THE MONSTA MEDIA
GROUP

monsta media franchisee discovery pack



Start Your Journey into Becoming a Monsta Media Franchisee Owner Today

discovery pack contents

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$2.5 billion dollar industry in Australia alone.

Opportunity to run Part Time then scale to Full time. Minimal Risk.

Work Life balance, Earn Executive level Income that only the 1% can achieve.

Firstly, thank you for your enquiry.

The Monsta Media Group was founded on the principle of providing exceptional market leading services via the online and digital marketing space. Our core purpose being to ensure all our business clients hit their goals and achieve their true potential. Our goal is simple. Be the connectors between paying customers and our small business clients.

With combined backgrounds in Sales & Marketing, Commercial Banking, Business Ownership, Journalism, Media and having worked with and hired many multiple digital agencies in the past, we identified early that the best form of service and delivery comes from a business owner mindset. Business owners dealing with business owners is by far the best form of relationship based selling and customer experience. Empathy, Partnership Mindset & a genuine desire to help your own and your clients business grow, will always trump any form of other competition.

The Monsta Media Group is a pioneering Digital Marketing Franchise in Australia. Providing people the opportunity to start and grow their own agency in the booming digital marketing space. $2.5 billion dollar industry in Australia alone.

With an abundance of clients yearning for this service, high quality training in digital marketing, high quality training in Sales Acquisition and setting you up with your initial leads and enquiries, this is by far the opportunity to get you into the business owner/self-employment space.

No Lease, No Staff, Minimal Overheads, Start Part Time then scale to Full Time, Very little Risk, Be Part of the Booming and In Demand Growing Digital Marketing Industry.

The Monsta Media Digital Marketing Franchise is truly a great way to get into the Self-Employment/Business Owner space with huge potential, minimal risk and truly an opportunity to change the life of you and your family.

I invite you to explore this exciting opportunity, and hopefully look forward to meeting you in the future.

Elias Patros & Tony Demetriou

why the digital marketing industry?

Over recent years, the growth of the digital marketing industry has soared. Consumers are searching online for goods and services more than ever before. And there is no doubt that trend will continue. This means businesses are more reliant than ever before on digital marketing to attract clients and provide an exceptional customer experience. As a Digital Marketing Monsta Franchisee, you are positioned perfectly to help clients with their digital marketing needs.

- The Digital Marketing Industry is forecast to exceed 2.5bn in 2022 in Australia alone with a growth rate of 10.3% (source: ibisworld)
- Globally the Digital Marketing Industry was estimated at US $350 Billion in 2020 with a 2026 forecast of US$786.2 Billion (source: globenewswire)
- 45% of organizations don't have a clearly defined digital marketing strategy. (Source: Smart Insights)

Joining the world of Digital Marketing is an exciting and financially rewarding opportunity. The opportunity to help small businesses grow and help find new customers via the online and digital marketing space is both financially and ethically rewarding.

The Monsta Media Group knows what it takes to start and grow a successful digital marketing business, and we're committed to helping entrepreneurs do it as quickly as possible.

Why Invest in a Monsta Media Franchise Business?

With combined decades of experience in Sales, Marketing and Media, The Monsta Media Group has developed an industry leading and first in Australia Model, focused on providing exceptional service in the Digital Marketing Industry, delivered by Monsta Media Franchisee's with a vested interest in ensuring their businesses clients grow.

Now with the work life balance and flexibility in the online space, you have the option of starting your Monsta business part time, earn while you learn and then scale to Full Time when you're ready.

You will Receive :

- Comprehensive technical training in all facets of digital marketing. Provided by an external reputable global Digital Marketing institution with formal recognised certifications provided.
- Ongoing training, learning and support.
- Detailed and comprehensive sales training. Learn the art of sales acquisitioning via cold calling, phone calls, door to door. Selling is an art and learning the skills to target, attract and close your ideal client, will put you ahead of your competition.
- A Done for You Sales System on Autopilot. You will have set up for you a sales machine that will send outreach messages to your perfect avatar clients on Facebook, SMS, Email and LinkedIn. Set it up and watch the messages and appointments roll in from clients looking for your service.
- To ensure your early success and as part of the Monsta Media Partner Program, your first month of leads is completely set up for you. That's right, you will have a stream of clients eager for your services. These leads will be waiting for you in your inbox, for you to contact and close.

no experience – no worries...

