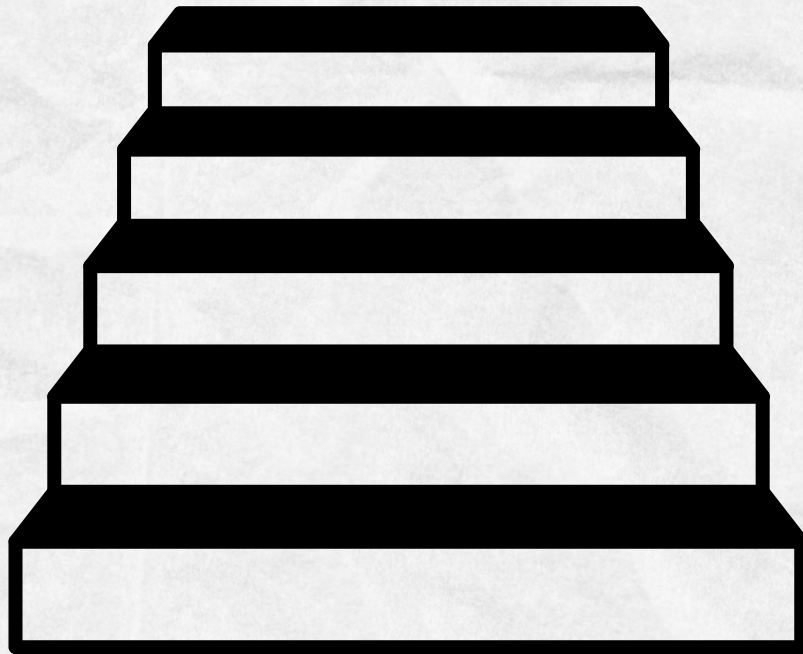
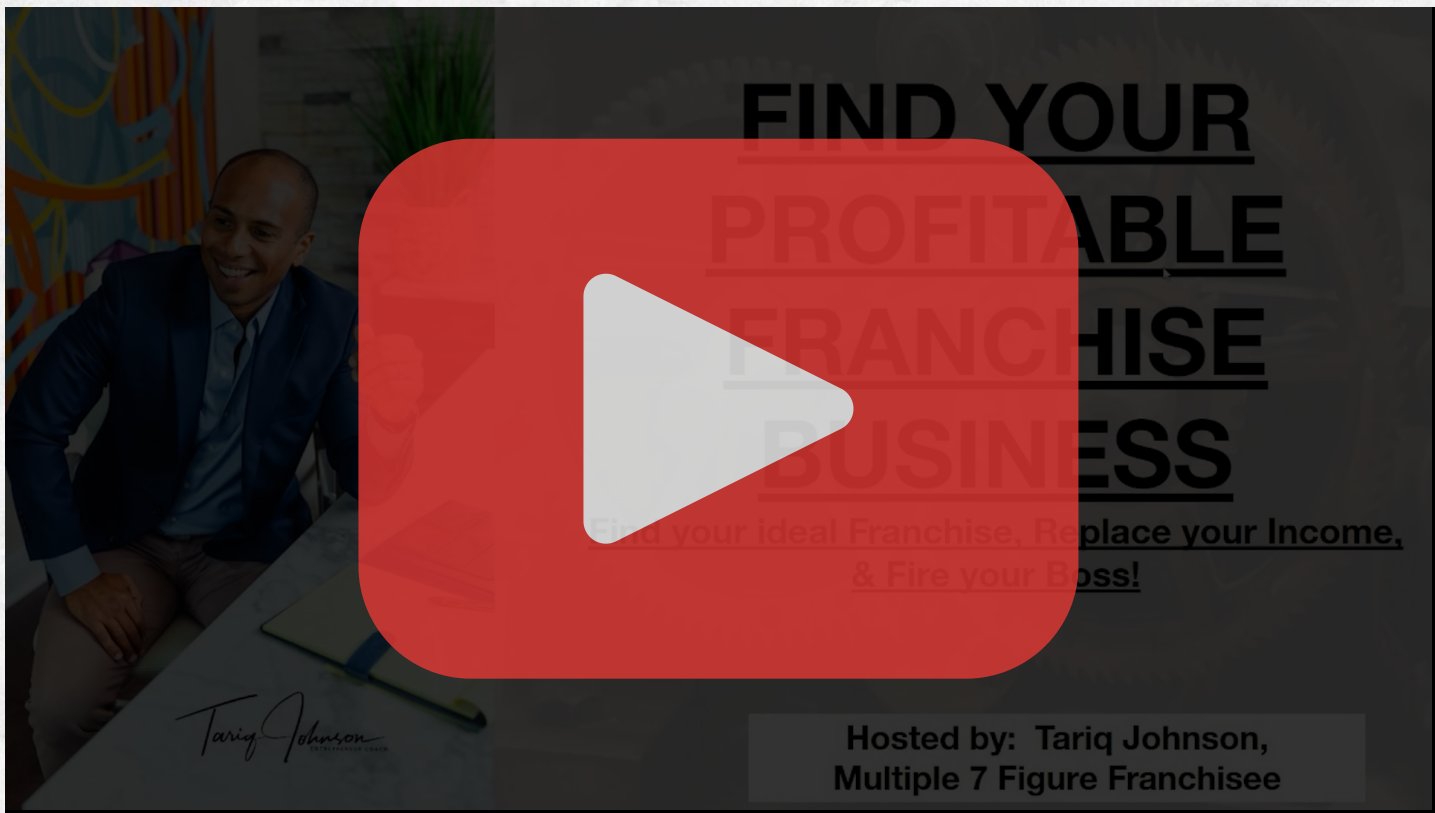


