

Buy A Franchise Roadmap

Congratulations for starting your business ownership journey. This roadmap will guide you through the discovery process to help you fully evaluate each step. Print this document and keep it handy as you read through Franchise Bible and work through the online content and exercises.

Part I – Buying and Operating a Franchise (Becoming a Franchise Owner)

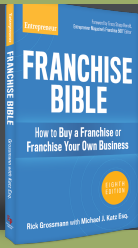
Chapter 1: The Basics of Franchising and the Changing Landscape of Franchise Marketing and Recruiting

- a) What Franchising is Today
- b) Why Choose Franchising?
- c) The Changing Landscape of Franchise Marketing and Recruiting
- d) The Five Pillars of Marketing
- e) The Sixth Pillar: The Internet
- f) Internet and Social Media
- g) Conclusion

Tip for your notes - Assign subject letters from above to your notes below – Add extra pages if needed. See example below.

c) Try texting the franchisor to see how they respond

Notes:



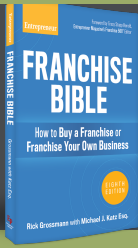
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Your Conclusion: (Your thoughts or “takeaway” for how this impacts your business)

Actions item(s)



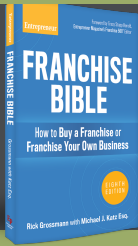
Chapter 2: Choosing the Right Franchise Opportunity

- a) Why Buy a Franchise Instead of Going It Alone?
- b) Am I a Good Franchise Candidate?
- c) The Discovery Process
- d) Interviewing Existing Franchise Owners (Franchisees)
- e) Quit the Team and Join the Party
- f) Buying An Existing Franchise
- g) Conclusion

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Chapter 3: Legal Considerations

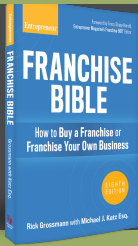
- a) Understanding the Franchise Documents
- b) Setting Up Your Business Entity
- c) Other Contracts
- d) Employees
- e) Conclusion

Exercise: Download and print the sample Franchise Disclosure Document and Franchise Agreement. Organize in a binder and make notes as you work through this chapter.

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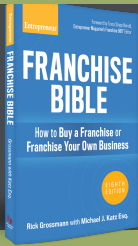
Chapter 4: Franchise Funding and Finance

- a) Obtaining Start Up Financing or Funding
- b) General Financing Options
- c) Creative Financing Options
- d) Commit to Financial Literacy
- e) Conclusion

Notes:

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Actions item(s)



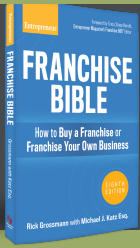
Chapter 5: Location, Location, Location

- a) Real Estate Leases
- b) The Best Location for Your New Business
- c) Partially Equipped Locations
- d) Tenant Improvement Dollars (TI) and Free Rent From the Landlord
- e) Choosing a Commercial Real Estate Broker
- f) Conclusion

Exercise: Download the *Site Selection Checklist* and familiarize yourself with the form and its purpose. Fill out the form for a hypothetical location. Use this form for each location that you are considering so you can compare side-by-side.

Notes:

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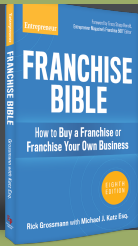


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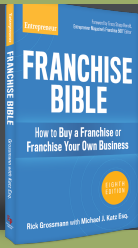
Chapter 6: Build-out and Construction Team

- a) Choosing Your Project Manager
- b) Choosing Your Architect
- c) Choosing Your General Contractor
- d) Dealing With Permits and Inspections
- e) Build-Out Budget and Timeline
- f) Franchisor Requirements
- g) Conclusion

Notes:

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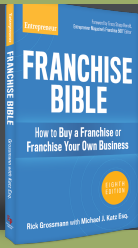
Chapter 7: Building a Winning Team

- a) Recruiting Applicants
- b) Keeping Good Records & HR Support
- c) Compensation, Bonuses, Benefits and Incentives
- d) Legal Considerations
- e) Payroll and Payroll Tax management
- f) Company Culture and Managing Staff
- g) Conclusion

Notes:

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

Actions item(s)



Chapter 8: Launch, Grow, Thrive!

- a) Marketing Your Franchise
- b) Making the Most of Your Franchise
- c) Owner's Advisory Panel
- d) Leadership Opportunities
- e) Structure Options Within Franchising to Consider
- f) Conclusion

Notes:

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

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