

**The world
wants usable
websites**

**These are
the tools to
build them**

welcome to your web empire

you meet and talk, we build, you profit



**here is your
opportunity to own
your own website
development and
Internet marketing
franchise**

**all without having
to know how to
build a website**

The Internet is an amazing industry to work in. It is exciting, rewarding and ever-changing.

Since 1994, the Internet has grown immensely from a basic communication option to an essential part of the business mix. Websites have evolved from expensive and hard to change online brochures, to fully functional sales, branding and communication tools that generate real results for the businesses that use them well. Bloomtools™ is one of few website companies that have kept up with these changes and we are constantly on the forefront of new technology, business applications and developments in the industry.

Our point of difference in the market has always been our complete online solutions – high quality, reliable tools that are easy to use and help businesses get more customers, make more money and save more time. Also, our up-to-date knowledge of the Internet and business coupled with our elite team of developers, graphic designers and marketing consultants sets us apart from other companies.

Our decision to go worldwide has been driven by our desire to share our unique product offerings with more businesses, and to fill a massive need in the business market for reliable, knowledgeable Internet partners who fully understand how to get the most from the medium.

Bloomtools™ is committed to the success of each and every franchisee. We provide all the training, guidance and support our franchisees need to grow their business and our well-oiled, seamless production line will ensure franchisees deliver on-time, quality products to their clients. We also provide franchisees with an online business administration system to simplify their day-to-day operations, giving them more time to spend building their business.

If you share our passion for the Internet and making a difference for businesses, becoming a Bloomtools™ franchisee will be a great journey that will both inspire and challenge you. We look forward to being your business partner, supplier, supporter and friend throughout your journey.



James Greig
Founder



Bloomtools™
growing business

what does Bloomtools™ do?

When small to medium businesses decide to use the Internet as a tool to grow their business, they need a reliable, expert Internet partner to help them achieve the best possible results.

They need Bloomtools™ – provider of quality, results-focused websites and Internet marketing tools that surpass international standards and are technologically advanced but still easy to use.

Combining these Internet-based tools with simple services and consulting, Bloomtools™ helps businesses build the best solution to meet their current needs and then services them throughout their continued growth.

The tools and services Bloomtools™ offers its clients include:

- **Dynamic, self-editing websites**
- **All-in-one email and SMS marketing systems**
- **Internet training, consulting, coaching and ongoing support**
- **Tools for getting more customers**
- **Tools for making more money**
- **Tools for saving more time**
- **A simple online toolbox to manage it all in one place**

who are Bloomtools™ clients?

Bloomtools™ target clients are the hundreds of thousands of small to medium businesses that are in their growth stage. These businesses know the future of marketing their business is via the Internet, but they struggle with where to start and how to go about it. They need a reliable Internet partner like Bloomtools™ to help them break through the confusion and build their online presence.

Bloomtools™ has spent a lot of time carefully researching this market and crafting products and services that meet the needs of these

businesses. Even the Bloomtools™ name is a reflection of our understanding of our target clients – “we create simple Internet tools to help businesses bloom”.

As a Bloomtools™ franchisee, you get the very exciting task of working every day with the entrepreneurial and growth-minded owners of these businesses to assist them in maximising the value of their business with the Internet.

why do our clients love us?

Because they get:

- Self-editing websites that exceed the international standards of Website Standards Association and World Wide Web Consortium
- Cost-effective email and SMS marketing solutions to simplify their customer communications
- Tools that are designed by business people for business people and developed in-house by Bloomtools™
- Guidance and knowledge from business, marketing and Internet experts and support from an experienced team
- State-of-the-art hosting environment for their website and data that is reliable and secure
- Peace of mind knowing their project will be delivered on time and to budget

why buy a **Bloomtools™** franchise?

