

Newsletter

Summer 2009

Welcome to the Summer 2009 edition of The Franchise Institute Newsletter.



From the desk of James Corne, CEO and Founder of the Franchise Institute

Despite the global financial crises and gloomy economic outlook the franchising sector remains resilient. " 94% of companies on this years BRW Fast Franchises List expect to increase their revenue in 2009 and continue to build on the \$161 billion generated by the Australian Franchising Sector " BRW Vol 31, No 4, January 2009.

Several of our newest franchised companies that we worked with mid last year have reported growth since December 2008 and anticipate it to continue well into 2009 as more employees are made redundant or lose jobs.

In uncertain economic times franchising has particular appeal because of the security offered by replicating the 'formula' created by someone else, rather than starting a business from scratch – especially for people who have only ever been employed.

Growth is particularly strong in the food retail sector of franchising. Shining examples of these are Oporto which was a 16.5% increase in the last financial year and Sumo Salad who reported an astonishing 109.5% increase in revenue last financial year

More leads for less money – how to make your website work for you

All businesses need qualified leads and with so much competition out there the question we often get asked is how do I get my message in front of people who will buy my product/service? One great way is through effective use of your website. Search Engine Marketing Campaigns (SEM) or Paid Per Click (PPC) advertising campaigns are a quick and cheap way to get your brand visible in the search engines: They:

- improve visibility for your website which means more traffic to your website. Research tells us that 87% of Australians access search engines, and of those, 96% research products and services to buy. This traffic increase can be achieved in a matter of days.
- allows you to target people who are specifically looking for your products/services and direct them to your site.
- In Australia there are 13.6 million online users – so online advertising is a must for all businesses

Many business owners are not 'techies' and so knowing how to set up a SEM campaign can be a minefield. So if it's got you baffled here is a solution. The Franchise Institute has teamed up with a company who specialises in building SEM campaigns and have put together a very attractive offer-details on p.3.



In this edition:

- From the Desk Of James Corne: Franchising remains resilient in an otherwise bleak economy
- More Leads for Less Money – How to Make your Website Work for You.
- Featured Franchises: Its Bin Cleaned and Baby Hands
- SEM Campaign Offer
- \$1000 referral fee for every successful introduction "Franchising Made Easy. The Secrets The Experts Won't Tell You But You Need To Know".

Featured Franchises:

People often ask what sort of businesses can be franchised. The answer is most businesses - so long as they can be taught, systemised and replicated. To illustrate the diversity of businesses we have helped to franchise, here are 2 case studies:

Its Bin Cleaned



Q: Why did you decide to franchise Its Bin Cleaned?

A: Because we had developed an environmentally friendly bin cleaning unit and had unique systems in place to maximise the money that could be made out of a bin cleaning service. The one vehicle that I was operating could not keep up with the demand so it was time to expand. As there are bins all over Australia and the world for that matter it was the ideal opportunity for us to give anybody a chance to succeed with our system. It felt to us that the only way forward was to have owner/operators in our business structure which lead us to franchising.

Q: How long did it take you to franchise your business? A: Close to 9 months because I was still running and working the business in its daily operations. But I felt as though we were laying the foundations for a very large business so the time did not matter. It was very important that all the right steps were taken to make sure that there were no limits to the size of the business and that is where James and the team at The Franchise Institute guided us with an excellent knowledge and understanding of where we are heading.

Q: How long did it take to get your first franchisee on board? A: Just under 4 weeks!. We are very close to signing on our second franchisee who will operate on the Northern end of the Gold Coast. That would give us 3 vehicles on the Gold Coast with an aim to have 4 so The Franchise Institute has allowed us to pursue our goals.



Q: With the benefit of hindsight what would you do differently? A: If we could have changed anything I would have contacted The Franchise

Institute sooner so that it would have allowed me to set the franchise side of the business up without being so busy with the daily operations of the business.

Q: What's been the most rewarding aspect of franchising? A: That our 1st franchisee is so excited to own and run a business that has so much potential. The opportunity to change people's lives through our business is very rewarding.



