

FRANCHISE  
BIBLE STUDY

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# 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!

### Franchisor's Ten Commandments

- I. *Get your “master’s degree in franchising.”* Even though you are an expert in your field of business, turning your business into a franchise model is starting a whole new business. You will find many educational options online at [www.franchisebiblestudy.com](http://www.franchisebiblestudy.com) to enable you to become a master of the franchise industry.

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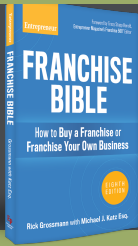
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- II. *Be an inspirational leader.* Your most important role as the leader of your franchise company is that of inspiration. Your franchise community will look to you for your vision and guidance. Never lose sight of the importance of your position as the visionary leader. This is the starting point for building a large successful organization.



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III. *Build an executive and support team of believers.* As you grow, you are going to bring more talent to your corporate team. Choose wisely and make sure you hire based on the most qualified people for the job. Also make sure that everyone on your team is a believer in your systems and culture and has a true commitment to the success of the franchise community.

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IV. *Commit to creating the appropriate infrastructure.* You will want to implement a balanced approach to your infrastructure building. Take on too much, too fast, and you can go broke. Too little, too late may result in your franchisees failing. Get the specialized outside consultants to help you with this critical strategy.

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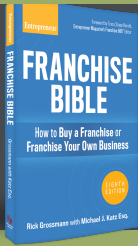
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V. *Don't allow things to fall through the cracks.* It is not uncommon to see new franchisors neglect attention to detail as they move through the first few years. This occurs for a variety of reasons, including lack of experience, operating short-staffed, and the overall absence of functional tracking systems. Growing too fast has its ups and downs as well. Paying attention to detail and implementing systems and policies from the very beginning are essential.



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VI. *Apply the upside-down pyramid strategy.* Some franchise organizations have tried to grow using the traditional management model that they were accustomed to as an employer with employees. Franchise owners of course are not employees, and the servant attitude that the upside-down pyramid structure offers in turn will make your franchise organization much more profitable and successful.

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VII. *Apply the Three Franchise Decision Lens Philosophy.* Many franchise organizations have suffered the fallout of bad decisions that could have easily been avoided if they simply considered the legal, political, and practical aspects of the decision and the impact it would have on the franchise community—and in turn, the overall franchise organization.

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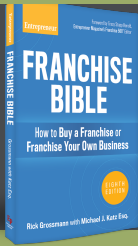
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VIII. *Form and host your franchise owner's advisory committee.* The best way to make sure you are aligned with your franchise owners



is to form and host an effective owner's advisory committee. A well-run committee can act as a rudder to help you steer your organization.

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*IX. Plan and host your annual franchise convention.*

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*X. Implement your franchise incentive and rewards program.*

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Notes:

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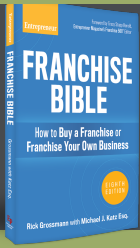
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Your Conclusion: (Your thoughts or “takeaway” for how this impacts your business)

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Actions item(s)

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