Our training and processes are designed to give anyone with the desire to learn and give exceptional relationship based customer service, everything they need to succeed. No pre requisites or qualifications are needed other than a willingness to learn and achieve awesome outcomes for their clients

Some of the advantages of purchasing our proven Monsta Franchise business model include:

- All your initial leads are set up for you but most importantly, you will learn how to source and acquire clients and scale.
- An incredible and affordable entry-level investment in a business opportunity with significant earning potential and amazing work life balance opportunities
- A booming growing industry. Digital Marketing is an in demand industry by local businesses looking to grow their brand and client base.
- Very Low Overhead business. No Lease, No Staff, Minimal costs
- Start Parttime. If you have some flexibility, keep your day job, start part time, earn while you learn, grow your client base then go to Full time when you're ready to scale
- All training is provided by globally recognised institutions with recognised formal certifications provided at the completion of your training.
- Ongoing training and business coaching
- Multiple ways to attain more clients and grow your business. You will learn the skills of digital marketing, sales closing and acquisition, partnerships to build relationships for reciprocal client referrals



how do you make money

For a majority of most businesses, they understand that in this day and age, if you're not online, actively seeking and getting in front of your ideal clients, then you are losing money. Over 2.5 billion was spent in the digital marketing space in this last financial year in Australia alone with a majority of that coming from small to medium businesses.

In addition to the agreed monthly price for marketing their business on Facebook and Instagram, you'll have the ability to make additional income via other marketing sources that you have the ability to learn through the Monsta Media Model. Such as:

- Google PPC
- SEO
- Email Marketing
- Organic Social Management
- Leads Management
- Website

Marketing spends and budgets have become 'non negotiable's' for businesses looking to grow or maintain their current customer base. Our job is to help businesses get in front of and attain as many clients as possible. What this means for you is regular recurring income every month.

Businesses are currently using and paying digital agencies based overseas or in CBD headquarters. They are yearning for local relationships that know their area and demographics, understand their client base and can provide a business owner mindset in customer delivery.

The Monsta Media Group:
Be one of the initial partners of the first Digital Marketing Franchise in Australia

No lease, No staff, minimal overheads. Think about your local network, your local area, your local gym, dentist, mortgage broker etc. Only 10 clients, will earn you approx over 175k per annum, passive and recurring. And if your current role provides flexibly, start part time and gradually move to fulltime.

Once you have grown your business and really want to scale, we can help you with staffing, recruiting and people management. The potential is limitless.

And to add to the above, we set you up with your initial leads and clients, all the training required from a technical digital marketing perspective, sales training to prospect and close all your leads, relationships provided to start networking and growing your circle of influence and a Done For You Sales Machine on Autopilot to allow to you outreach clients on various platforms to grow your pipeline.

This is an opportunity for ambitious, hardworking & customer centric people to take control of their destiny and provide the lifestyle and financial rewards they deserve for themselves and their families



earning potential

A Monsta Media Franchise business can be a very lucrative and financially rewarding business to own. The model provides all the training, national brand support and the tools and resources needed to earn executive level income.

Now if your ambitious, willing to learn and ready to really take advantage of the massive opportunity in this market, the numbers and dollars you can earn are truly very exciting and achievable.

Unlike most businesses, your expenses and overheads are very low. Other than your phone, laptop and internet connection, your running costs are minimal. No huge lease costs, No staffing, No costs of goods or products, etc

Show Me the Money:

Lets talk some numbers. Now let's be conservative and use a worst case scenario as possible and say that you will only onboard 3 new clients every month. You can definitely do a lot more than that, but lets do the bare minimum of 3 new clients per month. Our average monthly marketing fee for our clients is between $1500 to $2500 per month (plus gst). Now depending on your client and the margin of their sales, you can charge more but we use $1500 per month as the price point.