For more info on Its Bin Cleaned call Dean Odewahn - 0430 155 513

Baby Hands



Q: Why did you decide to franchise Baby

Hands? A: My business centered around products which I had written on baby sign language. Over time, more and more people were requesting me to do a class or an introduction on what baby sign language is. I couldn't be in multiple locations at once and it was really important that what I offered people was the same quality and brand experience that they were used to. As a result I decided to launch a franchise which would offer baby sign language classes covering different levels for children aged 4 months to 3 years old. The class is designed to be a fun educational experience and an opportunity for parents to socialise with like minded parents. It has resulted in more local word of mouth advertising and an increase in brand awareness.

Q: How was your experience of preparing your business for franchising.

A: Working with the Franchise Institute was extremely beneficial for me. I was unsure where to start with franchising my business. I worked with James who guided me step by step through what needed to be done to get all the documentation in order. Also I found that as the creator, managing director and marketing manager of Baby Hands, I found that sometimes I was too close to the product and needed to step back and see what I was offering to a potential franchisee. The Franchise Institute really helped me think outside the square and worked with me until I was ready to go out there and get my first franchisee.

Q: How long did it take to get your first franchisee on and how is the network growing?

A: Once everything was in place, it took around 5 months for my first franchisee to come on board. I learnt a lot in these first five months about what to say and how to say it. The network is going very well at the moment. We have 4 franchisees at the moment, two in NSW, one in QLD and one in ACT. We are aiming to have one in each state by June.

Q: With the benefit of hindsight is there anything you would do differently?

A: I would make it clearer to people that what I was offering was a franchise. In the first five months, I was attracting casual teachers to the opportunity not people who wanted a business of their own. Since addressing this, changing my language and content on the website, we are attracting people who are interested in running their own business.

Q: What has been the most rewarding aspect? **A:** The most rewarding aspect for me is the Franchisee training days. It is when I get to impart my knowledge and the training system to the new franchisees. They are excited about the opportunity and look forward to the adventure they are on. Only today, I got a call from my franchisee in QLD who had just been filmed by Channel 10 for their news at five section. She was so excited and hopefully this will drive her more awareness in her area and allow her to grow.



Could Your Business Be Franchised?

If you have been thinking about franchising your business for a while, either because you have a great concept that could be successful in multiple locations and/ or because you can't keep up with the demand why not give us a call and let us help you.

Call for your free phone consultation today on 1300 855 435

SPECIAL OFFER: SEM or PCP Campaigns

For one fixed fee of \$1395 + GST you will get

- Broad Google Search Engine Marketing Campaign Structure For Your Site
- 1,000+ Relevant Keywords
- Landing Page Selection
- Relevant Campaign Creative
- Campaign Launch Budgeting
- Campaign Country Targeting

If you are interested in gaining more visibility for your brand, your website and your products/ services, please call Shauna on 1300 855 435 for more information.

SPECIAL OFFER

Summer Specials

\$1000 for every successful introduction!!

Need some extra cash? If you know a business owner who would like to grow their business simply and cost effectively introduce them to The Franchise Institute and if they

become a client of ours we will reward you with a \$1000 referral fee. Earning money has never been so easy.



Remember: if you no longer want to settle for an ordinary business and you're ready to make **your business** into an **extra-ordinary** business right NOW that will

- boost your cash flow
- allow you to expand cost effectively
- eliminate the hassles of hiring and training staff

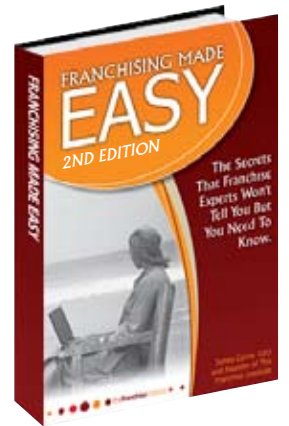
Then call The Franchise Institute today **1300 855 435** and book in for your **Free 20 minute phone consultation** with a franchise specialists and see what could be done for your business.

Until next time use leverage and enjoy life.

Franchising Made Easy \$ 29.95 + P&H

This popular no nonsense book tells it like it is. It shows you how to create enormous wealth by realising the hidden potential in your business.

Discover how you can leverage your success and break free from your daily challenges. James Corne offers a simple set of no B.S. strategies to catapult your business to a new level overcoming the obstacles and beliefs systems of growing your business. Thought provoking, stimulating and easy to read it will change your preconceived ideas about franchising forever."



To order your copy fax this form to 02 9337 1066

To order your copy for just \$29.95 + \$5.00 (P&H) complete this form and fax to 02 9337 1066 or call 1300 855 435.

Book Order Form

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