

Grow Your Franchise Roadmap

Congratulations for launching your franchise business. This roadmap will guide you through the evaluation process to help you implement the best practices for franchise business growth. Print this document and keep it handy as you read through Franchise Bible and work through the online content and exercises.

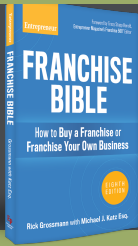
Note Tip – make detailed notes under each commandment that you can apply to implement each for your franchise business. Be specific and include goals and deadlines.

Part III – Franchise Ten Commandments – Thou Shalt Thrive!

Franchise Owner’s Ten Commandments

- I. *Get your master’s degree in franchising.* Even though your franchisor trains and supports you to gain a level of expertise in your field of business, growing that into a thriving franchise company takes an education in franchising. You will find many educational options offered online at www.franchisebiblestudy.com to enable you to become a master of the franchise industry.

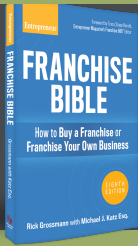
- II. *Identify opportunities to be a part of the franchisor’s growth.* Historically the most involved franchise owners tend to be among the most successful. Your first priority is to run your business, of course, but you may find synergies with the franchisor that can help you learn more about the business and also benefit the franchisor.



III. *Strive to be the top producing franchise owner.* Some say that the first step to becoming the top producer is simply believing that you can be the top producer. You made a huge investment of your time and money to join the franchise system, so you may as well endeavor to achieve the highest return on investment possible. Hint: The top producer common denominator found across most industries is simply the franchisees that make the commitment to religiously follow the franchise system.

IV. *Be a leader in the franchise owner community.* Remember how important it was for you to look up to the leadership of more experienced and successful franchise owners when you first joined the system? A wildly successful franchisor and franchise community will help you make your franchise more successful. Don't be afraid to seek to become a leader among the franchisees to help them achieve their goals and dreams.

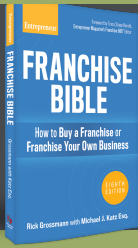
V. *Be a mentor.* Some franchisors have formal mentorship programs in place. Teaching is the best way to learn in most cases. Again, the overall health of the entire franchise network has a huge impact on each and every individual in the organization, so it pays to mentor other owners in more ways than one.



VI. *Volunteer to serve on the owner's advisory committee.* The owner's advisory committee for your franchise may offer an opportunity for you to participate. This may allow you to gather feedback, ideas, and concerns from other franchisees in your region and communicate to the corporate headquarters, or attend regular meetings to make suggestions to influence the direction the company takes in the future.

VII. *Be an innovator.* You are in the trenches every day and may create a tool or process that makes your business better. Be sure to take your new ideas through the proper channels with your franchisor so the entire community can benefit.

VIII. *Be a contributor, not a consumer.* Be a part of the businesses "big picture" instead of standing on the sidelines. Contribute your genius and experience and lend a hand whenever you can.

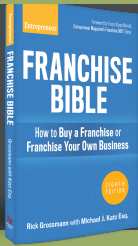


IX. *Participate in the annual convention.* The annual convention has always been our favorite event of the year. Since you are a member of a “party” and not so much a team, you rarely get to be on the same playing field together. Make the most of the conventions and pitch in if possible.

X. *Build your enterprise and legacy through multi-unit ownership.* Some of the most successful and wealthiest business owners we know are multi-unit franchisees. Once you have proven to yourself and your franchisor that you have what it takes to launch, grow, and thrive with one franchise, it may be time to add more units.

Notes:

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



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Actions item(s)
