Kickstart MyFranchise

Matching You with the Perfect Franchise



Keys to Franchisee Success

1) **Pick the right franchise!**
   No matter how good of an operator you are, you will not be successful if you pick a dud of a franchise. Your odds of success will increase dramatically if you pick a strong brand in a growing industry. We can help you with this, at no cost to you.

   Click the link here to schedule a quick chat with us to learn more.

2) **Run the business with the same effort as you would if it was not a franchise**
   Too many people join a franchise system and then expect that they don't have to do anything except write checks to be successful. This is still a small business that needs a significant amount of your time and attention. The more effort you put in the more you'll get out of it.

3) **Spend more on marketing per territory than 90% of other franchisees.**
   The biggest driver of lead generation in most businesses, particularly B2C, early on is advertising spend. Many franchisees are afraid to spend early on, but it is essential that you overcome your fears and pour marketing dollars into your business early on before you have extensive Google reviews and word-of-mouth to generate lead flow.

   How much is too much ad spend? Once you begin having too much demand that your customer service begins to decline or you don't have enough employees or subcontractors to handle the inquiries you should begin dialing it back. However, this is a fine line and you should always be pushing the envelope as to what is possible.

4) **Build a Strong Team (including subcontractors)**
   Recruiting and retaining top talent is essential. Hire qualified employees, invest in their development, and foster a positive work environment to cultivate a loyal and productive team.

We have found that for most services, a simple Craigslist ad can yield a significant number of potential new subcontractor partners. You'll just need to take the time to vet them. In order to make this easier, create a form that is somewhat extensive that you share with applicants. Those who are not serious will not take the time to fill out the form and will self-select out of the process.

5) **Leverage the Franchisor's Support**
   The franchisor is your partner. Don't hesitate to utilize their expertise in marketing, operations, and problem-solving. They have a vested interest in your success and can provide valuable guidance. You are paying a lot for their system, so stick to it (at least for the first 12-18 months before making tweaks).

6) **Prioritize Exceptional Customer Service & Obtaining 5-Star Reviews**
   Customer satisfaction is paramount. Train your staff to deliver exceptional service, address concerns promptly, and actively seek customer feedback to continuously improve the customer experience**.** At the end of every job, train them to ask for 5-star reviews on Google, Yelp, etc. Provide them with a small bonus for every 5-star review received.

7) **Motivate employees through financial incentives that are aligned to desired results**
   Track key metrics, analyze performance regularly, and use data to incentivize your employees to take desired actions. A study by Towers Watson revealed that organizations with performance-based incentive programs experienced an average 19% improvement in productivity and an 11% reduction in costs. This demonstrates how aligning incentives with key metrics can drive efficiency and profitability.

Contact me at tim@kickstartmyfranchise.com to obtain free customized franchise recommendations.