

DEVELOP

Unit One About Franchising

Purpose

Learn about franchising in general

Learn about the 'Franchise Simply' Franchise Success Path

Actions

Action 1: Attend a Franchise Simply Training Workshop

Action 2: Read this Unit and follow up on the recommended supporting material.

Action 3: Understand the Franchise Simply Success Path and how this is delivered

Action 4: Additional work needed

Supporting Material

SM1a: Franchise Radio Show 6, *15 near death experiences in small business franchising*, with John O'Brien, CEO of PoolWerx

SM1b: Franchise Radio Show 17, *How to Succeed in Franchising in These Tough Times*, with John O'Brien, CEO of PoolWerx

SM1c: Franchise Radio Show 43 - *How The Chicken Crossed The Road*, with Lenard Poulter, CEO of Lenard's Chickens

SM1d: Franchise Radio Show 32 *The Tap Doctor Franchise Group*, Tim Wise, ex CEO and Founder

SM1e: Franchise Radio Show 40, *The Huge Power of Small*, with Paul Dunn CEO and Co-Founder of B1G1

SM1f: Franchise Radio Show 36 *How An Entrepreneur Adapts Their Style To Create A Successful Franchise*, Tim Wise, ex CEO and Founder of Tap Doctors

SM1g: Franchise Radio Show 27, *How To Be Your Industry Expert, It's Not That Hard*, Nic Hayes, MD and founder of Media Stable

SM1h: Franchise Radio Show 42, *Programming Franchise Success*, Damian McConnell from MindStore Training

SM1i. Brian Keen, *How To Franchise My Business Simply*, 2017

SM1j: Brian Keen, *Exposing The 10 Myths of Franchising*, 2017

SM1k. Franchise Simply, *Useful Resources List*, 2020

SM1l: Franchise Radio Show 14, *The Magic Of A Mentor: How To Be One, How To Find One*, Catherine Palin-Brinkworth, CEO and Founder, BEST Training Systems

SM1m: Franchise Radio Show 52, *3 to 33 Franchises in 3 Years - How One Franchisor Rocket- Propelled His Group*, with Jonathan Payne from Xpresso Mobile Café

SM1n: Nathan Greg, *Profitable Partnerships*, 2016

SM1o: Nathan Greg, *The Franchisors' Guide to Improving Field Visits*, 2020

SM1p: Stephens, Darren, *Top Franchise CEO's Secrets Revealed*

SM1q: Nathan, Greg, *How to Make Franchise Advisory Councils Work*

DEVELOP

Unit One

About Franchising

Purpose

Background to franchising and the Franchise Simply Franchise Success Path

Actions

Action 1: Attend a Franchise Simply Training Workshop

Action 2: Read this Unit and follow up on the recommended supporting material.

Action 3: Understand the Franchise Simply Success Path and how this is delivered

Action 4: Additional work needed

Action 1: Attend a Franchise Simply Training Workshop

One of the quickest and simplest ways to get your head around each of the steps and associated elements is to attend one of my Franchise Simply Training Workshops

I will be explaining the system in detail and showing how you can apply it to your own business. And I cover the commercial realities you need to think about with each step.

We will organise the date for your Workshop when you join.

Action 2: Read this Unit and follow up the on recommended supporting material.

At 'Franchise Simply' the first step taken when I meet new clients wanting to franchise their business, is to have a discussion on what franchising is about and how we go about making the changes to your business with you.

I find this important step makes sure we are all on the same page – we at Franchise Simply understand you and you understand us and the words we will use through the process.

Even business owners and franchisors who have been in an industry for years will start with this discussion.

Resources on franchising

We have found there is a simpler way to cover this general introduction – we do ask you to do a little homework researching the topic. And we have provided some resources to make your research quicker and easier.

Here is a list of things you could do to start to get your head around what is different between a franchised business and an ordinary one, the responsibilities that go with being a franchisor and the many different variations there are in the way franchise groups are organized.

I list many items here and there is a temptation to try to cover them all before moving on to actually doing the work outlined in following Units.

