

THE FRANCHISE EXPANSION ACADEMY CHECKLIST

WELCOME TO THE FRANCHISE EXPANSION ACADEMY COURSE

Checklists are a great tool when used to organize your learning material and thoughts as you work towards accomplishing your goals and tasks on time.

The **Franchise Expansion Academy Course** contains **8 Modules** and **37 Lessons**:

- Welcome Module with 4 Lessons;
- Module 1 with 5 Lessons;
- Module 2 with 4 Lessons;
- Module 3 with 6 Lessons;
- Module 4 with 4 Lessons;
- Module 5 with 5 Lessons;
- Module 6 with 5 Lessons;
- Module 7 with 4 Lessons;

WELCOME MODULE

FRANCHISE EXPANSION CHECKLIST

WELCOME TO THE FRANCHISE EXPANSION ACADEMY COURSE



0.1.0 Start Here! New Student Orientation



0.2.0 How to Get Instant Momentum



0.3.0 The Franchise Expansion Roadmap






0.4.0 The 5 Stage Franchise Awarding System



MODULE 1

FRANCHISE EXPANSION CHECKLIST

THE KEYS TO FRANCHISE EXPANSION

-  **1.1.0 The Keys to Franchise Expansion**
-  **1.2.0 Foundational Pillars of Success**
-  **1.3.0 Mindset of Your Prospect**
-  **1.4.0 The Messy Buyers Journey**
-  **1.5.0 Creating Your 5-Stage Franchise Awarding System**

MODULE 2

FRANCHISE EXPANSION CHECKLIST







ATTRACTING YOUR IDEAL FRANCHISEE

-  **2.1.0 Developing Your Ideal Franchisee**
-  **2.2.0 Speaking to ONE Audience (ICA)**
-  **2.3.0 Selling to ONE Audience (7 Pillars)**
-  **2.4.0 Influencing ONE Audience**

MODULE 3

FRANCHISE EXPANSION CHECKLIST

LEAD GENERATION (STAGE 1)

-  **3.1.0 Stage 1 - Snapshot**
-  **3.2.0 Selling Solutions to Prospects**
-  **3.3.0 Enticing Prospects to Take Action**
-  **3.4.0 Capturing and Tracking Leads**
-  **3.5.0 Building Trust with Leads**
-  **3.6.0 The Exploratory Call**

MODULE 4

FRANCHISE EXPANSION CHECKLIST

QUALIFYING LEADS (STAGE 2)

-  **4.1.0 Stage 2 - Snapshot**
-  **4.2.0 The Opportunity Meeting**
-  **4.3.0 The Finance Meeting**
-  **4.4.0 Converting Leads into Potential Investors**

MODULE 5

FRANCHISE EXPANSION CHECKLIST

INTERVIEWING POTENTIAL INVESTORS

(STAGE 3)

-  **5.1.0 Stage 3 - Snapshot**
-  **5.2.0 The Franchise Disclosure Document (FDD)**
-  **5.3.0 The FDD Meetings**
-  **5.4.0 Due Diligence Strategies**
-  **5.5.0 Advancing the Potential Investor**

MODULE 6

FRANCHISE EXPANSION CHECKLIST

VALIDATING POTENTIAL INVESTORS (STAGE 4)



6.1.0 Stage 4 - Snapshot



6.2.0 Tying up Lose Ends



6.3.0 The Discovery Day



6.4.0 Pre-Closing the Potential Franchisee



6.5.0 Decision Time: Franchisee Signing



MODULE 7

FRANCHISE EXPANSION CHECKLIST

AWARDING THE FRANCHISE LICENSE

(STAGE 5)



7.1.0 Stage 5 - Snapshot



7.2.0 Awarding the License: Franchisor Signing



7.3.0 Transitioning the New Franchise Partner



7.4.0 Hand Holding from Signing to Opening