ten reasons

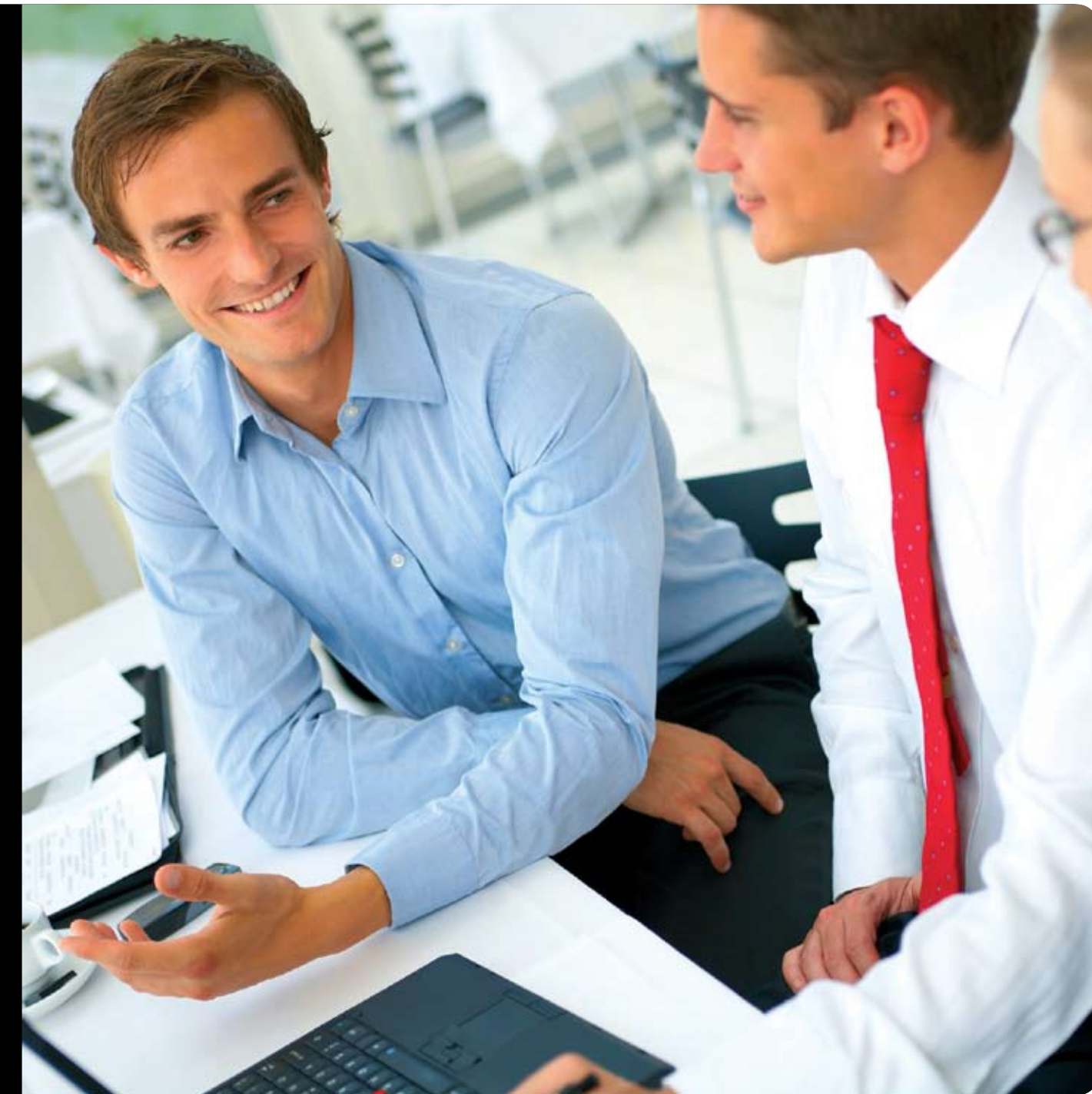
- Bloomtools™ HQ builds all the technology for you so you can focus on your clients
- Sell high quality, reliable products that exceed international standards and are constantly updated and improved
- Receive ongoing residual income from all clients throughout the year
- Streamlined online business administration system to manage your clients, projects and finances
- Ability to start small then grow into a large business with premises and staff
- Bloomtools™ is a well-established, professional brand with a desire to grow and lead the world
- Learn from the experts at Bloomtools™ HQ with initial and ongoing training and business coaching
- Bloomtools™ has a successful track record with a network of resellers
- Be in business for yourself but not by yourself and have a healthy balance between work and lifestyle
- Bloomtools™ elite team of support technicians, project managers and marketers are dedicated to the success of your business

choosing the right business in a changing economy

When the economy is booming, businesses use the Internet as a tool to communicate with their current customers and to get them to buy more.

