

# FRANCHISE 1·2·3

IDENTIFY → RESEARCH → DECIDE

EASY AS 1.2.3



The business of franchising has stood the test of time. It is scalable, repeatable, and can be adopted by many industries. That does not mean that franchising is simple. With many questions out there, such as: Which franchise to choose? What should I look for in the financials? Where do I set up my franchise? What makes one franchise favorable over another? Do I need experience in the industry to be successful? How do I decide on a franchise?

These are all questions that, if answered up front, will put you on the path to a successful journey. Fortunately, like a lot of things in life, it is not as complicated as it may seem. In fact, if you follow three straightforward steps, you will certainly have success.

To simplify as much of the mystery and process as possible, we would like to introduce our new guide to franchising, to be released October of 2020.

Welcome to *Franchising 1-2-3*. This 200 page comprehensive, easy to read guide, will take you from idea to opening day and beyond in our three straightforward, easy to follow steps:

## 1. Identify

## 2. Research

## 3. Decide

*Franchising 1 - 2 - 3* will take you from concept to reality and help you build your future success. You are the main cast member and we are your guide, here to help you create your own success story!

**Let's start here: With big decisions to make, we will help guide you to identify:**

- Which franchises to consider
- How to compare them
- Initial investment
- Necessary personal skills to be successful

**Then we will help you compare your options:**

- Compare important factors between brands
- Identify what important factors a company can guarantee and what they cannot
- Identify any legal requirements necessary before you move to the next step

**Once you have made your decision, we will help guide you through:**

- Following through with the franchisor
- The ins and outs of the franchise agreement
- How to select a location
- What's in your budget and how to stick to it
- Lease details
- Hiring your team
- Marketing and promotions
- And finally... opening day

In our new *Franchising 1–2–3* e-book, you will find all of this information and more broken down into three digestible sections. We'll include action items, tips, and tricks to help guide you throughout the entire process.

## STEP ONE: IDENTIFY

In three short minutes, let's identify if franchising is right for you, and what type. We'll also teach you how to find the right franchise that is a good fit for you.

When you complete this book and all of its exercises, you will have a much clearer idea of what and what not to do on your franchising journey. You'll be able to answer questions such as:

- What are the financial obligations?
- What specific skills are necessary?
- How do I identify the right fit in my desired market?

## STEP TWO: RESEARCH

**Researching one or multiple franchise opportunities can be quite daunting at first. We are here to assist you as you navigate through the various sales channels.**

So, how will you identify the right franchises and their representatives to talk to? This will require you to answer the following questions:

- Who should you trust?
- Who has your interests in mind?
- What do you need to ask and know?
- How do you engage the company and gain the knowledge you need?
- How do you gather information on real estate, profitability, success rates, and financials?

- How do you interpret the disclosure documents?
- How do you ensure you do your due diligence?

**Obstacles to look out for:** The franchisor's reputation, history, legal challenges, the real cost of ongoing business, franchise restrictions, training, advertising, and ability to contact current and former franchisees. Transparency of information is a must and knowing your franchisor inside and out BEFORE you invest is key!

We'll provide a deep dive into some of the following notable factors:

- Name recognition, training, branding, and competition in the market
- Your ability to operate in tough situations
- Financial history of each franchise unit
- A list of all the different categories of professionals and government agencies you should contact BEFORE you sign

## STEP THREE: DECIDE

Here, we'll delve into the decision making details: what you need to know, do, and review BEFORE you sign the franchise agreement:

- How to finance a franchise purchase
- How to select a site for your business and handle the budget for construction or renovation
- How to build your team
- Marketing strategies for launching and growing the business
- How to set yourself up for success in the good times and the bad
- Your final review before signing

Next up is opening day! Follow our guide for timelines and opening checklists to achieve long term success.

A comprehensive and detailed guide like this, if one were on the market, would sell for at least \$49 in bookstores and on Amazon. If you sign up today and are in the first 100 to request this book, you will receive a digital version (an e-book) the day it is published. A limited number of FREE copies (100) will be available.