



How To Know If You're Ready To
Franchise Your Business



Where to start.

If you have a successful business or concept that has grown in size and strength since its inception, you might have considered franchising. But it's tough to know what it takes to make it franchise-ready.

Going down the franchise path was the right step for my business because I knew that there is nothing that comes close to owning your own business. I knew that ownership of what you do empowers people to achieve their best. Remember that the franchisee is not only growing a business, they are growing their future!

When you're developing a franchise, the basics are pretty standard. Do you have a business? Is it successful? Could it be replicated? But, it needs to be done correctly to give your franchise the best possible chance of success.

This guide will pose some questions to give you the low-down on what you need to have in place to franchise your business:

Is your business working now?

Take a good look at your business right now? Is it working? It's not just about profits. Look at your business in terms of how you run it. Are you continually putting out fires or do you have a seamless connection from Business to Business or Business to Consumer?

Does your brand rock?

Remember that although you may have a huge customer base and following, passing it on to franchisees is never just guaranteed to work.

Make sure that your business brand reflects the clients you want to attract and not just you. Your brand's personality needs to shine through and your customers need to be able to relate easily to what you offer.

Is your marketing amazing?

Look at your website, your social media channels and each marketing piece you have and ensure that your franchisees will not only know about it but also know how to use it successfully. Your marketing is the face of your business, so if it's not great from the outset, how could you expect your franchisees to build it further?

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**“If you fail to plan,
you are planning
to fail.”**

- Benjamin Franklin

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Can what you do be replicated?

It's easy enough to say, “yeah sure”, but the reality is far less appealing when your franchisee is trying to do what you do based on your personality, rather than what you actually do. In order to franchise successfully, each facet of your business needs to be systemised so it can be easily replicated.

It's time to think back to when you first started your business and document each part of your business from start to its position today, including as much detail as possible.

Essentially, you need to be able to give them the details, provide training and then pass over the reigns to the franchise owner.

For example, think about how you engage a customer: Is there a process to follow? Do you email them? Do you call them? What do you do they actually purchase? Do they go onto an email database? Do you send them a receipt? Remember it's all in the detail and the more you provide, the more effective the process.

Have you got the right advice?

If you are thinking about franchising, the best piece of advice I can give you, is to get the right advice! It sounds obvious I know, but by talking to the experts in franchising, they will be able to not only guide you through the process and franchise your business in the right way!

Do you have the capital?

Franchising can be expensive and can cost you more than you might think. Remember that it's not just the process of setting up the idea, you need to make sure you consider the legal costs, manuals, training programs, the franchise experts advice, brand development,

Are your figures right?

Don't just consider the costs that you will be spending as a franchisor. Think about the costs that a franchisee will incur as a result of taking on your franchise. These costs would be outside the franchise purchase price and would include things like a mobile phone, call costs, a laptop and printer etc. You need to do your homework and make sure that your franchisees have the complete picture before they take the leap!

Are you realistic?

Ok so the idea of franchising sounds fantastic, but is it truly realistic? Keep in mind that not all businesses are cut-out to be franchised. It's not just about whether you think it's possible, it's whether it's realistically possible.

Before you take the plunge and say yes., remember that there will be years of hard work, long days (and even nights) and lots of funds going into the project. Take the time to think it through because it's not just you who stands to lose.

Would people actually buy your franchise?

I know that might sound mean, but it's important that you consider whether people will be really interested in buying your franchise. You can make it look and sound amazing, but unless you understand exactly what you are selling, it may be difficult to get it over the line.

When I considered selling my franchise, I needed to look deeper into the brand and consider what would really appeal and it had very little to do with the marketing franchise and more about creating the life that you want.

So look at your business and rather than selling "the franchise" look at "why" they would want your franchise and then create the selling platform around it.

Will your franchisees make money?

I know this sounds obvious, but you need to think through whether your franchisee can expect to receive returns on their investment both in the short or long term.

What can you set in place to ensure that this will happen? This idea really comes back to being realistic, but ensuring that it is on the radar will help to ensure your franchisees business success!

Are you ready to give of yourself?

Whilst essentially your franchisees are buying a business, they are also buying support from you. You need to understand that in a role of franchisor, you will have franchisees wanting to ask your advice on a myriad of things, so you need to be ready to provide that support as needed.

The best thing you can do is to ensure that you have developed comprehensive training and manuals to enable your franchisees to support themselves and to encourage them to find their own solutions where possible.

I have worked with national franchise brands and know that support and communication are the keys to the best franchises. Yes, you need to provide a fantastic framework complete with systems and processes, but ongoing, that support is invaluable.

Do you have the expertise?

When you launch a franchise, you will need more than the standard business skills and expertise. You will need to include mediation, business advice, support and more. On the upside, your skills will organically grow as a result of the franchisee needs, but it's important to understand that your learning curve may be vertical for quite a while!

Can you deal with the tough calls?

If a franchisee doesn't thrive or if they choose to leave the franchise, you need to be able to make the tough call to either let them go or help them to leave.

You have to be honest and realise that sometimes things don't work out the way that you want them too, but you need to know how to handle the situation and above all, to learn from the experience.

Still not sure?

Even if you're not ready to franchise right now, asking yourself these questions and systemising your business will help you to run the business you have more effectively. Then, when or if you decide to franchise, your business will be on the right path to success!

The last word

Just know, that as in your business right now, the best-laid plan can turn south. But the good news is that you need to remember that this is how you learn and every lesson will bring you closer to success.

I know that setting up a franchise is seriously hard work and rarely a smooth sailing path, but whilst this can be difficult to overcome, you can reap the rewards, benefits and satisfaction!

I would love to hear about your franchise journey so drop me a line.



Belinda

Green Chilli Marketing
Director

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Meet Green Chilli.



*That's me,
Belinda!*

Green Chilli Marketing is full of marketing nuts that are utterly passionate about great marketing results. Your marketing results.

So regardless of your business size or your budget, you will find the right Green Chilli Marketing service to get your marketing moving.

Director of Green Chilli Marketing, Belinda Bow, is a Certified Practising Marketer and an Associate Fellow with the Australian Marketing Institute (or CPM to get a little fancy).

As a busy marketer, speaker, author, wife and mother, I know there's no such thing as work/life balance. Instead, I go for harmony.

The Franchise

Since founding Green Chilli Marketing in 2008, and now the [Green Chilli Marketing Franchise](#) I'm busier than ever – but no one is missing out.

My life has been my version of priorities since I decided to scrap this work/life balance business and my family and I are the better for it.

Don't just take our word for it:

"My experience of working with Green Chilli has been fabulous in every aspect ...

Belinda is one of those rare consultants that you never want to leave. She fully engages with her mission to give you the very best in creativity and imagination and then grounds it with well-considered action and results.

Maroba has enjoyed the ride of discovery in the field of passionate marketing.

Bottom line is "Belinda delivers" !!!!!!"

VIV ALLANSON

Maroba CEO

Director Hunter Business Chamber

"I highly recommend Belinda Bow and her company Green Chilli Marketing.

She has limitless enthusiasm and energy, which is what we wanted from our marketing consultant. Belinda really complimented our lack of enthusiasm and energy regarding marketing.

It is very easy to get bogged down in just doing your job and running your business, so hiring Green Chilli Marketing was a fantastic decision for our business."

ANDREW KNIGHT

Partner, Baker Love Lawyers