

## Franchise Your Business Roadmap

Congratulations for starting your business franchise expansion journey. This roadmap will guide you through the research process to help you fully evaluate each step and ultimately choose the best option. Print this document and keep it handy as you read through Franchise Bible and work through the online content and exercises.

## Part II – Franchise Your Business (Becoming a Franchisor)

### Chapter 9: Franchising Fundamentals

- a) Starting a Whole New Business
- b) Business Expansion Options
- c) Structure Options within Franchising
- d) Advantages and Disadvantages of Franchising
- e) Can Your Business Be Franchised?
- f) The Final Decision to Franchise
- g) Working Capital Considerations
- h) Conclusion

Tip for your notes - Assign subject letters from above to your notes below – Add extra pages if needed. See example below.

- c) Talk to CPA about setting up a new business entity

Notes:

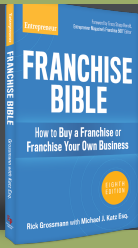
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Your Conclusion: (Your thoughts or “takeaway” for how this impacts your business)

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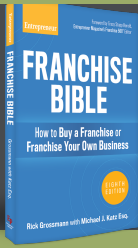
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## Chapter 10: Franchise Law Considerations

- A. Franchise Disclosure Document and Franchise Agreement
- B. Federal Law
- C. State Law
- D. Trademarks
- E. Financial Performance Representations
- F. Audited Financial Statement Requirements
- G. Three Franchise Decision Lens Philosophy
- H. Disciplinary Actions
- I. Transfer, Renewal, and Termination Clauses
- J. Operations Manual
- K. Conclusion

Notes:

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Your Conclusion: (Your thoughts or “takeaway” for how this impacts your business)

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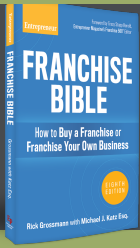
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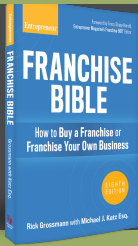
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## Chapter 11: Building a Strong Franchise Organization

- a) Company Infrastructure
- b) Why Buy Your Franchise?
- c) Buying Power, Approved Suppliers and Other Revenue Sources
- d) Facility Evaluation and Selecting Your Central Office
- e) Growth and Staffing Plan
- f) Conclusion

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Your Conclusion: (Your thoughts or “takeaway” for how this impacts your business)

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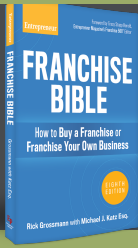
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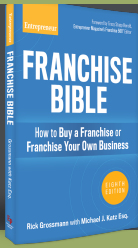
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## Chapter 12: Strategize to Thrive!

- a) You Can't Just "Try" Franchising
- b) Choosing the Best Franchise Owners
- c) Happy Franchise Owners Make More Money
- d) Inspiration vs. Motivation
- e) Choosing Franchise Experts
- f) Registration State Strategy
- g) Conclusion

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Your Conclusion: (Your thoughts or "takeaway" for how this impacts your business)

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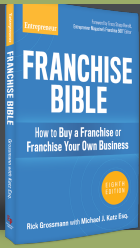
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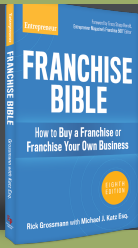
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## Chapter 13: Building Your Franchise Community

- a) Creating Your Franchise Support Systems and Team
- b) Avoid the “Franchise Doldrums”
- c) Become a Great Event Coordinator
- d) Creating and Hosting Discovery/Decision Day Events
- e) Forming and Managing Your Owner’s Advisory Committee
- f) Offering Franchise Rewards and Incentive Programs
- g) Conclusion

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Your Conclusion: (Your thoughts or “takeaway” for how this impacts your business)

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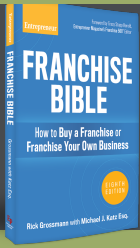
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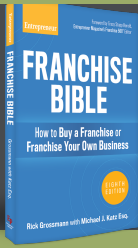
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## Chapter 14: Franchise Marketing

- a) Decades of Traditional Marketing
- b) Game Changer — the Internet and Beyond
- c) Back to the Basics: Regaining the Discovery Process
- d) Leveling the Playing Field
- e) Redefining the Basics of Marketing — the Five Pillars of Marketing
- f) Internet Technology: the Sixth Pillar
- g) Conclusion

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Your Conclusion: (Your thoughts or “takeaway” for how this impacts your business)

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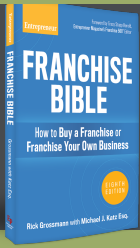
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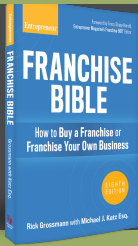
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## Chapter 15: Final Thoughts on Franchising Your Business

- a) Can You Afford The Franchising Process?
- b) Impounds and Deferred Fee Collection Stipulations
- c) Multi-state Franchise Taxes and Accounting
- d) Franchise Associations and Advertising Councils
- e) Franchise Discovery Process
- f) Avoiding Litigation and Arbitration
- g) Franchise Fees, Royalties, and Other Fee
- h) Making the Decision to Franchise
- i) Conclusion

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Your Conclusion: (Your thoughts or “takeaway” for how this impacts your business)

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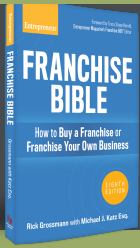
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