

Planet Ballroom Franchise Dance Studios

Asheville Ballroom Dance Co.
DBA Planet Ballroom
11550 Hendersonville Rd
Asheville, NC

Planet Ballroom International
February 11, 2017

**Dear Bradley, Todd, Jerilyn, Julie and
Burke,**

Thank you for a successful meeting with me this past Wednesday. Based on my review of your business, here is a list of items that will need your immediate attention. Please note that correction of these items in a timely manner is imperative to your business's success.

- No Structured Advertising Campaign
 - Pay Per Click is not active or not setup properly (no ads appeared with an Internet search - see attached screen shots)
 - I would recommend a \$400/mth Pay Per Click campaign
 - Business listing is far down the list on Google Maps; more 5-star business reviews will help listing placement
 - Direct Mail campaign is pending, which is positive
 - Visits to local Chamber of Commerce meetings is not a valid advertising campaign; instead focus time on 5-star reviews from members

Please note that the franchise agreement states that franchises are required to spend a minimum of \$1,000 per month on advertising. Based on my analysis of your business, it appears that the low revenue numbers you are experiencing are due to lack of advertising. Remember, your teachers need prospects in order to be successful. Low prospect numbers put strain on owners due to lack of revenue, as well as negatively effect morale of teachers as they do have the tools in which to be successful.

Please let me know if you need any assistance with your advertising campaign.

Sincerely,

Thomas Minieri
CEO