Now for the sake of this exercise and to be really conservative and to show you the true potential of this business, we are going to reduce the average monthly fee. That's right, lets do the bare minimum of only 3 new clients every month and charge only $1000 per client for your first 6 months.

Your business could look like this:

$1,000	New Clients	Old Clients	Earnings
Month 1	3		$3,000
Month 2	3	3	$6,000
Month 3	3	6	$9,000
Month 4	3	9	$12,000
Month 5	3	12	$15,000
Month 6	3	15	$18,000
			$63,000

$1,500	New Clients	Old Clients	Earnings
Month 1	3		$4,500
Month 2	3	3	$9,000
Month 3	3	6	$13,500
Month 4	3	9	$18,000
Month 5	3	12	$22,500
Month 6	3	15	$27,000
			$94,500

Absolutely. You could conservatively make 63k and 94k in your first few months with an annual income of over 200k and 300k and that's also if you choose to not grow any further and just maintain that initial client base.

The secret to having a successful business is to provide exceptional service, show real tangible value adds to your clients and be considered a partner or trusted advisor

The case study above is quite conservative so the potential to do exceptionally well and grow a significant marketing business is very achievable for the right person

what you will receive?

Imagine being able to grow your very own digital marketing business to any size you want.

This is exactly what the Monsta Media Franchise Model is designed for. When you join you get exclusive access to one on one coaching, skills, training and processes to help you quickly build a high value digital marketing business. You will receive:

The What

You will undergo extensive training that will provide the fundamentals and skills to deliver a social marketing strategy for any client in any industry. You will attain formal and recognised digital marketing certification. Ongoing training and development is a cornerstone of the Monsta Media Group Partnership Agreement. You will be able to do the below on behalf of your clients:

- Find your audience using the right media channel. Win hearts and minds and make your followers grow and grow and grow
- Make your website visible to more humans thanks to Search Engine Optimization (SEO) techniques
- Drive the right traffic to your website through smarter Pay-Per-Click (PPC) advertising
- Create compelling digital display campaigns
- Capture, segment and manage subscribers for fruitful email marketing campaigns
- Discover what works by measuring and optimizing social media campaigns. Then discover what works even better
- Leverage mobile marketing for a precision micro-targeting edge
- Create a cohesive digital marketing strategy for your business
- Take over the world

Set Up For Success

- From Day 1 you will have new client leads waiting for you in your inbox, ready for you to contact and look after them. As a franchisee, your first month of leads are completely set up for you, getting off to a flying start. That's right, you will have a stream of clients eager for your services. These leads will be waiting for you to contact and close.

The How

The biggest missing skill of business owners is the skill of closing a sale. There are great business operators out there but few that have the sales skills to effectively identify a sale via either phone cold call, door to door, disciplined follow up strategy and the ability to ask for the business. You will undergo extensive sales training that provides the skills to identify your perfect avatar, learn to contact, follow up and then make them a paying client. You will learn the below skills:

- Create a confident first impression
- Understand the client's psychology and mindset
- Perform high-level negotiation techniques and strategies
- Gain commitment with impossible prospects and clients
- Breakthrough client resistance to change
- Become an expert in DISC profiling and the four behavioural styles
- Positively influence your clients
- Improve leadership skills
- Utilise empathetic listening
- Learn the sales call process
- Become a trusted advisor and attain ultimate client status
- Become a referral machine
- Become a master presenter
- The most strategic closing techniques
- Time manage even in the busiest of times
- Learn motivation professional development strategies

Done For You

- You will also receive a Done For You Sales System on Autopilot. You will have set up for you a lead generation machine that will send outreach messages to your perfect avatar clients on Facebook, LinkedIn and Email. A system that provides leads on autopilot and requires NO paid advertising.

do you have what it takes?

We are looking for people who have the willingness to change their future and be a part of this opportunity to turn the digital marketing industry on its head in Australia.

