

Welcome to the Franchise Simply Program

Let me explain how it all works.

First, **welcome**, I am looking forward to working with you as you develop your new franchised business.

You are entitled to a number of different parts to the Program and here is how these will be delivered to you.

The Franchise Success Path

The Franchise Success Path Program is delivered in 28 Units which are divided into four Modules:

- | | |
|--------------|---|
| Module One | Develop the big picture foundation of your franchise group |
| Module Two | Define the elements |
| Module Three | Design the procedures and documents |
| Module Four | Deploy your franchisor and franchisee business |

You will receive the Modules as you pay for them.

Each Unit describes its purpose and gives an action that needs to be taken.

In addition to the Units, there are other resources:

- Guides to help with documenting your franchise
- Supporting Material covering specific issues which extend the action based instructions in the Units
- Videos of Brian and other experts explaining specific issues
- Talking Franchising Radio Show Interviews where Brian interviews experts on specific issues

In addition to all of this, you will get mentoring from Brian and his experts to take you step-by-step through the process. The amount of mentoring and expert help you are given will vary with the package you have bought.

The four Modules are delivered in three forms.

- A **hard copy** is sent to you in the mail so you can read at your leisure without the need to be online. Each Unit in the Modules provided will have the Supporting Material and Guides in the same section.
- You will be sent a password which will give you access to the training section in **FranchiseSimplySYSTEM**, a franchise friendly software system for training and organisation manuals. This is where the soft copy of your Program will be held. You will be able to download copies of Guides and get links to Radio Show interviews, videos, webinars here.
- A **Dropbox** folder will be created for you when you join to use for storage and to send and receive material from you to us and us to you.

Franchise Status Review and Timeline

This is an essential first step in your program and all Programs include a

Franchise Status Review Appraisal

Franchise Status Review Online Meeting

Which together result in a Timeline for you to implement the Franchise Success Path.

This results in a simple one page plan of the way you will approach the task of franchising your business.

If you have already completed a review of your business, you may not need to repeat the process.

Unit Two outlines the instructions in more detail.

If you have not completed the Franchise Status Review and Timeline, fill in the questionnaire and contact Brian or one of the Franchise Mentors to organize the Franchise Status Review Workshop to discuss the results. This is an in-depth discussion lasting 1 to 3 hours which will result in a report on your business which will identify exactly what you have to do, when and at what cost.

Workshops and Training Events

You receive two free tickets to our Weekend Franchise Training Workshop, which is a 'must attend' introduction to franchising. We run through the whole process step-by-step, give you the big picture of successful franchising and accelerate franchising your business simply, successfully and cost-effectively.

Video of the Weekend Franchise Training Workshops

Franchise Training Workshops were filmed in 2013 and 2015. These films are available in the Members' area of the website.

Franchise Radio Show Interviews

Brian interviews experts in a wide range of business sectors relevant to franchising and discusses issues of interest or concern.

You have access to past interviews on the website.

We will send you an email with each new Franchise Radio Show when it is released. A copy of the Radio Show will be loaded onto the Members' Resource Page of this site and so you can listen to it at your leisure if you prefer.

Past Radio Shows will also always be available in the Members' Area.

Other Resources

From time to time we may hold webinars or specialist training videos on different topics. Our main events will also be recorded. Some of these webinars and videos will be lodged on our site for you to access at any time.

We will email you when new resources become available and you can enter our site to access them.

Contacting Us

We are always here if there are problems or you just want to discuss a specific issue.

Brian can be contacted at:

brian@howtofranchisesimply.com.au

0417 211 366 – This is my personal number so please SMS before calling

1300 960 136

Or we can be contacted through:

support@howtofranchisesimply.com.au



I am looking forward to working with you
Brian



Disclaimer

Our programs are intended to help you franchise your business and to make a difference in the world while growing your business.

As stipulated by law, we cannot and do not make any guarantees about your ability to get results or earn any money with our ideas, information, tools, or strategies. Your results in life are up to you. Agreed?

We just want to help by giving great content, direction and strategies that move you forward. Nothing on this page or any of our websites is a promise or guarantee of results or future earnings and you should know most people never utilize their continuing education from any institution including colleges (it's estimated that only 50% of people even use their college degree in their current career!).