THE ZERO TO PROFITABLE FRANCHISE STARTER KIT



7 STEPS TO FINDING THE PERFECT AND PROFITABLE FRANCHISE FOR YOU

Backed By The Zero To Profitable Franchise System We use to Find, Vet, and Launch A Proven Money Making Franchise Like Clock Work.



Click The Video or [HERE](#) to Watch The Zero To Profitable Franchise Masterclass



FRANCHISE
EMPIRE

**ZERO
TO PROFITABLE
FRANCHISE
IN LESS THAN 12
MONTHS**

(even if you've never owned a business)

7 Steps to finding the
perfect franchise,
replacing your income,
and firing your boss.



SPEAKING FROM EXPERIENCE

If we haven't officially met, my name is Tariq Johnson and I know franchises.

I went from having zero experience in owning a franchise business, or any business with employees, to getting my first location profitable in less than 60 days of opening to the public, generating over \$30,000 in sales our second month in business.

We went on to do over \$470,000 in sales that first year, and eventually built over a \$2.5million franchise business with multiple locations.

2019-2021 Two locations (Sold one in 2020)

Period: **12** Beginning: **11/26/2018** Ending: **12/30/2018**

Month to Date		Year to Date	
\$	%	\$	%
\$ 37.572	100.0%	\$ 470.919	100.0%

Top Numbers		
Net Sales	Discounts	Gross Sales
\$1,499,750.60	\$93,538.35	\$1,593,299.15



My story was one of an unfulfilled and frustrated employee who had always dreamed of one day being a successful full time entrepreneur. I just had no idea how. I've now made it my mission to help others who are not feeling like they are playing full out- create their life of their dreams, through building an epic franchise business.

Let's take one of my clients David as an example.

He came to me, completely lost- having no clue what do or how to make his dream a reality. In less than a month he found a resale business doing about \$500,000 a year in sales. In about 90 days TOTAL... he owned the business.

And you thought zero to profitable franchise in less 12 months was a gimmick?

You can learn more about David's story here.



"I am happy to report I'm operating my own PROFITABLE BUSINESS!"

- ❖ Bought 2 existing locations - already profitable!
- ❖ Still has full time job as an engineer that he LOVES.
- ❖ Has a manager that he can trust running his operation.
- ❖ He found the business in less than 2 months.
- ❖ Complete ownership within 4 months.

David is not the only one...



Meet Valerie.

She experienced the joy and profitability of being a franchise owner.

She found a franchise that was the absolute perfect fit for her, and in her first event, she did over \$12,000 in sales in ONE DAY.



Valerie

23h · 🌐

Good morning... sharing a big welcome to all the new members of the group!

Thought I would also start off with sharing a recent WIN 🎉 I have an estate sale franchise in FL... I went through training with the franchisor in Nov/Dec and we just had our first sale this past weekend. Was so ready to just have that first experience of tying everything together that had been learned and get the experience under my belt!