The Monsta Media Group is not simply about providing businesses with standard regular marketing services. We believe in the strong fundamentals of good old fashioned values in business.

- Strong Relationships. Urgency, Energy and Passion
- Regular Contact and update. Communication is key
- A Burning desire to do all that we can to make our clients a huge success
- Treat our clients' money as if it were our own. Business Owner Mindset

As you may be aware of any previous large brand or franchise. The key was to get in early, at the inception before it scales and blows up nationally and globally. This is your chance to dominate you're your local area and deliver an exceptional experience to your clients.

We are obsessed about delivering an outstanding experience for our clients and are looking for those that share that obsession.

You will have all the tools, learning, resources, networks and leads to run and grow a highly profitable digital marketing business, under the banner of The Monsta Media Group and with the genuine competitive advantage of being one of the first Digital Marketing Agency providing businesses across Australia with business owner partners as their contacts.



the no brainer test

Opportunity

Huge Opportunity in the Digital Marketing Industry.

Endless Supply of Clients

You will provide a skill and service that has now become a necessity for all small businesses seeking new clients. Huge Demand.

Set Up For Success

Be ready to have your first month of leads and clients completely set up for you.

Done For You

A sales system on autopilot providing new leads and clients organically at no cost.

Minimal Overheads

No Lease, No Rent, No Staff. Start Full time or Part Time. Grow as fast or as steady as you like.

Flexibility

Be based from home, meet your clients at their business or via zoom.

Show Me the Money

With only a handful of clients, you can earn a solid six figure salary Only 10 clients and you can earn executive income of close to 200k.

Support

Ongoing support, training and development from The Monsta Media Group Brand.

investment summary

Imagine having your own business, controlling your own destiny and the opportunity to pay off your business investment within the first 3-6 months of starting.

Investment of $44,900 + gst

Included in your investment:

- Full Digital Marketing Training with Globally recognised Certification. Formal Digital Marketing Institution (the what).
- Formal Sales Mastery Training. Learn the art of pitching, prospecting, the importance of the follow up and closing the deal (the how).
- Full Access to our systems and networks.
- Initial Leads Set up for You: We will action for you, the very same skills, campaigns and techniques used by The Monsta Media Group. We will set you up with a digital marketing strategy that will provide you with a stream of leads and clients for a full month after your have completed your training.
- A Done for You Sales System on Autopilot. You will have set up for you a sales machine that will send outreach messages to your perfect avatar clients on Instagram DMs, Facebook, SMS, Email and LinkedIn. That's right, you will have a stream of clients eager for your services. These leads will be waiting for you to contact and close.
- Ongoing Mentoring and Support from the Monsta Media Team.

Return on Investment:

As mentioned in an earlier case study, you can conservatively look to pay off your entire business investment within the first 3-6 months after your training and make an annual income of $200, $300k plus and beyond should your wish to scale.