Please don't let this background research stop you moving onto the following units.

This background research work can be done as a sideline. Move on and add the items to other spaces in your life (Radio Shows while driving to work maybe).

Information from the Franchise Radio Show Interviews

From Franchisors in the industry

It is great to talk to franchisees and franchisors already up and running in the industry. These Franchise Radio Show interviews with leading franchisors in the industry give lots of information on the subject generally.

SM1a: Franchise Radio Show 6, 15 near death experiences in small business franchising, with John O'Brien, CEO of PoolWerx

SM1b: Franchise Radio Show 17, How to Succeed in Franchising in These Tough Times, with John O'Brien, CEO of PoolWerx

SM1c: Franchise Radio Show 43 - How The Chicken Crossed The Road, with Lenard Poulter, CEO of Lenard's Chickens

SM1d: Franchise Radio Show 32 The Tap Doctor Franchise Group, Tim Wise, ex CEO and Founder

SM1m: Franchise Radio Show 52, 3 to 33 Franchises in 3 Years - How One Franchisor Rocket-Propelled His Group, with Jonathan Payne from Xpresso Mobile Cafe

From Industry Experts

And there are so many experts in their own fields who truly have what it takes. Here are a few to start with.

SM1e: Franchise Radio Show 40, The Huge Power of Small, with Paul Dunn CEO and Co-Founder of B1G1

SM1f: Franchise Radio Show 36 How An Entrepreneur Adapts Their Style To Create A Successful Franchise, Tim Wise, ex CEO and Founder of Tap Doctors

SM1g: Franchise Radio Show 27, How To Be Your Industry Expert, It's Not That Hard, Nic Hayes, MD and founder of Media Stable

SM1h: Franchise Radio Show 42, Programming Franchise Success, Damian McConnell from MindStore Training

'Franchise Simply' books

I have written a couple of books which give my take on the industry, the questions people want answered and my suggestions on the way forward. You will be given a copy of at least one of these books with your program.

SM1i: Brian Keen, How To Franchise My Business Simply? 2016

SM1j: Brian Keen, Exposing the 10 Myths of Franchising 2017

Franchise Simply Resources List

There are also many books on the market which describe franchising and which tell stories from some of the best known and successful franchise chains.

Some of the best of these are listed in the Resources List.

SM1k: Franchise Simply, Resources List, 2020

Topics covered include:

Franchising and some detailed issues associated with franchising Business

Time management Goal setting

Managing your mindset Marketing

We do not suggest you buy everything on the Resources List now. Some deal with

issues we will cover later. Come back to the list from time to time and check out the contents.

At this stage, the most useful will probably be:

Darren Stephens, Top Franchise CEO's Secrets Revealed, 2007

Greg Nathan, Profitable Partnerships, 2000

Gerber, Michael E, The E-Myth Revisited, 1995

The Resources List gives information on availability.

Franchise Simply suggested internet sites

As well as the written material, we have found there are some internet sites which deal with franchising well. Some of the best are also given in the Resources List.

Great magazines

Subscribe to some good business magazines. Again, some of the best are in the Resources List.

These are all useful and give an up to date picture of what is happening in the industry.

Action 3: Understand The Franchise Success Path and how this is delivered through this Program

One of the important elements to understand at this stage is the Franchise Simply Success Path which is based on Three D's, Develop, Define, Deploy, each delivered in a separate Module.

Your Franchise Success Path



Develop

The Foundation

- ✓ Understand Franchising
- ✓ Tactical Planning
- ✓ Strategic Marketing
- ✓ Roles & Responsibilities



Define

The Elements

- ✓ Budgets & Fee Structures
- ✓ Franchise Territories
- ✓ Franchise Support
- ✓ Franchise Operations & Legals



Deploy

The Relationships

- ✓ Set-up the Franchise Group
- ✓ Recruit Franchisees
- ✓ Franchisee Induction
- ✓ Develop Team
- ✓ Leverage Your Success

The Three D Modules underlie the process you will be taken through as you develop your franchised business structure.

