

# 7 steps to building a successful franchise



## Step 1

Be absolutely clear what your business is about. Then make sure that everything you say and do with your prospects and customers expresses what you are about consistently and completely.

 Clarify your business heart and soul with a Brand Galvaniser™ from our partners at The Brand Bucket® Company.

## Step 2

Find out whether your business could be franchised, and if so, what shape it should take and how it should work as a franchise.

 Find out if your business can be successfully replicated and if so, what it should look like with a 'Franchise Blueprint' workshop.


## Step 3

Create a fully flat-packed version of your business that franchisees will be able to run successfully.

 Get hands-on practical help to build the replicated version of your business with a 'Get your business Pilot Ready' package that includes a full financial model, manuals, training programmes and supporting materials.

## Step 4

Pilot your flat-packed business with a few carefully chosen pilot franchisees. Create a marketing plan for your franchise that will attract only those people who 'get' what your business is about.

 Get ongoing support for 12 months to test the Pilot version and refine it until it works just the way you want it to with a 'Pilot Support' package. Get help to draft a franchise agreement that is fair to both parties.


## Step 5

Be absolutely clear that you are now the owner and manager of a completely new business – your customers are your franchisees and your job is to make sure that they are as successful as possible running your flat-packed business.

 Get practical help and advice to build a Marketing Pack and cost-effective Marketing Plan to sell your franchise as part of your 'Pilot Support' package.

## Step 6

Give your franchisees superb after-sales support and service – after all, they are your customers.

 Get hands-on help to put in place a complete Customer Support Pack for your franchisees as part of your 'Pilot Support' package, including help to set up a Head office that will scale with your franchise.

## Step 7

Replicate your franchise – like every other business, if you have a well-designed product that delivers what it promises, excellent customer service and a well-constructed marketing plan you should have little trouble selling what you do.

 Get a reliable source of fully qualified prospects with Replico's Franchisee Matching service. Get hands-on support for your growing network with a 'Franchise Support' package.