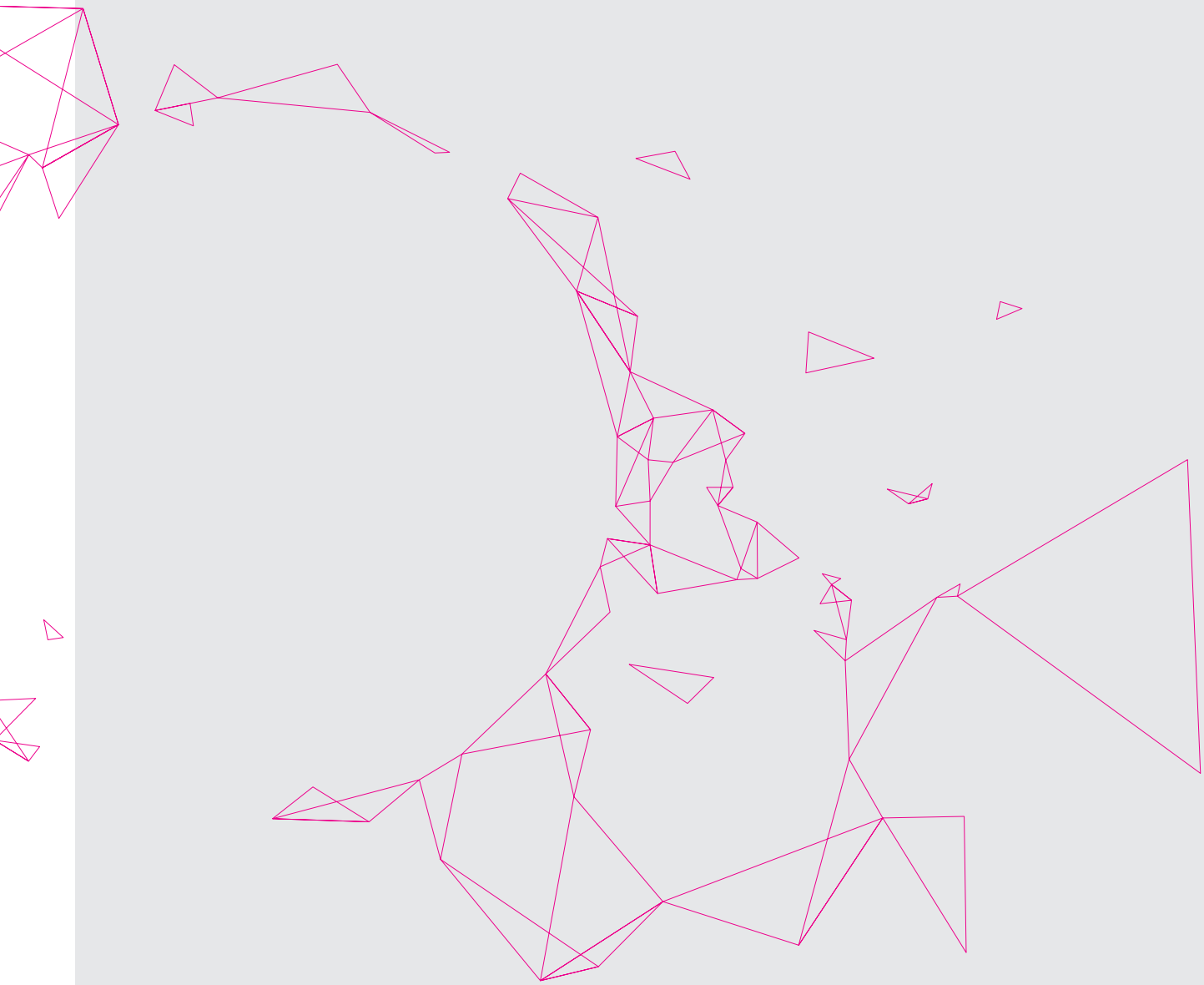
Running Costs

- **Service Fee:**
  - Unlike other brands, we do not take a percentage of your profits. We want to see you grow. We offer 2 service fee's, standard at $880 per month (plus gst) or Premium at $1300 (plus gst). Whether your earning 15k or 150k per month, your fee stays the same. This is only charged after your third month or when you onboard your first client, whichever comes first.
- **Equipment**:
  - All you need is a Laptop, Phone, Internet Connection.
- **Accounting/Invoicing Support**
  - You invoice the client direct and have full control of your funds. We can support you with your business and accounting set up.
- **Marketing**
  - Your choice and budget should you wish to run specific targeted campaigns.
- **CRM Software Access:**
  - CRM costs can vary in the marketplace. Your CRM fee is covered in your monthly royalty fee.
- **Mentoring and Support:**
  - Included in your Service Fee – No additional cost.
- **New Partnerships Introductions**
  - Included in your Service Fee – No additional cost.

final notes

We look forward to exploring the opportunity of you becoming a local Monsta Media Franchisee and dominating the Digital Marketing Space in your area. Full formal confirmation of all points raised will be provided in the formal disclosure documentation.







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Start Your Journey into Becoming a Monsta Media Business Owner Partner Today