Any financial numbers referenced here or on any of our sites are simply illustrations of a concept and should not be considered exact, actual or as a promise of potential results or earnings – all numbers are illustrative only.

Expect nothing but hard work, creative demands, and the long haul - your only reward may be the authentic adventure of fighting for your dreams and sharing yourself with the world.

I hope you prove the soothsayers wrong.





Franchise Program

Module One

DEVELOP





Module One

DEVELOP

Build your Franchise Foundation by Developing the Big Picture

Introduction to Module One

Unit One	About Franchising
Unit Two	Set Up Your Franchise Project Guides Guide 1 Franchise Status Review Appraisal Questionnaire
Unit Three	Personality in a Franchised Business
Unit Four	Branding and Marketing in a Franchised Business
Unit Five	Develop the Brand Strategy Guides G2. Brand Strategy
Unit Six	Design the Overall Franchise Organization Structure
Unit Seven	Design the Franchisee Organization Structure
Unit Eight	Design the Franchisor Organization Structure
Unit Nine	The Brand Plan Guides G3. Brand Plan
Unit Ten	Online Marketing
Unit Eleven	Product Marketing Plan and Marketing Fund Guides G4. Product Marketing Plan G5. Product Marketing Budget and Schedule

Module One

Guides and Supporting Material

Unit One		
About Franchising	Supporting Material	SM1a: Franchise Radio Show 6, <i>15 near death experiences in small business franchising</i> , with John O'Brien, CEO of PoolWerx
		SM1b: Franchise Radio Show 17, <i>How to Succeed in Franchising in These Tough Times</i> , with John O'Brien, CEO of PoolWerx
		SM1c: Franchise Radio Show 43 - <i>How The Chicken Crossed The Road</i> , with Lenard Poulter, CEO of Lenard's Chickens
		SM1d: Franchise Radio Show 32 <i>The Tap Doctor Franchise Group</i> , Tim Wise, ex CEO and Founder
		SM1e: Franchise Radio Show 40, <i>The Huge Power of Small</i> , with Paul Dunn CEO and Co-Founder of B1G1
		SM1f: Franchise Radio Show 36 <i>How An Entrepreneur Adapts Their Style To Create A Successful Franchise</i> , Tim Wise, ex CEO and Founder of Tap Doctors
		SM1g: Franchise Radio Show 27, <i>How To Be Your Industry Expert, It's Not That Hard</i> , Nic Hayes, MD and founder of Media Stable
		SM1h: Franchise Radio Show 42, <i>Programming Franchise Success</i> , Damian McConnell from MindStore Training
		SM1i. Brian Keen, <i>How Do I Franchise My Business</i> , 2016
		SM1j: Brian Keen, <i>Should I Franchise My Business</i> , 2014
		SM1k. Franchise Simply, <i>Useful Resources List</i> , 2016
		SM1l: Franchise Radio Show 14, <i>The Magic Of A Mentor: How To Be One, How To Find One</i> , Catherine Palin-Brinkworth, CEO and Founder, BEST Training Systems
		SM1m: Franchise Radio Show 52, <i>3 to 33 Franchises in 3 Years - How One Franchisor Rocket-Propelled His Group</i> , with Jonathan Payne from Xpresso Mobile Cafe
		SM1n: Nathan Greg, <i>Profitable Partnerships</i> , 2007
SM1o: Nathan Greg, <i>Franchise Relationships Toolkit</i> , 2015		
SM1p: Stephens, Darren, <i>Top Franchise CEO's Secrets Revealed</i>		
Unit Two		
Set Up Your Franchise Project	Guides	G1: Franchise Status Review Appraisal Questionnaire
	Supporting Material	SM2a: Radio Show10 , <i>Helping Franchisors and Franchisees Grab Back Their Most Precious Commodity, More Time</i> " Robyn Pearce known around the world as The Time Queen
		SM2b: Franchise Radio Show 45, <i>Smart Operating Procedures and how to organize your systems simply and securely</i> . With Dave Jenyns
		SM2c: Franchise Radio Show 51, <i>How to Achieve Rapid Yet Sustainable Growth</i> with Dale Beaumont, CEO and Founder of Business Blueprint
Unit Three		
Personality in a Franchise	Supporting Material	SM3a: Franchise Radio Show 12, <i>The Seven Minute Mindset</i> , with Nick Cownie
		SM3b: Franchise Radio Show 47, <i>How to Overcome Your Personal Limitations – mindset is the key to your success</i> , with Paul Blackburn, CEO and Founder, Global Success Academy

