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## About Club *HN*

*Club HN* is designed to benefit both members and participating businesses in a synergistic relationship.

It is **FREE** for participating businesses to join! We are all about keeping the **local \$\$** in **North Queensland**.

All that we ask you to do is make an (ideally exclusive) offer to *Club HN* members.

The only cost to you is the offer that you are making which, we hope, will introduce a new customer to you, or re-engage an existing customer with your business.

To make the offer work for you we would suggest using a 'value adding' strategy e.g. 'book and pay for 5 lessons in advance and receive a 6<sup>th</sup> free' or 'spend over \$50 in our store and receive a free ....'.

Alternatively you may want to try a 'sampling' strategy e.g. 'trial our product for a month and receive a discount when you purchase the 12 month plan'.

We leave the offer details up to you but we are on hand to give some further guidance if required.

### What will *Horse North* do for your business if you decide to participate?

- Promotion of your current offer on the *Horse North* website *Club HN* page for the duration of your offer
- Promotion of your current offer within *SNORT* – the *Horse North* e- **Newsletter**
- Promotion of your current offer via the *Horse North* **Facebook/Instagram** page at the time of offer given (all promotion will include your company logo if supplied/image of product or service if provided)

### The above promotion is offered free of charge to participating businesses!

We would suggest that you review your offer monthly and if you decide to update or renew, we will promote the offer as detailed previously. If you do have a new product or service that you wish to promote each month then all you have to do is contact us with the new details.

**Club *HN*** membership is open to all our readers and followers via the **Horse North** website.

**Club *HN*** members receive:

- offers from participating **Club *HN*** businesses
- a free **e-Newsletter *SNORT*** from **Horse North**

We expect our **Club *HN*** membership to initially be in the 100's. Our magazine following reached 1000's.

**Club *HN*** members receive a unique membership card for proof of membership and will be required to show it to receive your offer. We are encouraging our **Club *HN*** members to use the STOCARD app. Although some may use a physical card.

If you have an online store, if your platform allows, you can assign a discount code to your offer. That code would be given to our **Club *HN*** members via our **e-Newsletter *SNORT***.

#### What to do now?



If you would like to be a participating **Club *HN*** business we would encourage you to review your offer, complete a **Participating Business *Club *HN** Application Form** on the **Horse North** website and agree to the **Participating Business *Club *HN** Terms and Conditions**.

Please forward your completed application to [info@horsenorth.com.au](mailto:info@horsenorth.com.au) with a copy of your logo as a PDF, JPEG or PNG and we will take care of promoting your business in the **Club *HN*** programme. We look forward to welcoming you into **Club *HN*** and helping your business grow.

A handwritten signature in black ink, appearing to read "Angela Sausman".

Angela Sausman

Editor/Publisher **Horse North**