The Three D Modules are:

Module One – Develop The Foundation

Develop the big picture for your franchise structure and the way you will undertake the project

- Learn about franchising

- Plan your project so you know what is to be done and when
- Establish the Big Picture by looking at Marketing and your Organization Structure
- Start work on building your Franchisee Operations Manual

Module Two – Define The Elements

Define the business elements which will make up the detail on how your franchise will operate

- Money and Fee Structures
- Territories Corporate Structure
- Franchisee Business Management
- Franchisee Support, Communication and Training Plans
- Budgets Business Plans
- Finalise the Franchises and Franchisor operations manuals
- The legal documentation

Module Three – Deploy The Relationships

Establish and manage your franchise group

- Establish the franchisor business
- Establish the franchisee pilot business
- Recruit 1st franchisee
- Undertake Induction
- Lead into the future

Each Module is broken up into several action-based Units.

The diagram below shows how the Units fit into the Three D Modules in the Franchise Success Path.

Unit Structure

Showing the *Franchise Simply Success Path* Modules with relevant Units

Units	1	2	3, 4	5, 6, 7	8, 9, 10, 11	12	13	14	15	16	17	18	19	20	21	22, 23	24, 25, 26, 27, 28, 29
Module	DEVELOP The Structure					DEFINE The Elements										DEPLOY The Relationships	
Topic	About	Personality	Marketing in a Franchise and the Brand Plan	Develop the organisation structure and systemise	Marketing and IP	Budgets	Territories	Corporate Structure	Business Management in Franchise	Support and Communication	Franchisor Business Plan	Franchisee Operations Manual	Training	Franchisor Operation Manual	The legal documents	Pilot to check	Recruit, Select, Induct, and lead

The Franchise Success Path is also described in my book, *How Do I Franchise My Business*, and in the overview document we offer free on our web pages.

We will be taking you down these steps through the Program.

It is very tempting to just jump into parts of the process which are outlined in later stages of the process before you have completed parts recommended to be completed earlier.

Don't....

It breaks my heart when I meet a prospective franchisor who says, 'I want your help to franchise my business and I have had the legal agreement prepared – here it is.'

The legal agreement and other documentation required to franchise are not generic documents.

They are carefully crafted around much work you need to do first to determine all the important things they refer to such as fees and territories, and exactly what each party will do. The money paid for the generic legal document prepared before this work is done will inevitably be wasted as the documents will probably need to be prepared again from scratch.

Start at the beginning and then move onto the next step as it comes up. That way you will be finished faster, more efficiently and more effectively and end up with a franchise group to be proud of.

Action 4: Recognize there may be additional issues to cover

There are some things needed when franchising a business.

A knowledge of business basics

We have assumed everyone wanting to franchise a business has an understanding of business basics:

Branding and Marketing Financial Management

Strategic and Operational Planning Systems

Delegation and Leadership

It is necessary to understand each of these topics so that you know how to run a successful business and accommodate the differences needed when you convert to a franchised business.

We do not cover the business basics.

The principles behind successful business management is outlined in my book *How Do I Franchise My Business*, and if you have questions, I suggest you begin there.

Having said that, we do cover all the business basics which are changed in a franchised structure, and one of the main values of these Units is the simple step-by-step process you are taken through as you convert your business.

Specialist information

While this Program takes you through all the steps so you can do the work yourself, there are some steps which may require specialist information and advice. The advice you need will depend on your knowledge of business, the level to which you have developed your business, and your understanding of the franchise model.

At the very least, you will need to obtain advice from a lawyer and an accountant experienced in franchising.

Branding and Marketing is another area you probably could seek some advice from an expert in the area.

Recommendations are made throughout the Program where we think it appropriate you seek specialist advice.

Mentor or coach

It is also recommended some advice is obtained from an experienced franchise mentor and a business coach on other aspects of franchising and running your business.