Unit Four		
The Brand, Marketing and Sales		SM4a: Franchise Radio Show 31, <i>Selling the Invisible – How to Make Your Brand Stand Out</i> , with Lauren Clemett, CEO and Founder, Ultimate Business Propeller
		SM4b: Lauren Clemett from The Ultimate Business Propeller presenting on branding at a Weekend Franchising Training Workshop
		SM4c: Franchise Radio Show 30, <i>Razor Marketing: How to Sharpen Your Marketing so it's Effective</i> , with Brett Jones from Cre8 Marketing
		SM4d: Franchise Radio Show 7, <i>Why Every Business Needs a WOW Factor</i> , with John Dwyer
Unit Five		
Develop the Brand Strategy	Guides	G2: Brand Strategy
	Supporting Material	SM5a: Les and Liz Hannaway from Brilliant Branding presenting at a Weekend Franchise Training Workshop
		SM5b: Franchise Radio Show 26, <i>What is Your Customers' Experience of Your Business</i> , Alisa Newey
Unit Six		
Design the Overall Franchise Organization Structure		
Unit Seven		
Design the Franchisee Organization Structure		
Unit Eight		
Design the Franchisor Organization Structure		
Unit Nine		
Brand Plan	Guides	G3 Brand Plan
Unit Ten		
Online Marketing	Supporting Material	SM10a: Russell Brunson, <i>Dot Com Secrets</i> , 2015
		SM10b: Dave Jenyns, <i>Authority Content</i> , 2016
		SM10c: Franchise Radio Show 48, <i>Why SEO And Your Online Marketing Is Not Working</i> , with Dave Jenyns from Melbourne SEO and Video
		SM10d: Franchise Radio Show 21, <i>Online Video, A Medium You Should Be Using</i> , with Eric Higgs
Unit Eleven		
The Product Marketing Plan, Marketing Schedule and Marketing Fund	Guides	G4: The Product Marketing Plan
		G5: Product Marketing Budget Schedule
	Supporting Material	SM11a: Notional excerpt from Disclosure Document outlining requirements for Marketing or other Co-operative Funds

Some Terminology

Words are used in so many different ways in the franchise industry. Some are legally defined and others just in general use. Before beginning it is useful to clarify the way we use terms and why.

Legal definitions

Legally, through the Franchise Code of Conduct and Franchise Agreement Template, the following terms are set.

Franchise System includes a business system in which a franchisor grants a franchise to a franchisee

Franchised Business is one franchise outlet

The Manual or Operations Manual is the franchisee operations manual and includes everything operational needed to run the franchised business, however crafted (audio-visual, graphic, text, software etc.)

Franchise Documentation includes the Operations Manual and all the legal documents and anything else needed to conduct the Franchised Business

A more extensive list of more commonly used terms is included in the Appendix of Module One.

Franchise Simply definitions

I have extended these terms, however, because I consider it essential that you deal with both sides of a Franchise System, the franchised business operated by your franchisees and your franchisor business.

So...

The **Franchise System** is the whole franchise group consisting of the **franchisor business** and the **franchised businesses** operated by your franchisees.

The **franchisee outlet** or **franchised business** will have:

- a. **Franchisee Documentation** which includes:
 - i. The **legal documents** (Franchise Agreement and Disclosure Document and any associated legal docs)
 - ii. The **Franchisee Operations Manual** which includes everything operational needed to run the franchised business, however crafted (audio-visual, graphic, text, software etc.)
- b. The **Franchised Business** (goodwill etc.)

The **franchisor business** will have:

- a. **Franchisor Documentation** which includes:
 - i. The legal documents (the franchisor is party to the franchise agreement) and any other legal documents which make up the brand etc.
- b. The **Franchisor Operations Manual** which includes everything operational needed to run the franchised business, however crafted (audio-visual, graphic, text, software etc.)The **Franchisor Business** (goodwill etc.)



Introduction to Module One

Module One is all about setting up the foundation or big picture of your franchise system. It is the essential first step.

But, before we can go into the essence of building that foundation, it is essential to make sure we are all on the same page. So, if you have not read the previous section on Terminology, please can you do so.

