

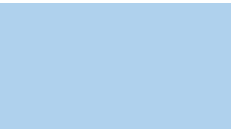
THE FRANCHISE FREEDOM FORMULA

DITCH THE 9-5 AND THRIVE



RICH POTTER





ABOUT FRANCHISE HEROES

Franchise Heroes offers full service franchise consultation dedicated to guiding our clients toward franchise opportunities that best fit their long-term goals, including those of their families and their business and financial aspirations.

As a part of the Quantum Franchise Group and a proud member of the Franchise Brokers Association, we represent over 800 brands across 37 diverse industries. Each brand we work with undergoes a rigorous due diligence process to ensure they meet high standards of performance and integrity before joining our association. This thorough vetting guarantees that you will be introduced only to brands that have proven themselves worthy of inclusion.

At Franchise Heroes, we believe in building relationships, not just making sales. We are committed to an "integrity first" approach in all our endeavors, always prioritizing your best interests as we work together.

**Rich Potter**

Franchise consultant

WELCOME MESSAGE

I believe we've crossed paths for a reason and you're not here by mistake. I'm guessing you're here because, like me a little over 10 years ago, you feel like you've spent far too much time building kingdoms, empires, and fortunes for other people instead of yourself and those you love.

After 12 years working in the corporate world, I realized I wanted something bigger that couldn't be found in a corporate environment. I found my purpose through entrepreneurship and, as a coach and consultant. I first dedicated myself to learning and building my own business empire and now I dedicate myself to helping others escape the corporate rat race through franchising. I've started and exited several businesses, both self built startups and franchises. I still maintain my ecommerce business today that now operates as a semi passive business with a strong management team in place that runs the day to day so I can focus on helping others start businesses through franchising.

Since beginning this journey, I've coached hundreds of aspiring business owners, helping them turn their dreams of business ownership into reality. Each month, with my help, 5 to 10 new business owners open franchises.

I'm a firm believer that real career and financial security comes only through investing in yourself and taking control of your future through business ownership. I'm honored to be chosen by you to help guide you toward that goal. In this booklet, I'm going to give you an overview of why I so strongly believe franchising, the 6 steps to finding the perfect franchise and the franchise discovery and ownership process in general, and the specific steps we'll proceed through together. Let's get started!



WHY FRANCHISING?

REASON 1

A Proven Business Model

Franchises come with a well-developed and tested business model that has demonstrated success in various locations, reducing the risk of failure compared to starting a business from scratch.

REASON 2

Brand Recognition and Marketing

Franchise owners benefit from the established brand identity and marketing strategies of the parent company, which often leads to a quicker and more effective market penetration and customer acquisition.

REASON 3

Ongoing Support and Training:

Franchisees receive continuous support, training, and guidance from the franchisor, enabling them to navigate challenges, stay updated on industry trends, and implement best practices, even if they lack prior business experience.



6 STEPS TO FINDING THE PERFECT FRANCHISE, REPLACING YOUR INCOME, AND FIRING YOUR BOSS

STEP 1

Clearly Define What You Want

Have you ever started looking for franchises online, and felt even more confused than when you started? Or maybe you got excited about a franchise, only to realize it's not what you want. It's easy to feel overwhelmed by the number of franchises out there, and then feel more lost, confused, or doubtful. To avoid this, you need a clearly defined outcome of exactly what your ideal franchise looks like.

Think of buying a franchise like planning a trip. You need to know your end destination before you start. Not just the state or city, but the exact place you want to go. Clarity is power. When you know exactly what you want, you feel more confident, make decisions faster, and take action quickly.

Here are four main areas to be clear about:

1. **Vision:** Write down specifically what you want your business to look like in 1 year and 3 years. Your business will evolve, so your vision for year 1 will be different from year 3. Remember, progress over perfection. As you take action, you'll gain more clarity.
2. **Financial Goals:** Know how much money you want to make. This helps you focus on businesses that can meet your financial needs.
3. **Lifestyle:** Think about how much time you want to spend working. Do you want to be involved in the day-to-day operations, or do you prefer a more hands-off approach?
4. **Passion:** Choose something you enjoy doing. This will keep you motivated, especially during challenging times.



6 STEPS TO FINDING THE PERFECT FRANCHISE, REPLACING YOUR INCOME, AND FIRING YOUR BOSS CONTINUED...

STEP 2

Understand the Types of Franchise Ownership

There are different ways to own a franchise. Here's a quick overview:

1. **Single-unit Franchise:** You own one franchise location.
2. **Multi-unit Franchise:** You own two or more franchise locations.
3. **Area Developer:** You have the rights to open several franchise units within a certain area and time frame.
4. **Master Franchise:** You can sell franchises to other people within a specific territory.