End result... my small but mighty team blew me away and rocked it, **we heard nothing but positive feedback from our customers and the sale totals exceeded my expectations** 🎉 Our clients were also able to close on the house a week earlier than planned because we had it cleared out so quicklv... so they were happy too.

David and Valerie are not alone. If you follow my formula for finding a profitable franchise business...

You will get the
results you are
looking for



STEP #1

CLEARLY DEFINE WHAT YOU WANT

Have you ever started looking for franchises online, and inquired about a few- to only feel even more confused than when you started? I know I did. Or you get excited about a franchise, only to realize that , eh – it's not what you want?

It's easy to feel overwhelmed by the sheer volume of franchises that are out there, and then feel more lost, confused, or doubtful than what you started.

I understand that frustration and by implementing step 1 and having a clearly defined outcome of EXACTLY what your ideal outcome is, you're going to avoid wasting your time, or making a multi hundred thousand dollar mistake.

**"THE KEY TO FAST PROFITABILITY IS
KNOWING EXACTLY WHAT YOU WANT
YOUR OUTCOME TO BE."**

The one thing you need to understand is that buying a franchise is a lot like traveling. You need to know your end destination BEFORE you start. Not just the state, or the city, you need to know exactly where you are going.



Here's a little secret you probably know and just need to be reminded of...

Clarity is power. When you get clear, you feel more confident, you are more decisive, and you take action quickly.

There are a lot of dead squirrels who couldn't make a decision. Don't end up like them.

There are 4 main areas that you need to be clear on AT LEAST 1 thing...but ideally you want to know what specifically you want in each area.



Finances



Business



Lifestyle



Family

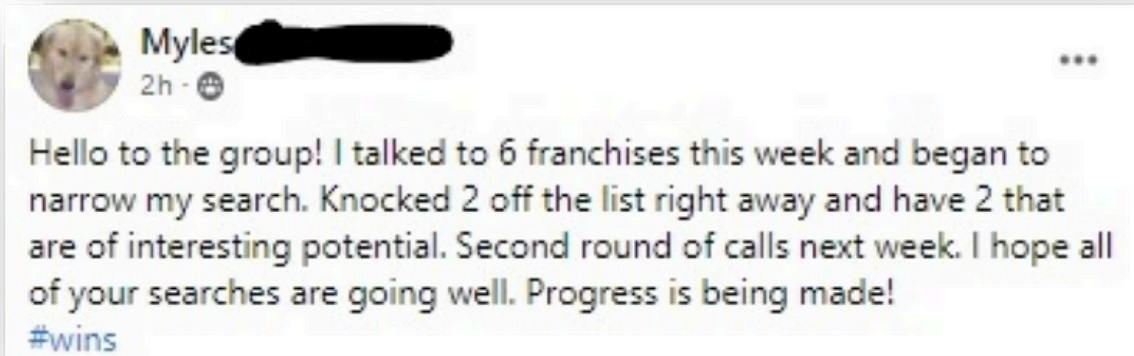
(These are NOT in area of importance.)

Vision

The first step of the process is to take 30 minutes and write down SPECIFICALLY what you want in each category. I find it helpful to make a 1 Year from now wants, and 3 year from now wants. Your business will evolve, and what your life and income looks like in year 1 will look a lot different in year 3.



Once you have clarity, you can make quick progress like Myles did.



Throughout this process, I want you to have ONE motto stuck in your head.

Progress over perfection.
Progress over perfection.
Progress over perfection.

You are going to gain MORE clarity as you take action. So keep going, keep taking action. Maybe right now you sort of know what you want- and as you start to look at franchise concepts and go further along in the process, the contrast of seeing what you DON'T WANT, helps you feel more clear on what you do want. Make sense?

It makes dollars, not sense...

Ok, bad dad joke. Let's go on to the next step.



STEP #2

UNDERSTAND THE TYPES OF FRANCHISE OWNERSHIP

Let's do a quick high-level overview of the different ownership styles so you can identify what your strategy will be moving forward.

1. Single-unit Franchise

A Single-unit Franchisee is a person or group that has purchased one franchise location.

2. Multi-unit Franchisee

A Multi-unit Franchisee is a person or group who has purchased two or more franchise locations.