The Franchise Simply Success Path

In order to teach people how to convert a business to the franchise model, I ask you to go through the four Modules of the **Franchise Success Path**.



Each of the Modules is made up of a number of action based Units.

I will discuss the contents of the Franchise Success Path in more detail in Unit One.

The main thing here, is that you will produce a number of plans and summary documents as you go through the each of the Units in each Module.

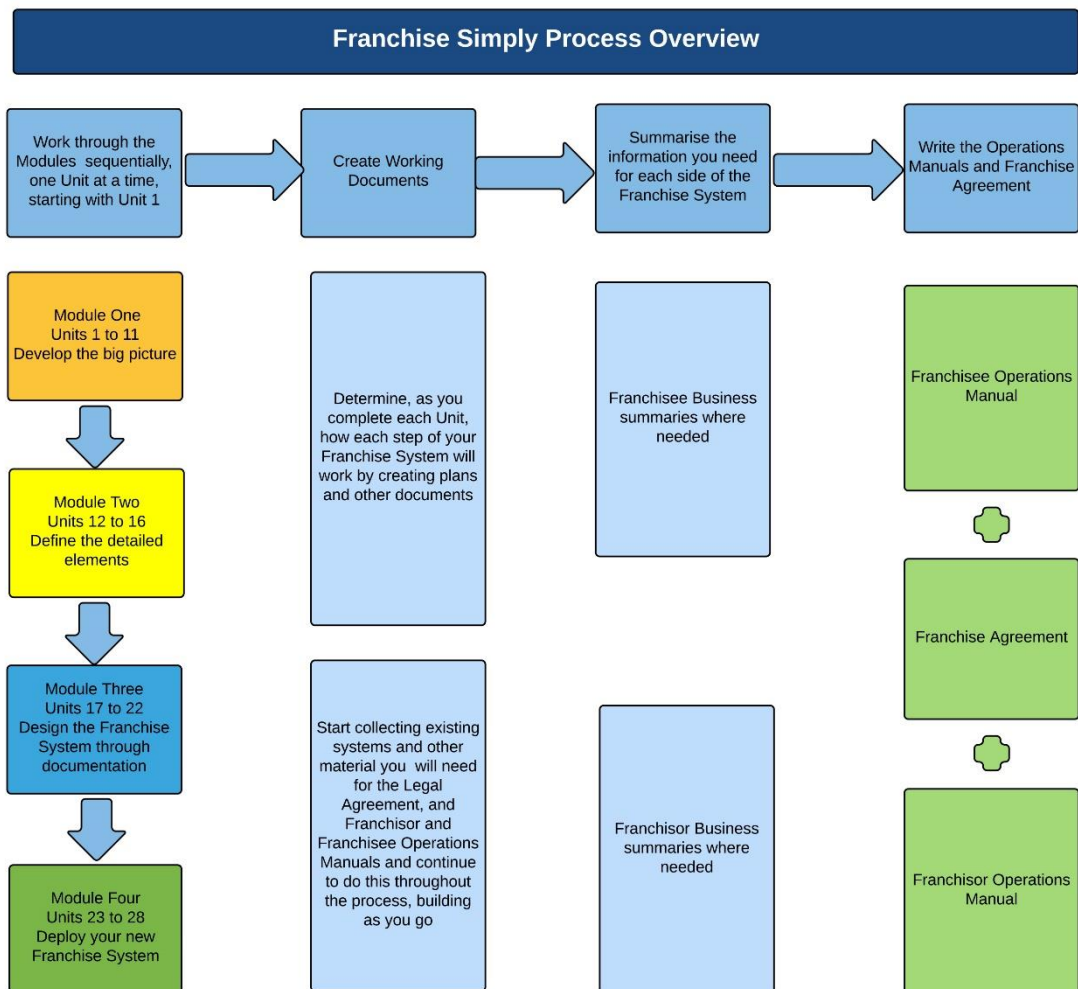
All of these plans and summary documents will be used to build both the Franchisor and Franchisee Documentation.

The process goes something like that shown in the diagram below.