Different ownership roles include:

1. **Owner/Operator:** You run the business full-time, supervising daily operations.
2. **Semi-Absentee:** You hire a manager to handle most of the operations, allowing you to focus on higher-level tasks or keep your day job.
3. **Executive/Absentee:** You hire people to run the business and are involved minimally, if at all.
4. **Investor:** You invest in the business and have an operating partner or team run it, seeking a return on your capital.

STEP 3

Top 5 Mistakes to Avoid



Avoid these common mistakes:

1. **Choosing a franchise because you love the product as a customer:** Loving the product doesn't guarantee business success.
2. **Choosing a franchise because it looks busy:** Popular franchises may not always be the best investment.
3. **Overestimating potential earnings:** Understand the difference between gross sales and net income (profit).
4. **Not having clarity on profits:** Know how much you can realistically make in profit and how your ownership style affects it.
5. **Getting too excited too soon:** Don't let excitement cloud your judgment. Stay objective throughout the process.

STEP 4

Franchise Heroes Profit System

There are four criteria to increase your chances of getting your franchise profitable in under a year. This is the Franchise Heroes Profit System:

1. **Skill Sets:** Ensure your skills and strengths align with the franchisee's role. Enjoying the work is just as important as being good at it.
2. **Belief:** Believe in the product or service. Passion is great, but belief in the franchise's mission and impact is more sustainable.
3. **Demand:** High demand for your product or service is crucial for short-term profitability. Conduct a thorough demand analysis.
4. **Profit Potential:** Assess how much the business can realistically make. Understand the profit potential for both average and top-performing locations.

STEP 5

Narrow Down Your Search



One common mistake is feeling overwhelmed by the many franchise options and not being able to narrow down your search effectively. To avoid this, use the Franchise Heroes Profit System to narrow your options to 2-5 specific industries that align with your goals and have high demand.

Use the Franchise Heroes Profit System

1. **Skill Sets:** Look for franchises that match your abilities. This will make running the business more enjoyable and increase your chances of success.
2. **Belief:** Choose an industry you believe in. This isn't just about passion; it's about having a strong conviction that the product or service makes a positive impact.
3. **Demand:** Research the market demand. High demand is a key indicator of potential profitability. Look at trends and the specific needs of your target market.
4. **Profit Potential:** Assess potential earnings. Consider both average and top-performing businesses within the franchise system. Ensure that even average-performing locations can meet your financial goals.

STEP 6

Get Profitable Fast

To get profitable quickly, focus on these four keys:

1. **Hiring:** Don't be cheap in hiring. Hire people who complement your skills, especially in your weak areas.
2. **Location and Lease:** Choose the right location and get a good lease. Location! Location! Location!
3. **Sales & Marketing:** This is the lifeblood of your business. Spend most of your time on marketing and selling.
4. **KPI's:** Know your numbers. Track your profits and costs with a Profit & Loss statement.

THIS IS WHERE I COME IN AND HOW I HELP YOUR DREAMS OF BUSINESS OWNERSHIP BECOME A REALITY

Before we go any further I want to make sure you have a clear understanding of the nature of the work we're going to do together and how my process is designed to use my experience and training as a business owner first and as a franchise consultant second to help you navigate your way to finding that perfect fit franchise.

My job is not to help you buy a franchise.

My job is to help you be awarded a franchise.

There's a big difference!

Aspiring business owners often, mistakenly, approach franchise ownership with a purchase mentality, the same way you would purchase a home, vehicle, stock portfolio, or even an existing, independent business. This not how franchise ownership works.

Franchise companies are inundated with candidates. Most are rejected and only a few are chosen to be awarded a franchise each year. When you are presented to a franchise company as a candidate, it's very important to remember that they are evaluating you as much as you are evaluating them, and they are not interested in selling you anything, they are interested in determining if you're a good fit for their organization and are qualified to be awarded a franchise.

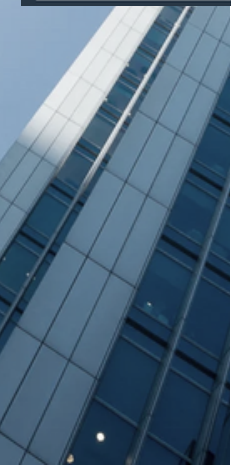
Your job, from the moment you are introduced, is to present yourself in such a way that the corporate leadership is convinced, without any hesitation, that you belong with their organization. And my job is to provide you with the information, resources, and coaching to get you there.

This perspective will help you better understand the way I'll be guiding you through this process with a strong emphasis on professionalism, transparency, engagement in and commitment to the franchisor's process, and timely responsiveness and follow-through at each step along the way

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I'll want to learn about the industries and kinds of businesses you're interested in, your motivation, your financial position, and your timeline.



