Work the hours you want around family commitments, and be part of a strong friendly network within your Territory.

## AFFORDABLE OPPORTUNITIES

## SET UP KIT

We have worked hard on our business model to ensure each and every one of you become successful.

The information in this brochure covers the steps we have committed to take to help you create a profitable business.

### Included in your agency is:

- A large exclusive territory
- Support
- Training

Memory Keepsakes encourages you to network with each other to create the ultimate agency community and all calls to your area are directed to you so you'll never miss an opportunity!

Enjoy reading this and then give me a call on my personal mobile: **0415 278 817.**

## OPPORTUNITIES FOR GROWTH

A Memory Keepsakes Agency is not just a job, it's an opportunity. A simple to follow, fully supported system that enables you to grow by employing more help as you go, or stay as a single operator within your territory. The choice is yours.

## BRAND STRENGTHS

- A brand that resonates with our customers
- Easily recognised brand image
- High profile website
- Access to finance
- Strong online marketing presence
- Extensive social media exposure
- Strong brand recall

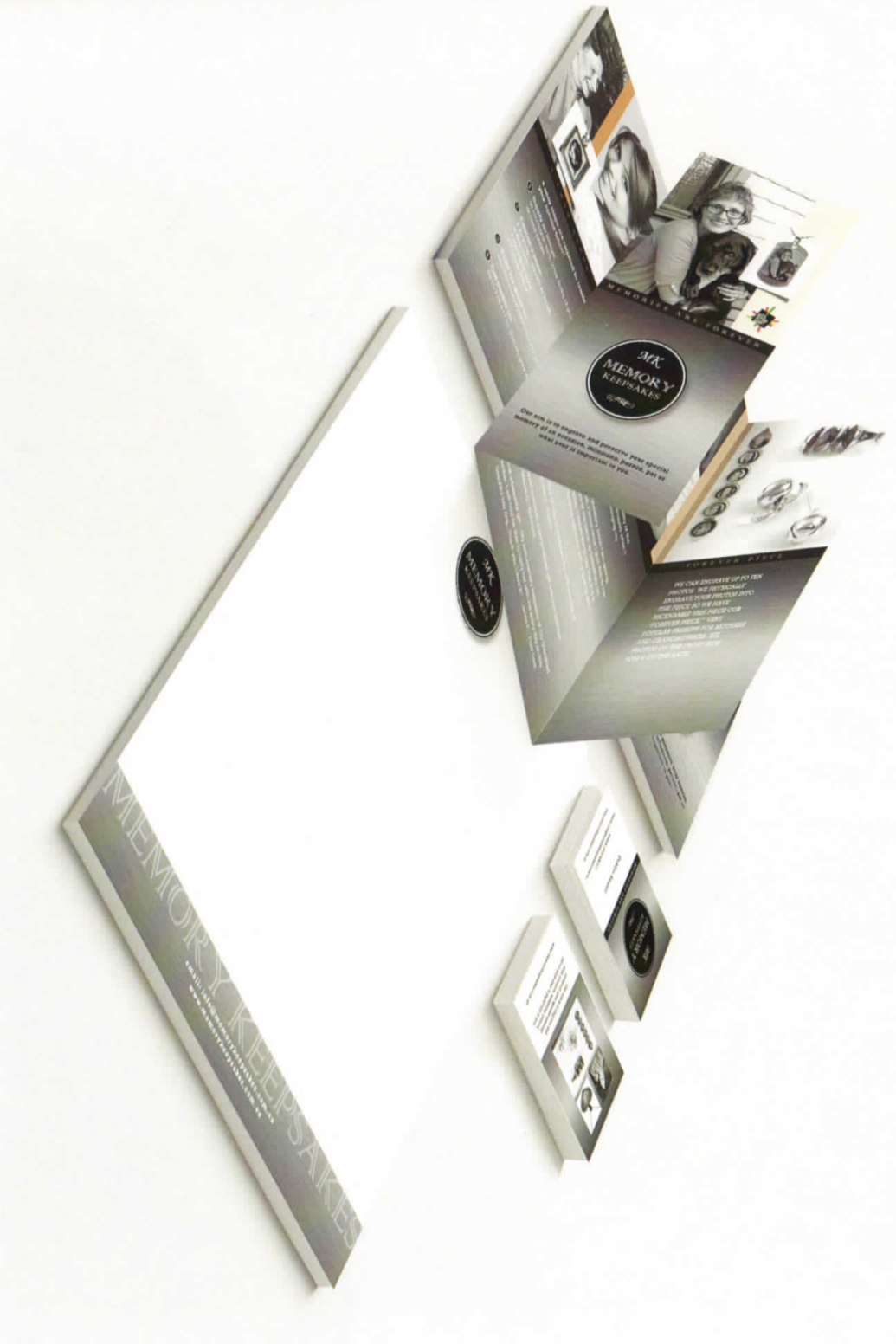
**To make sure you hit the ground running, everything you will need is included in our set up kit, which includes:**