1. Work through each Unit of the Modules (shown running down the left hand side of the diagram below)
2. Producing plans and summary documents as shown running across the top of the diagram below
3. As you go, also start to collect the systems and part systems you have developed or are thinking of developing for your Operations

- The results of 2 and 3 above will feed into the Franchise Agreement and Operations Manuals you, your experts and your lawyers will write at the end of the process

This diagram shows the Franchise Simply process you will work through.



Start at one and take it step by step

Over many years, working to build franchise systems of many kinds, I have found that it really saves time and repetition and money to follow the process outlined in the Franchise Success Path in sequence.

Many prospective franchisors start the process to convert their business to a franchised structure by diving in to deal with their favorite topic or the topic they feel is the most important. Generally people try to work out their franchise budgets and potential fee structures first. Or they jump straight into trying to build their legal agreements.

Unfortunately, it doesn't work like that. The figures you will come up with in the absence of having an idea of how your franchise will be structured and operates will not be worth the paper they are written on. And that legal agreement will have to be re-done with all the associated costs and pain.

I cannot emphasize enough that you need to start at the beginning and then progress through the process step by step to the end

Things will go faster, and you will have a more successful operation that way.

Start by building the Big Picture

And so to step one, developing the foundation of your franchise system...

In **Module One** you will develop the big picture of your franchise group. At the end of this Module, you will understand the franchise organization structure which will be the foundation for your systems. And it will provide the information to help you develop the more detailed elements to run your franchised organization in the future.

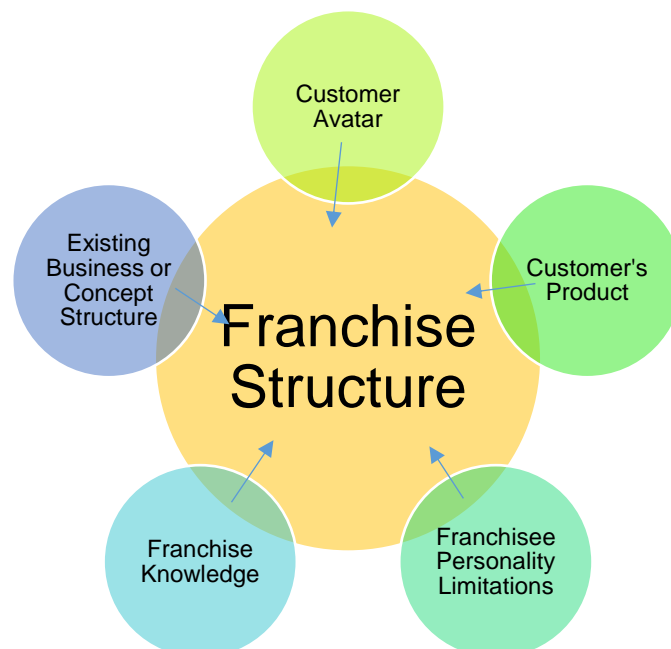
In order to do this, in Units Six, Seven and Eight you will be deconstructing your current business or business structure and reconstructing it into at least two businesses, your franchisor business and your franchisee businesses, each with their very different responsibilities.

Before you can do that meaningfully though, you need some information.

First, it really pays to have a good understanding on how franchised businesses work. Although they involve every aspect of managing a good business, there are important differences. You are given a framework to learn about franchising in Unit One

Second, it will help significantly if you understand the opportunities and limitations which exist in people's characteristics and personality profiles. This information means you will understand the team you need to build in each part of the franchise group, how to best manage them and it is this which will feed into franchise organization structure so it works successfully. Unit Five will cover this issue.

Third, to build the franchise, you do need to understand your ideal customer, their fears, frustrations and desires and how you should promote and deliver your product to meet their wants best. You do this in Units Three and Four which will result in a Brand Strategy outlining your business values, and the principles behind your product and the brand to meet your ideal customers' desires.



Brand and Marketing Plans

Once you have the overall franchise structure in place, we ask you to build the brand and marketing details in your Brand and Marketing Plans. These detailed plans need to be completed early because they will give you an idea of the money you need to spend on

keeping the brand alive and marketing your product in the future. These figures will feed into your budgets which will be developed in Module 2. Units Nine, Ten and Eleven will cover these details in the brand plan and marketing issues.

Module Two

Then once you have this foundation in place, you will find it easier to move into Module Two where you will start to look at the detail in various elements of your franchise (things like budgets, fees, territories, communication and so on).