SM1i: Franchise Radio Show 14, *The magic of a mentor: how to be one, how to find one*, Catherine Palin-Brinkworth

General Reading

There are some other books we recommend. They include

SM1n: Nathan Greg, Profitable Partnerships, 2007

SM1o: Nathan Greg, The Franchisors' Guide to Improving Field Visits, 2020

SM1p: Stephens, Darren, Top Franchise CEO's Secrets Revealed

SM!q: Nathan, Greg, How to Make Franchise Advisory Councils Work

All of these will give you great background for building your franchise system and working with your franchise partners in the future. I strongly suggest you read them, especially the books by Greg Nathan.



Supporting Material

- SM1i: Brian Keen, How To Franchise My Business Simply, 2017**
- SM1j: Brian Keen, Exposing 10 Myths of Franchising, 2017**
- SM1n: Nathan Greg, Profitable Partnerships, 2007**
- SM1o: Nathan Greg, Franchise Relationships Toolkit, 2015**
- SM1p: Stephens, Darren, Top Franchise CEO's Secrets Revealed**
- SM1q: Nathan, Greg, How to Make Franchise Advisory Councils Work**



Supporting Material

SM1k: Franchise Simply, Resources List, 2020

Resources List

General material on franchising and systemizing a business

Australian Trade Commission, *How to Franchise Your Business*, 2007

Franchise Council of Australia, *Compiling a Franchise Operations System*, 2008

Gerber, Michael E, *The E-Myth Revisited*, 1995

Gerber, Michael E, *E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company* (Feb 20, 2007)

Hayes, Dr John P, *How to Buy a Franchise*

Hayes, Dr John P, *Take the Fear Out of Franchising*

Jurd, Sharon, *Extraordinary Women in Franchising*

Kroc, Ray, *Grinding It Out, The Making of McDonalds*

Stephens, Darren, *Top Franchise CEO's Secrets Revealed*, (Provided with this Program)

Sugars, Bradley J, *Instant Systems*, 2006

Branson, Richard, *Like a Virgin, The Secrets They Won't Tell You In Business School*, 2012

Roddick, Anita, *Business as Unusual, The Journey of Anita Roddick and The Body Shop*, 2000

Managing relationships in a franchise

All available from www.franchiserelationships.com

Nathan, Greg, *Profitable Partnerships*, 2016 (Provided with this Program)

Nathan, Greg, *Franchise Relationships Toolkit*, 2015

Nathan, Greg, *The Franchise E-Factor*, 2007

Nathan, Greg, *The Franchisor's Guide to Improving Field Visits*, Second Edition, 2008

Nathan, Greg, *How to Make Franchise Advisory Councils Work*

Business mindset

Blackburn, Paul, *Beyond Success*, 2007 Available from www.beyondsuccess.com

Hill, Napoleon, *Think and Grow Rich*, 1960

Marketing and the internet

Brunson, Russel, *Dotcom Secrets, The Underground Playbook for Growing Your Company Online*, 2015, (Provided with this Program)

Brunson, Russel, *Expert Secrets*, 2017

Jenyns, David, *Authority Content, The Simple System for Building Your Brand, Credibility, and Sales*, 2016

Jenyns, David, and Michael E Gerber *Systemology, Create time, reduce errors and scale your profits with proven business systems*. 2020

Magazines and periodicals

Franchising

www.franchise.net.au

BRW

www.brw.com.au

Franchise Buyer

www.franchisebuyer.com.au

Business Franchise Australia and New Zealand

businessfranchiseaustralia.com.au

Franchise New Zealand

franchise.co.nz

Internet references

Franchise Council of Australia

www.franchise.org.au

Franchise Relationships Institute

www.franchisereationships.com <http://www.switzer.com.au/small-business>

Subscribe to Greg's Tips

Business Advice Websites

www.sa.gov.au

www.smallbiz.nsw.gov.au www.businesslink.gov.uk.

Or any of the other state government websites

IP Australia

www.ipaustralia.gov.au/trademarks

Spectrum Analysis

www.spectrumanalysis.com.au/

Peter Switzer Daily

<https://switzer.com.au/the-experts/the-experts/author-slug/peter-switzer/>

The DISC Profile

www.thediscpersonalitytest.com

Roger Hamilton's Wealth Dynamics Profile

www.wealthdynamicscentral.com/