

Potentials

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Seven Pillars™ of Franchising Success—Team

Some of the best teams in professional sports history were not composed of superstars, but primarily with hard working, dedicated and selfless members with a common goal of winning. Nothing could be more true in the area of business and franchising. We start building a team with the founder of the company. Most founders are great leaders but are not necessarily team players. Working development programs with type-A personalities sometimes called “madmen on a mission” types, begins with teaching an awareness of team building.

Franchising is not a solo act. Team members must include the founder, a lawyer with a clear understanding of franchise law and relations, a certified public accountant, a sharp administrative assistant, a trainer, a business coach, a

public relations and marketing expert, a super salesman, a banker and many others as the franchise system grows. Here are some basic points on which people need to focus on during the process of developing their companies into franchise businesses:

- Determine how to free up the owner to be a client
- Team assessment—Analysis of who you currently have on your team and who you need on your team
- Team assessment of the Franchise Unit – Identify all positions needed on the Unit level

Every successful franchisor has developed a successful team. The players change from time to time but the goal



Exist or extinguish, team spirit goes first.

of winning is ever present. In fact, having teammates that agree with the goal and keeping everybody focused on winning is a key to early and long-term success. The Seven Pillars™ Development Program has placed Team as the second pillar because without the team a franchisor will fail trying to go it alone, no matter how strong his personality.

Their services range from jury selection, sentencing recommendation, incarceration preparation, to asset protection, and much more.

For more information please visit: www.criminaldefenseconsultants.com.

True Light CDC™

Criminal Defense Consultant, LLC, (the originator of the True Light CDC™ franchise program) is a dedicated group of attorneys and correctional professionals with more than 40 years of combined experience in the court and prison systems. Throughout the rich experience, they have witnessed how individu-

als receive unnecessary added prison time due to a fundamental lack of knowledge as to how the sentencing guidelines are supposed to work. In order to protect individuals' rights, their consultants work with clients and their attorneys directly to make certain their clients get the shortest sentence possible.

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“The great leaders are like the best conductors—they reach beyond the notes to reach the magic in the players.”

—Blaine Lee



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The Seven Pillars™ of Franchising Success

About us:

Franchise Institute, Inc. based in Norwell, MA., offers a unique “Seven Pillars™” approach to potential franchisors and franchisees. In developing this best practices theory, our Founder & CEO has worked with over 400 franchise clients since 1987.

Step by step, from legal compliance to marketing services to on-going development support, Franchise Institute, Inc. offers a unique combination of reports, manuals, plans, assessments, and coaching to guide you and your Franchise to success. Please visit our website for additional information.

Book Review: *The Master Key System* — Your Step-by-Step Guide to Using the Law of Attraction

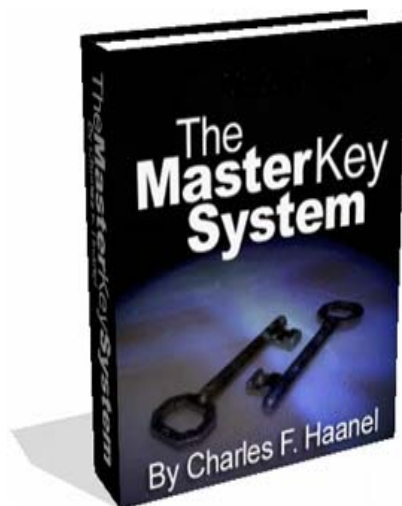
Businessman, psychical investigator, and bestselling author Charles E. Haanel inspired countless Americans to use “Mental Power” as a means of attaining success. The pinnacle of his thought appeared in *The Master Key System*, one of the earliest and finest works to explore the “Law of Attraction.”

The Master Key System is made up of twenty-four chapters—each composed of short, numbered aphorisms and instructions—to teach you, in as very direct, step-by-step manner, how to unlock the success power of your mind. Part of the book’s appeal is that it can be read all the way through as a comprehensive lesson plan, or readers can dip in at random, flipping to any of its pages for brief, practical advice on how to thrive in the world.

Haanel’s insights resound with both a tough-minded business sense and a keen understanding of the higher principles that shape our lives.

Believers in the power of the mind will enjoy this book. Charles F. Haanel offers you clear, concise and formulated instructions on creating your “achievement mind.”

The Master Key System promotes the belief that we already own the rights to achieve our dreams, and Haanel’s purpose in this course is to remind us of the



The Master Key System, by Charles F. Haanel

tools that we all have at our disposal to live them.

Reference:

The Master Key System’s book cover & empowersu.com

Capital Need Assessment Program

Business analysts report that poor management is the main reason for business failure. Poor cash management is probably the most frequent stumbling block for all kinds of business. Since there are more businesses that fail for lack of cash flow than for want of profit, it becomes increasingly more important to forecast the likely cash requirements than to project the profitability when we are planning the short- or long-term funding requirements of a business.

One component of a Seven Pillars™ Development Program is a Capital Needs Assessment Report. Members of the Franchisor USA™ team will work with you to



Sufficient cash flow leads to a successful business.

determine what capital is required of a franchisee to open its franchise. This requires a thorough review of today’s cost for replicating an operating unit. A detailed report is then generated to determine as precisely as pos-

sible the capital required to open and the amount and timing of each expenditure. Insufficient capital is one classic reason why businesses fail as they try to grow. We make sure this doesn’t happen to our clients.

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