When the economy is down, businesses use the Internet as an inexpensive tool to get new customers.

This means there will always be a high demand for Bloomtools™ products and services.



who does what?

Bloomtools™ HQ

- Build tools • Build websites • Support and educate franchisees • Research and development • Build the brand • Streamline franchisee processes

Bloomtools™ Franchisee

- Generate leads • Make sales • Service clients • Consult with clients • Train clients • Support clients

Bloomtools™ Customer

- Bloomtools™ franchisee earns money from:
- Websites • Marketing tools • Internet tools • Training • Hosting • Consulting and advice • Support

TOOLBOX

Automated online system that manages the entire process:

- Bloomtools™ HQ builds • Bloomtools™ franchisee sells • Business client uses

you don't build any technology, we do it all for you

Bloomtools™ franchisees don't build anything themselves. They are supported by a complete website development team at Bloomtools™ HQ, so they can focus on servicing their customers and building their business.

Once you have signed up your client and chosen the best tools for their business needs, our elite team of experienced software architects and graphic designers will build their website to the highest international standards for you.

This means that you don't need to have any technical skills to be a Bloomtools™ franchisee. Instead, you will need knowledge of sales and marketing and a passion for helping businesses grow and succeed.

how does a Bloomtools™ franchisee know what to do?



training

Bloomtools™ HQ provides a comprehensive initial training program for franchisees followed by regular workshops, seminars and online training sessions that cover the full business spectrum.

- Sales and lead generation
- Customer Relationship Management
- Industry knowledge and standards
- Business management
- Products and services



operations

Business will run smoothly for Bloomtools™ franchisees with our streamlined online administration system, which allows them to manage all aspects of their business from one location.

- Project management
- Client management
- Quoting
- Ordering
- Invoicing

marketing

Bloomtools™ HQ conducts national marketing campaigns, engages in regular consumer research and provides a variety of tools and strategies to help franchisees attract more clients.

- Direct marketing templates
- Print advertising
- Stationery
- Sales presentations
- Incentives and offers



support

All Bloomtools™ franchisees are supported by a dedicated team at HQ and several online help resources that can be accessed by them and their clients 24x7.

- A Franchisee Support Manager
- Team of support technicians
- Online toolbox to log and monitor support requirements
- Online knowledgebase of products and strategies

what is a Bloomtools™ franchisee buying?

We give you everything you need to build a profitable website development and Internet marketing business, including:

- **Sales, marketing and business training and support**
- **IT and communications equipment**
- **Presentation materials and stationery**
- **Marketing and communication templates**
- **Administration documents and systems**
- **An entire IT support team to build the tools you market**

the Bloomtools™ Executive Team



James Greig
Director and
Operations Manager

James Greig is the founder of Bloomtools™ and the software and Internet expert on the Executive Team. With a degree in Advanced Information Technology, specialising in Computer Science and Interactive Development, James founded the software development arm of Bloomtools™ in 2004. This company grew from James' passion for business and his desire to level the playing field between large and small business using the Internet. As the Internet revolution took hold, James established the international Website Standards Association and built Bloomtools™ in to a full-service software development company. Now James uses his vast technical knowledge and expertise as Head of Research and Development and Operations Manager of Bloomtools™.



Tracey Voyce
Director and
Franchising Manager

With more than 20 years business management experience, Tracey Voyce is the sales and franchising brains behind Bloomtools™. Tracey has owned and managed many businesses and spent several years training and motivating coaches at the world's largest business coaching franchise. Tracey has been in the Internet industry since 1997, working as General Manager of an Internet Service Provider and owning a website design company. In 2005, Tracey brought her passion for the Internet and business to Bloomtools™ and helped James build it into the market leader it is today. In her role as Bloomtools™ Franchising Manager, Tracey will be sharing her business expertise to help franchisees achieve success.



Phillip Gale
Director and
Finance Manager

Phillip Gale brings decades of experience in running multi-million dollar businesses to Bloomtools™. Phillip worked as General Manager for a successful building business until 2000 when he established his own steel building distribution company, Steelx™. He grew this business from a small start-up to a large, international enterprise which turns over more than \$35 million annually, and leads the Australian industry. Phillip's proficiency at growing successful companies and his knowledge of finance and business operations make him a valuable member of the Bloomtools™ Executive Team.

BloomtoolsTM
growing business

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