3. Area Developer

An Area Developer is a franchisee who has purchased the rights to open multiple franchise units within a certain area and time frame.

4. Master Franchise

Master Franchising allows people or corporations to purchase the rights to sub-franchise within a certain territory. A master franchisee helps the overall franchise company by recruiting franchisees to open units within a specific territory.



Owner/Operator

~~This one is the pretty straightforward~~ This one is pretty straightforward the business on a full time basis. Franchise owner/operators typically work onsite most or all days that the business is open. They directly supervise the help that is needed to run the business, (whether it's a retail location, or service work that is territory based). You'll typically have little time to do other outside work besides keeping your franchise going, other employment is practically impossible, given the hours you are dedicating to your business.

Just because you start your business as an owner operator, doesn't mean you have to remain in that role. It is very common for franchise owners to build up their business, systems, and teams and then shift to a semi absentee role...which is the next one we'll cover.

This can be one of those most profitable ways to run your business initially, because you keep your labor expenses low- BUT, it's the most restrictive on your freedom.

Semi-Absentee

In a semi-absentee model, you typically have a manager or team in place handling most of the actual fulfillment of the business and you are involved in some or all aspects of running the business, at a higher level.

Many semi-absentee franchisees begin by keeping their day jobs and relying on the help of a manager to get their first location/territory started . If a franchisee succeeds with their first unit and decides to open additional ones, running the multi-unit franchise may prove lucrative enough for the semi-absentee owner to leave their day job and focus solely on the growing business venture.



This is typically not as profitable as an owner operator business, especially in the early couple of years of the business as it grows. Over time, it's possible to run a very profitable semi absentee business, while enjoying a nice quality of life IF you have the right team in place.

Executive/ Absentee

In this model the franchisee owns the business, but hires out all functions required to operate it, including day-to-day management. This person often has little or no physical presence at the business location and owns the business purely as an investment, not as a way to create or change an employment situation.

This is often used for someone with a full time job, or combined with the Multi Unit style of ownership. Having a solid team, and manager(s) is key to the success of this style.

Investor

Being an investor in a franchise typically means you have an operating partner who runs the business, or oversees the team of people who run the business and you are simply seeking a return of capital in either a percentage of the profits, and you have a longer term goal to eventually sell the business.

This can be great if you have the capital, but don't have time or want to be involved in running the business. You can use various types of equity with your operating partner to protect your interests.



STEP #3

TOP 5 MISTAKES TO AVOID

Here are the top 5 mistakes to avoid.

- Choosing a business because you LOVE the products as a customer.
- Choosing a franchise because you see them opening up everywhere and they look busy.
- Overestimating how much you think you can make, and not understanding the difference between Gross Sales and Net Income (Profit).
- Not having clarity on how much you can actually make in profit and how your ownership style, and funding method impacts your profitability....or lack thereof.
- Getting so excited about a franchise after one phone call - that you are already SOLD and have confirmation bias throughout the rest of the process.

Here's a really important core concept I want you to really grasp now.

The profitability of a business has nothing to do with loving the product or service. Short term profitability typically always comes down to their being significant demand. Again, in Step 3 we'll talk more about that, what it means, and some ways to assess it.



The truth is though, just because you LOVE juice & smoothies (like we did) doesn't mean you will actually enjoy the reality of owning and running that business.

Think about it...

- Dealing with food that expires Having a staff of 15 young
- kids Managing and creating schedules, people calling off
- and switching shifts Understanding inventory Lot's of dishes to wash Open 14 hours a day, 363 days a year
-
-
-

Do you get my point?

So don't make this mistake.

If this is your first business, and your goal is to replace your income, and you make \$125k a year...then we need to make sure you are honing in on businesses that can make \$125k a year.

Get FREE FIRST. Start making money first.

Now that doesn't mean a business that you are really excited about, or frequent as a customer can't provide you the financial returns you are looking for. You need to validate the profit potential, and if it's not there...on to the next one. We'll talk about validating profit potential in a little bit.



STEP #4

THE PROFITABLE FRANCHISE FORMULA

There are 4 criteria to increasing your probability of getting your franchise profitable in less 12 months. Your ability to successfully “check the box” for these 4 things will put you in a superior position, and significantly reduce your risk in the process.

