

Own your Territory of the Good American Post!

You can start in just a week and achieve ownership in less than 12 months with no money down!

Here's a quick summary of how it works and then more detail follows below:

- 1. You contact us, we interview.*
- 2. We determine your territory size or area covered.*
- 3. We provide training and sales materials.*
- 4. You begin advertising sales as an Independent Contractor at a 30% commission rate.*
- 5. In 30 to 60 days we produce your local paper, based on the advertising revenue that you have raised.*
- 6. Within the first 12 months you decide when or if to purchase your territory.*
- 7. If you purchase your territory you then receive 100% of the advertising revenue and convert to a flat monthly service fee (and pay printing costs) to us for your territory edition.*

1. You contact us, we interview.

This is generally an interview by phone or email.

2. We determine your territory size or area covered.

We discuss the area you want to cover. Most states will have multiple territories and in some cases, some cities will have multiple territories within their boundaries. We generally base territories on the population of a city or area.

3. We provide training and sales materials.

It is important to keep our 'brand' and policies consistent nationally. We provide all materials such as business cards and anything related to our logo and trademarked, copyrighted materials (all additional promotion materials must be approved by us). There is no initial cost to you for these materials as an independent contractor. When you *purchase* your territory a small fee will then apply for materials.

4. You begin advertising sales as an independent contractor at a 30% commission rate.

As an independent contractor you have tremendous flexibility – you are your own boss and make your own hours. You represent The Good American Post as a client. We provide materials at no cost to you for sales and on-going training and support. We require a (simple) weekly report of sales-calls that you have made. Every time you make a sale, we interact with your advertiser for ad design and invoicing. This frees you to spend more time selling and allows us to stay on deadline! You receive a 30% commission 5 days after the invoice is paid in full. We ship you copies of the paper, and then you distribute to your advertisers.

5. In 30 to 60 days we produce your local paper, based on advertising revenue you have raised.

You have 15 to 30 days to raise money for a hard-copy print or on-line edition. Based on your activity in the first 15 to 30 days, we produce and deliver a finished product in 30 to 60 days. We need time to design, print, and ship your edition. Having us invoice your advertiser gets you paid faster. *Standards and goals:* An on-line only version of the Good American Post requires a minimum of \$1,000 per month of advertising revenue of which you would receive a 30% commission on (\$300). A hard-copy printed edition requires a minimum of \$3,000 in ad sales to go to press, of which you would receive your 30% commission (\$900). The \$3,000 minimum is our base-standard which provides 5,000 copies of a printed edition and minimum of 12 pages of content that we provide. As your revenue grows so will your page count and copies needed for distribution. Your commission stays a flat 30% no matter how much you sell.

6. Within the first 12 months you decide when or if to purchase your territory.

You can remain as an independent contractor on-going. There is no requirement to purchase your territory. However, our base-standards will always apply to “hold” your position as the independent contractor for that area. You are required to meet our standard minimums within the first 60 days of the start date and hold those minimum standards on-going to remain our contractor for that territory.

7. If you purchase your territory you then receive 100% of the advertising revenue and convert to a flat monthly service fee (and pay printing) to us for your territory edition.

When you purchase your territory you then receive 100% of the advertising revenue that you raise. At that time we convert you to an owner and you only pay us a flat monthly fee and printing costs for your territory paper. There are standards you will need to comply with, depending upon your territory. At this point, you pay us a flat \$500.00 per month base fee and the cost of printing. Territory ownership applies only to hard-copy print editions. We still produce the paper and control the 'National Content' for brand consistency. You can make the paper as large as you like or stay at the standard minimum size. As the size of your local pages grow, your monthly territory fee will increase also. If at some point you decide to sell your territory, we determine a value using independent appraisers and facilitate the sale. We retain a 50% stake of the sale price and then determine who is allowed to purchase that territory. So, what you build also has long-term value for you when you cash out.