

# How To Franchise Your Business Simply, Successfully and Save Tens of Thousands of Dollars

You want to grow your business and know franchising is one option. But you are worried about all those legal and accounting fees, and you're not exactly sure what's involved. Here, Brian Keen gives his advice on how to franchise your business.

by Brian Keen

**F**ranchising is a great way to grow your business, often allowing you to expand locally, interstate and even internationally.

But it can cost thousands, involves lawyers and accountants, takes a lot of work and if you don't get it right it can fail – horribly. So how do you:

- Decide franchising is right for you and your business
- Find out exactly what needs to be done up front so you know what you're up for
- Find out exactly how much this will cost
- Work out who is the right expert to help you through all the pitfalls
- Find out exactly what franchising is about.

Since you're here, you've probably heard the story of how I started and grew six new franchise groups with over 120 outlets over a five year period. Over the last three decades I have also helped dozens of businesses franchise successfully, increasing profits and allowing their owners to work fewer hours and get their lives back.

Along the way, I discovered franchising is not just about the documentation or the product and that franchising can be made simple. Converting a business to the franchise model involves creating two new businesses – one for your franchisees, similar to your existing business, and another for you as franchisor to manage the whole group.

To do this you need to get some crucial things right before you begin, such as budgets, territories and marketing. There has to be enough money in the pot to keep you and your franchisees profitable and happy in the long term.

Not getting some crucial aspects right at the beginning means your new franchised business will not succeed. But get them right and you will grow your business exponentially.

## YOU CAN MEET & CONTACT BRIAN AT:

- Stand B29 at the Franchising Sydney Expo Sydney June 14-16
- His 2-day information-packed Two-Day Workshop on Saturday 22nd and Sunday 23rd June on Gold Coast
- His Sydney evening seminar 'How you can transform your family-sized business into a multi-million dollar asset through franchising' on Saturday 15th 5.30 p.m. Monday 17th June at 6.30 p.m.
- Email: [brian@howtofranchisesimply.com.au](mailto:brian@howtofranchisesimply.com.au) or call 0417 211 366
- Visit: [www.howtofranchisesimply.com.au](http://www.howtofranchisesimply.com.au).

After three decades of working with businesses just like yours I have developed seven simple steps to help you franchise your business. These include:

- 1 **Learn about franchising:** Before you begin, you need to know how franchising works.
- 2 **Feasibility:** Is your business suitable for franchising and do you have the business skills, the confidence and personality to make it work?
- 3 **Develop the franchise model:** A series of documents need to be prepared to help you develop the business as a franchise, guide the franchisor and the franchisee in their responsibilities and form the legal agreement between the two parties.
- 4 **Develop the franchisor business:** Before you can begin, you will need to get the various parts of the franchisor business up and running.
- 5 **Establish a pilot franchisee operation:** You will need to either systemize your existing business or develop a new one to show that you can operate the business successfully as a franchise outlet before you sell a franchise to a franchisee.
- 6 **Recruit Franchisees:** Advertise, select carefully and sell the first outlet to a separate franchisee. Keep going until you have as many as you need.
- 7 **Manage your franchise business into the future:** Now you are up and running your job is to provide on-going training for your franchisees, make sure they keep the brand alive and that they are performing well. Critically, you are also responsible for continuing to develop the franchise business as a whole, keeping it current and fresh. ■

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