- Exclusive territory
- Ongoing support with agency owner
- Email address
- Your contact details listed on Memory Keepsakes website
- Assistance with market booking/s
- 2 x tables
- Black table cloth
- 3 Memory Keepsakes LED backlit display stands with a selection of your photos engraved onto the pieces so you can share your story (we know it is easier to tell when the products have your images and not some random pictures!)
- Core flute display headers – Categories; Pets, mothers/grandmothers, families
- 2 x forever balls – Heirloom and medium plain
- Starter pack business cards
- Starter pack brochures – which can be re-ordered as needed
- 1 x chair
- 3 x display transport cases
- 1 x suitcase (designed to fit MKS display materials for storage and transportation)
- Receipt book
- Batteries for LED lights and battery charger
- Excellent training – One full day with trainer at a market we have selected, plus one full day at a market you have organised
- Optional – Tent (recommended at an additional cost)





## A COMPLETE SUPPORT STRUCTURE



### Established systems

Memory Keepsakes has established systems, training, support and supplier relationships designed to maximise the opportunity for you to build a successful business.

### Operations

We provide an operational manual and tools that facilitate continual improvement and efficiency.

### Printed materials

You will receive in your start up pack:

- Business cards
- DL fliers for local marketing
- A local marketing campaign strategy to help you get started



“Our aim is to engrave and preserve those special memories of an occasion, milestone, person, pet or what ever is important”.

- Debbie Hewett.

## AREAS REQUIRED

All over Australia.

## NO EXPERIENCE NECESSARY

You do not need any previous experience to own a Memory Keepsakes Agency and become successful but it does help you get started on the right foot from day one.

We find that agents succeed when they are passionate about something. If you love helping people and have an outgoing personality then a Memory Keepsakes Agency is ideal.

We have many opportunities that do not require existing skills or experience to be successful.

A comprehensive training program on how to market your Memory Keepsakes Agency is included in your initial training program that will provide you with the necessary skills to build your business within your territory.

## INVESTMENT

A Memory Keepsakes Agency is an affordable investment, which includes start up support, marketing materials, training and guidance to have everything you need to be ready to trade from day one.

**We can even help you obtain finance!**

We know that buying into a new agency takes time to grow your leads and we have extensive experience in growing and can help guide you every step of the way.

## ONGOING SUPPORT

**Memory Keepsakes makes it easy for you to succeed.**

We provide you with the support you need to grow your business:

- Annual business planning process focused on finance, marketing and operations
- Ongoing training
- Ongoing coaching
- Ongoing mentoring
- Ongoing support

**FROM \$7,997.00**

## OUR VALUES

- Be community minded – be part of your local community and they will reward you
- Be true to yourself – be honest with yourself, do what makes you happy, work to live not live to work
- Be entrepreneurial – be innovative
- Be tenacious – be persistent, many fail before they succeed because it got too hard
- Be motivated – no matter what, stay focused on your long term goal of financial independence

## NEXT STEPS

- **Initial enquiry**
- **Due diligence** – request an information pack including agency documents
- **Purchase** – help with finance if needed, guide you through set up and create your plan
- **Launch** – the fun begins as we guide you through your launch to start generating leads and sales

Email us at: [debbie@memorykeepsakes.com.au](mailto:debbie@memorykeepsakes.com.au) to get an information pack sent out today:

**Ph 0415 278 817**