

WOMEN'S EDITION, INC.  
CONFIDENTIAL  
PERSONAL PROFILE

WOMEN'S EDITION®  
THE MAGAZINE FOR METROPOLITAN WOMEN

# CONFIDENTIAL PERSONAL PROFILE

## CONFIDENTIAL PERSONAL PROFILE

This document is not a Franchise Agreement, an offer to enter into a Franchise Agreement by Women's Edition, Inc., nor a solicitation by Women's Edition, Inc. to enter into a Franchise Agreement or business opportunity.

Please Type or Print All Information. Date Profile Submitted: \_\_\_\_\_

Name: \_\_\_\_\_ Spouse's Name: \_\_\_\_\_

Residential Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

How long have you resided there? \_\_\_\_\_ Number of Dependents \_\_\_\_\_

Home Phone: \_\_\_\_\_ May we contact you here? Yes No

Home Fax: \_\_\_\_\_ May we contact you here? Yes No

Business Phone: \_\_\_\_\_ May we contact you here? Yes No

Business Fax: \_\_\_\_\_ May we contact you here? Yes No

Date of Birth: \_\_\_\_\_ Social Security Number: \_\_\_\_\_

Driver's License Number \_\_\_\_\_

If Corporation, Corporate I.D. Number: \_\_\_\_\_

### PREFERRED MARKET AREA

Please be as specific as possible

First Choice: \_\_\_\_\_

Second Choice \_\_\_\_\_

Third Choice: \_\_\_\_\_

*I acknowledge that Women's Edition, Inc. will rely upon the information furnished in this confidential personal profile in making the decision to grant a Franchise, and I hereby authorize you to make investigations of my credit, character and ability, and to contact anybody, whether or not listed above, including former employers, in order to obtain personal information about me. I release all such persons from any liability or damages that may be incurred as a result of such an inquiry or the furnishing of such information. I also certify that the information on this statement is true and complete.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# CONFIDENTIAL PERSONAL PROFILE

## PERSONAL REFERENCES

Name: \_\_\_\_\_ Address: \_\_\_\_\_

Phone Number: ( ) \_\_\_\_\_ Years Known? \_\_\_\_\_ Occupation: \_\_\_\_\_

Name: \_\_\_\_\_ Address: \_\_\_\_\_

Phone Number: ( ) \_\_\_\_\_ Years Known? \_\_\_\_\_ Occupation: \_\_\_\_\_

Name: \_\_\_\_\_ Address: \_\_\_\_\_

Phone Number: ( ) \_\_\_\_\_ Years Known? \_\_\_\_\_ Occupation: \_\_\_\_\_

## EDUCATION

Check last year of school completed:

High School: \_\_1 \_\_2 \_\_3 \_\_4 College: \_\_1 \_\_2 \_\_3 \_\_4 Postgraduate: \_\_1 \_\_2 \_\_3 \_\_4

Name of college(s) and/or postgraduate school(s) and degrees received: \_\_\_\_\_

Describe any training in sales, management, retailing or other relevant skills: \_\_\_\_\_

## BUSINESS EXPERIENCE

Present Occupation: (Position) \_\_\_\_\_

(Company) \_\_\_\_\_ (Address) \_\_\_\_\_

Describe your duties, responsibilities, & number of employees supervised: \_\_\_\_\_

## PREVIOUS BUSINESS EXPERIENCE

(Please give exact names, addresses and dates; list most recent first)

### Dates

1. From: \_\_\_\_\_ to: \_\_\_\_\_ Position: \_\_\_\_\_

Company's Name: \_\_\_\_\_ Company's Address: \_\_\_\_\_

2. From: \_\_\_\_\_ to: \_\_\_\_\_ Position: \_\_\_\_\_

Company's Name: \_\_\_\_\_ Company's Address: \_\_\_\_\_

3. From: \_\_\_\_\_ to: \_\_\_\_\_ Position: \_\_\_\_\_

Company's Name: \_\_\_\_\_ Company's Address: \_\_\_\_\_

# CONFIDENTIAL PERSONAL PROFILE

What has been your favorite employment—and why? \_\_\_\_\_

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## RELEVANT EXPERIENCE/ASSOCIATION

Are you related to any officer, director, employee or franchisee of Women's Edition, Inc.?

Yes  No If yes, please state name, relationship and position held: \_\_\_\_\_

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Are you or your current employer providing products, goods or services to Women's Edition, Inc.?

Yes  No If yes, please state name, relationship and position held: \_\_\_\_\_

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Do you now own or have you ever owned or had an interest in a publication or advertising sales operation?

Yes  No If yes, please state name, relationship and position held: \_\_\_\_\_

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List any hobbies, community activities, special interests or other pertinent information: \_\_\_\_\_

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## FRANCHISING INTERESTS

How were you introduced to Women's Edition? \_\_\_\_\_

What interests you the most about becoming a Women's Edition franchisee? \_\_\_\_\_

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# CONFIDENTIAL PERSONAL PROFILE

What do you feel will be your most important contribution to your business? \_\_\_\_\_

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What percentage of your time do you plan on devoting to this business? \_\_\_\_\_

Are you considering a partner?  Yes  No

Are you considering an investor?  Yes  No

## BACKGROUND

Have you ever been convicted of a felony or misdemeanor (other than a minor traffic violation)?

Yes  No If yes, please state details: \_\_\_\_\_

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It is estimated that the initial franchise fee and initial marketing materials may range from approximately \$29,515.00 to \$31,600.00. The estimated initial investment required may range from approximately \$55,855.00 to \$77,590.00 to cover all costs for the first three months, estimated time from startup to first Local Edition being printed, shipped and distributed, including salaries. Do you meet these estimated initial requirements needed to become a Women's Edition franchisee?  Yes  No

**Along with this completed application, we require that you submit your most recent personal compiled financial statement. Thank you.**

The undersigned certifies that the information furnished in this applicant profile is true and correct. The undersigned understands the submission of this application does not obligate Women's Edition, Inc. in any way or manner to approve the undersigned as a franchisee.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please mail this completed and signed application to:

Women's Edition, Inc.  
11570 W. Dodge Road  
Omaha, NE 68154  
(Attn: Franchise Development)