



## The YOU Network Approach: More Than Just The Fundamentals

The YOU Network “path” is designed to dig deeper and “cover all the bases” – FAR beyond just “matching” you to the right franchise -- to ensure that you ultimately make an informed choice that is right for you and your family.



## The YOU Network Approach – More Than Just The Fundamentals

It has been our experience that every single client starts out with us thinking they know a lot about franchising – and learn, through our approach, that they really *knew very little at all*. Many customers come to us thinking they want a *Subway*, and end up buying a maid service. They learn from working with us that their business skills, lifestyle requirements, financial needs didn't match what *Subway*, (or whatever franchise they thought they wanted) could provide them – and that there were a host of other companies they needed to consider instead. If we just introduced you to firms you thought you would like, odds are you might make big mistakes.

In addition, while finding a franchise that works for YOU is important – it's not all we do. Our support is the most comprehensive on the market – even helping you with decisions AFTER you have decided to purchase a particular franchise. We are the “grey-hairs,” the most experienced, straight-talking, ethical franchise consultants in the industry – and there is NO BETTER RESOURCE for helping you find and evaluate the right franchises for you and your family.

And, very importantly, if we don't think we have a company that fits your unique needs – we will inform you, honestly and quickly. Call it “tough love” if you like...but there is no point in wasting your time – or ours.

There are 8 essential steps to our approach – all designed to help you find a quality franchise opportunity and to learn as much about franchising as possible along the way! Most of these steps are by telephone and do require a time commitment on your part, which would be explained to you by your TYN consultant.

### Part I: Personal Assessment

1. The first step is a telephone conversation between you and your TYN consultant, so you can learn more about each other – and YOU can decide if you want to get started in your search, using the TYN approach.
2. If you and your consultant mutually decide that it makes sense to continue, your consultant will send you our Confidential Personal Profile form. This form requests more information about YOU, including your business interests, your self-assessment of selected skills, your preferred level of investment, an overview of your financial situation, location preferences, etc., so that your consultant has the initial background he or she needs to assist you. (All of this information is encrypted and transmitted to TYN in complete confidentiality.) Your consultant will also send you a web link to access the *Franchise Navigator* survey, which we will also use to help in profiling your needs.
3. Once your consultant receives your completed form and *Franchise Navigator* results, they will schedule with you a 2-hour phone consultation session. The purpose of this is to share your profiling results, and to understand your answers to the questions on the CPP form. Your consultant will also run you through a few “mock” business exercises, so that you could get a feel for the type of work that would be required of you with different business models. We find that this session not only helps us truly understand your motivations and needs so that we can best work for you – but it allows us to teach you about franchising at the same time.
4. Your consultant will investigate possible franchise companies that meet your criteria. They will discuss you with owners and decide if a formal recommendation will be made to you. Then, in the next meeting with you...
5. You and your consultant will review the franchise companies that they feel are appropriate for you. IF one or more companies command your interest, then your consultant will contact the company on your behalf and they will contact you to provide specific information about their business.

## Part II: Making GREAT First Impressions -- and Learning to Make Informed Decisions

6. Your TYN consultant will help you prepare your “Personal Success Strategy,” your approach for each company interview you undertake. Remember, this is a “2-way” evaluation process and these companies will be interviewing you as you will be interviewing them. These “personal appearances” (by telephone) before company executives are very important. Your consultant can help you make that highly important, strong first impression.

A representative from each of your selected franchise companies will then set up a series of meetings with you to help you understand their business, to review their FDD (Franchise Disclosure Document, a legal document that discloses details about a particular franchise) with you, and to arrange for you to do “validation calls” with other owners in which you can learn first-hand what it might like to be an owner.

Before each of these meetings, your TYN consultant will “arm” you with questions to ask so that your learning is optimized. They will help you understand “what it is you need to learn”– and how to get the information. They then stay at your side as your advocate/counsel and meet with you by phone each week to keep you focused and informed while you are evaluating franchises.

## Part III: Success On YOUR Terms

7. Because of the outstanding impressions you have made with your franchise choices, you are “in demand.” You are invited to attend a Discovery Day with several companies – and you choose the ONE company with which you want to go forward and meet face-to-face at their Discovery Day session.

8. You will ultimately decide if you want to purchase a franchise. If this occurs, your consultant will help prepare you for your “closing” – your meeting with your franchise company in which you purchase your business. They will cover specifics with regard to business structuring, outside resources needed (such as attorneys or accountants) and common sense advice for “getting ready to be a business owner.” All other commonly-needed information is provided by your new franchise company representative. Your consultant will then also provide you with information about TYN post-buy services that you can leverage at any time after your franchise purchase. Your TYN consultant is now your new “sounding board” – a neutral resource-- for your ongoing personal growth and peace of mind.