Understanding the Role

Area Directors are many things: salespeople, magazine publishers, community supporters... and franchisees. If you’ve never considered owning a franchise, you’re like most of our current Area Directors before they came to N2. Labels aside, this is a turnkey opportunity with a proven program and a tremendous amount of training and support. Our franchisees are simply salespeople who like the idea of owning something – a low-risk, high-reward business.

The ideal Area Director will fit in with N2’s culture, trust our program, invest plenty of sweat equity, and excel in a commission-based role. And although we waive our initial franchise fee to make this opportunity more obtainable, Area Directors must be able to financially support themselves during the months leading up to publishing their first issue.

Getting to Know Us

Want to learn more about this opportunity? Your next step is to speak with our Strategic Growth Specialists. They’ll answer your questions and will be very straightforward about the realities of owning an N2 franchise – the perks and the challenges. Only a small percentage of people who apply for this opportunity are ultimately accepted. After this chat, your likelihood for success in this role is usually pretty clear.
Ramping Up

When you reach this stage, you’re practically family – welcome! A three-day training session led by N2 veterans will teach you the fundamentals of the role: how to contact local businesses, hone your sales presentation, and work with residents and staff to bring your pub to life. Armed with everything you need to launch and run your very own magazine, ramp-up then officially begins. Ramp-up refers to the period of time it takes – usually three to six months – to bring on enough clients to cover the initial costs of producing your publication. Sweat equity and determination are vital during this stage. But thanks to our long-term advertising contracts, all of your hard work can result in a stable, residual income that you can add to month after month.

Getting Paid

Congratulations – at this point you’ve successfully partnered with enough businesses to print your publication! This is a serious cause for celebration, and it’s also time for the first of many well-deserved commission checks. The income of our Area Directors ranges widely, as some choose to put in minimal work and earn a couple thousand dollars a month, while others push the needle, earning nearly $30K in a month.**