



TIPS FOR GETTING THE MOST OUT OF DISCOVERY

Congratulations! You are about to embark on the next step of your journey to discover what's possible!

I look forward to working with you in the upcoming weeks as you explore various possibilities and learn how others have used the models as vehicles to achieve their Income, Lifestyle, Wealth and Equity (ILWE) goals.

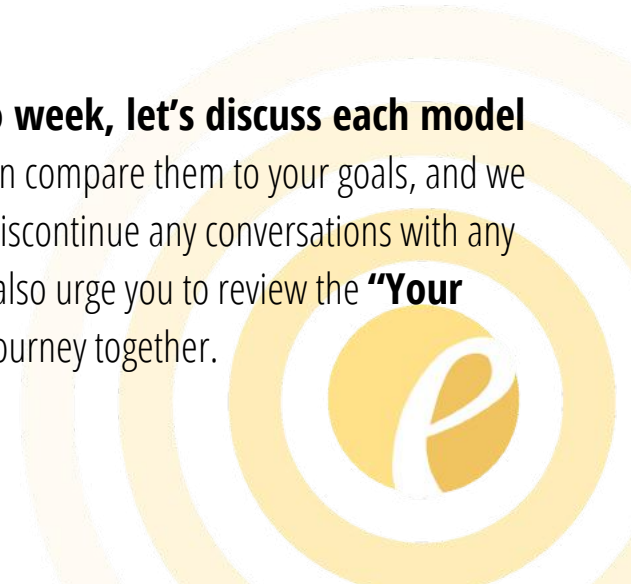
Below are some tips and suggestions to achieve the best results from your education, awareness and discovery experience.

1. I'll be submitting your information to the companies that I presented. Expect to hear from each of them in various ways over the next few business days. When they contact you go ahead and set up an initial call with each of them. The best way to learn about each opportunity is through "inside" conversations with franchisor representatives and, later, with some of their franchise owners. Typically, my clients have at least 1-2 calls with each company to get an early overview of each opportunity.

2. I'd encourage you to take good notes as you talk with each Franchise Model. Consider setting up a folder for each opportunity. Some of the items my clients take notes on include:

- **The name(s) of the contact person(s) for each company, their email and phone number**
- **Weekly notes and findings**
- **Initial questions and topics discussed**
- **Questions that have come up since the last call**
- **Opinions and perceptions of the model after they start collecting data**
- **How well elements of the model match up with their goals, needs, and criteria**
- **Any next calls or steps**

3. As we meet for our coaching calls from week to week, let's discuss each model one at a time. You can share your findings with me, we can compare them to your goals, and we can agree on next steps. I'd suggest that you do not drop or discontinue any conversations with any franchisor until we've had a chance to discuss your finding. I also urge you to review the **"Your Career 2.0" book** that I sent to you when we started this journey together.



4. Follow each franchisor's step-by-step discovery process. Companies educate many candidates every year about their franchise model. Each of them uses their own systematic way to help you learn about the key points of their opportunity, so you may not experience the same process with each of them. They may use:

- **Conversations with both the Franchisor and, later, actual Franchisees (Validation Calls)**
- **Videos**
- **Webinars**
- **Conference calls**
- **Various documents, including their Franchise Disclosure Document (FDD)**
- **Discovery Days**

I encourage my clients to follow the lead of their franchisor representative and to conduct their discovery following the path that each franchisor uses.

5. Franchises are not sold. Instead, franchises are “awarded.” Please keep in mind, not only are you assessing each opportunity, but their franchise development teams are also assessing you. Franchisors enjoy meeting candidates who are curious, engaged, and who follow their discovery process. Whether you ever go on to own a franchise with any company, it's always helpful to create a great impression!

I hope that you enjoy this discovery experience in the coming weeks and I have no doubt that you will learn quite a bit. You will get education on business ownership, franchising, various business models, the role of the owner in each model, financial possibilities, the lifestyle associated with each option, and even a little bit about yourself! The goal of this part of the experience is to gather data in an organized way to ultimately achieve clarity about whether franchise ownership, or any franchise model, is an appropriate vehicle to help you achieve your Income, Lifestyle, Wealth and Equity (ILWE) goals.

Good luck! I am always here to assist you.