THE FRANCHISE HEROES PROCESS

MY RESEARCH FOR YOU

Using all of the information you've provided, and the results from your assessment, I'll spend about three days researching the 800+ brands in our inventory to find 8 to 10 that are most likely to be a great match for you and your business and financial goals.



BRAND PRESENTATION

As I'm wrapping up my research I'll reach out to you via email to schedule a brand presentation meeting. This is typically 45 minutes to an hour and we will do it via Zoom. During the meeting I'll present to you an overview of the franchises I've selected for you to consider and answer your questions.

If I've done my job well, the goal is for us to end the meeting with 1 to 3 specific companies that you're interested in learning more about via a no obligation conversation with their franchise development team

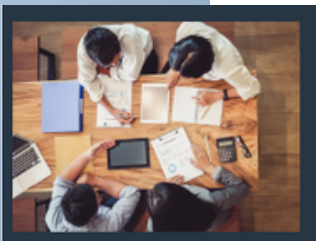
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THE FRANCHISE HEROES PROCESS

FRANCHISOR INTRODUCTION

After you've chosen franchises that you're most excited about, I'll introduce you to the franchise development executive at the company who will reach out to schedule a discovery call and get more information into your hands so you can begin your due diligence. This will be an initial meeting to evaluate each other and the potential for a great match.



STRATEGIC CONNECTIONS

I am supported by a great team, including legal and financial experts who I am happy to connect you with as you begin the process.

If you anticipate needing financing, I have a team of funding experts who can evaluate your financial position, suggest the best path forward, qualify you, and help you get approved.

If you wish to have an attorney review the documentation and assist with your due diligence, I can connect you with one who specializes in franchise law.



THE FRANCHISOR PROCESS

DISCOVERY CALL

The Discovery Call is the time for you to qualify the franchisor as a company you want to potentially align with and for the company to qualify you as a serious candidate and someone they want to consider awarding a franchise to. Most candidates never get past this first step so it's important to show up for the call as the very best version of yourself!

FINANCIAL REVIEW

At this step in the process you will likely be asked to provide documentation to validate that you meet the financial qualifications as a candidate. You'll also likely have an economics review call where you and the franchisor discuss the financial investment and the financial performance of their existing locations.

FDD DELIVERY

FDD stands for Financial Disclosure Document. This is a lengthy legal and financial document providing you with all of the information you'll need to know to conduct your due diligence. At this step you are provided with the document. I will be coaching you through how to read it, and it's at this stage where you may request that I connect you with a franchise attorney



THE FRANCHISOR PROCESS

FDD REVIEW CALL

After you've had some time to review the FDD yourself, the franchise company will want to schedule a call with you to review the document together and answer your questions. This is a very important step where you'll need to come prepared to get the answers you need, and demonstrate to the company that you are a serious candidate with a degree of business acumen.

VALIDATION CALLS

This is the step where you will call current franchisors in the system, listed in the back of the FDD, and talk with them about their experience with the franchisor and their financial performance. This is for your benefit to validate with current owners what you read in the FDD and hear from me and the franchisor. I will guide you through this process.

FOUNDER/EXECUTIVE CALL

At this stage in the process, if the franchisor feels good about you as a candidate, you will likely be invited to a call or video conference with the owner of the company and/or his or her executive team. This is another "interview" for which you need to prepare and present the very best version of yourself to show them that you are a great candidate to own a franchise with them



THE FRANCHISOR PROCESS

DISCOVERY DAY

If all of the previous steps go well, you will likely be invited to a "final interview" at their headquarters. This is where you'll meet in-person with the executive team, the owner, CEO, etc. You'll get to meet key people and see the company from the inside. This is the last step, and your final opportunity to show the franchisor that you are the right candidate for a franchise.

AWARD DAY

Provided all previous steps go well, the franchisor will award you the franchise and send you the franchise agreement to sign. You will then begin the process of preparing for the grand opening and get a huge "congratulations from me!"

WITH YOU ALL THE WAY

I will be guiding you through this entire process. You'll receive regular coaching emails from me to help you navigate each step. I'll invite you to have brief 15-minute strategy sessions with me each week to make sure we're planning for each upcoming step in the process. I'll attend any of the calls with the franchisor that you'd like me to attend. And I'll even do my best to come to your grand opening and raise a toast to your new business with you!



LET' S GET TO WORK!

Few things in life bring me as much satisfaction as helping another person achieve their dreams and accomplish their goals. Ralph Waldo Emerson once said "To know even one life has breathed easier because you have lived, this is to have succeeded."

I am convinced that business ownership helps people live the best version of the life they were meant to live while building generational wealth and creating a legacy. It will be an honor for me to help you get there.!



CONTACT US

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