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newsXpress invites you to Melbourne to learn about and see first-hand what we do to help newsagents reinvent their businesses.

newsXpress is growing right across Australia. To help us efficiently manage interest from prospective members and to best show what we do and how we do what we do to transform businesses, we invite you to a free mini-conference in Melbourne on May 22.

- **Free flights & free accommodation.**

Here is what we plan for Tuesday May 22. At 8am we kick off a four-hour intensive mini-conference. hear newsXpress speakers talk about **new era buying, managing your shop floor for profit, how to attract new shoppers** through the front door and **how to sell products you never thought you could ever sell.**

This mini-conference will offer actionable knowledge you can implement regardless of whether you join newsXpress. We think the best way for you to learn about what we do is for us to show you, as if you are already a member of our group.

After a networking lunch we will head off to two very different newsXpress businesses. One in a shopping centre, one in a high street situation. We will take you behind the scenes to understand their growth. Then, we end the day at the head office for drinks. That night, if you are still in Melbourne, let's have dinner.

We will fly you to Melbourne on May 21, fund your accommodation for up to two nights and provide food and refreshment on the day, May 22.

All we ask is that you are open to joining newsXpress. This means that you want to grow your business and are willing to have at least 75% of your card space for Hallmark cards. In fact, the 75% Hallmark requirement is the **only** mandatory part about newsXpress.

That's right. You are not forced to take gifts, toys and other items. Anyone who has told you that has not told you the truth.

We want to help you grow your business, to attract new traffic and to make your business more enjoyable for you.

Places at our May 22 event are limited. Please register your interest by calling Peter Francis on 0423 298 020, emailing him at peter@newsxpress.com.au or emailing help@newsxpress.com.au.

I would also be happy to answer any questions you have.

Please join us and consider joining the 249 other businesses in our growing group. I promise that May 22 will not be a hard sell.

Note: if you are a nextra of lucky charm store already, the May 22 event may not be an option for you because of their usual lock-in contract.

Finally, let me note:

- The only mandatory requirement is that 75% of your cards are Hallmark. All other product choices are optional.
- We support you with training, conferences, regional meetings, an awesome weekly email and a motivating private (secret) Facebook page that is like an inspiring 24/7 newsXpress member meeting.
- You can link into our successful web strategy and get your business online.

I hope to see you May 22 in Melbourne.

Sincerely,



Mark Fletcher
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