I named this My Profitable Franchise Formula.

1

Skillsets

2

Belief

3

Demand

4

Profit Potential



#1 Skill sets

Understand what the franchisee's role is in the business, and how well do your current skill sets and strengths align with the business.

This part is not just about your skill set.

Will you be doing work that you enjoy doing?

Can you see yourself doing this for the next 5, 10, 15 years?

It's important that you do an audit of your skill sets and strengths.

This way whenever you are looking at a franchise, you can rate how well your skill sets align with the role of the franchisee.

#2 Belief

What is your level of Belief in the product and service of this business and specifically how it's done with this Franchisor.

Now some call this passion, I like to call it belief. I do believe there is a difference.

You see, you could be passionate about music, but that doesn't mean you should own a music franchise.

Now if you believe that music fundamentally enhances the way kids brain develop, and help to provide them with a healthy emotional and mental outlet to express themselves...well that's a stronger belief that has legs to build a business on.

Your "passion" for music could be gone a year from now, as many passions come and go as we evolve.



#3 Demand

This one is HUGE! One of the biggest keys to your short term profitability is the demand in the marketplace for your product or service.

This is the only part of the franchise formula where if you ONLY had this one place, without the others - you still have a strong probability at creating a profitable business.

Demand is EVERYTHING.

This part of the formula was a huge reason why we did \$30,000 in sales our second month open. I had really thoroughly vetted the demand in the marketplace.

The less demand for what you do, the harder it is for you to get profitable in the short term. So you'll need to do an analysis of the market.

Doing a demand analysis of the market will help you to not only understand how much people want what you have to offer, but you'll also be able to see WHO is offering it now and in what way.

When you get a clear understanding of the demand, competition, and your plan on how to enter the marketplace - you have then solved one of the most VITAL pieces of the franchise formula.

#4 Profit Potential

How much can this business really make me?!

This is something I go really deep on in my Buying a Profitable Franchise Masterclass.



You are assessing one main thing...what is the profit potential to this business.

Why do I emphasize potential? Because in any franchise - you will have 20% top performing locations, 60% average performing locations, and 20% bottom performing locations.

The main question is - if you are in the average performing category, can the business produce the profits that you identified you want/need in Step 1?

That means you're going to have to understand the business, and the different ways it can be run.

What you may see in profits as a semi absentee owner with a full time manager

VS

What you may see in profits as an owner operator are very different.

There are 3 ways to understand what profit potential is, with incredibly accuracy.

Again, we don't have the time to dive into these deeper in here. But we cover this at length in the Buying a Profitable Franchise Masterclass. (It's free in case you are wondering.)



STEP #5

BUY AN EXISTING FRANCHISE

Did you know that you can buy an existing franchise that is already up and running, has customers, employees, and in the most ideal scenario - profits!

The second franchise I bought as a resale. Now it was a turn around opportunity and was just breaking even when I bought it, but I've had many clients now buy franchises making well over 6 figures in profit.

This is by far the quickest way to go from \$0 to Profitable Franchise in less than 12 months.

In most cases you are paying a multiple of the earnings.

As an example, a common multiple to pay for a resale business is 2-4x profits.

The range of multiple is typically based on how involved the franchise owner has to be in the business, or the overall margin compared to sales.



Example #1

If a business is profiting \$125k a year, but it's mainly an owner operated type of business, the business may only sell for a 2x multiple of \$250,000.

Example #2

If a business is profiting \$125k a year, but the owner is semi-absentee and there is a manager in place, it may sell for a 4x multiple of \$500,000.

Valuing a business for sale is a complex conversation for another time.

I do want you to understand that there are opportunities out there, and especially for higher income earners making multiple 6 figures- who cannot fully grasp how to actually replace their income, this can be a really attractive strategy.

My team and I have helped numerous clients buy profitable resale franchises. If you would like some help finding a resale franchise please go <https://www.tariqjohnson.com/consulting>.



STEP #6

NARROW DOWN YOUR SEARCH

A mistake I see often is people confused, scattered and looking at all kinds of different businesses. Another one I see is not being able to narrow down your search.

Use the profitable franchise formula above to systematically narrow down to 1-3 specific industries.

This could be quick lube automotive, or a home service franchise. There are so many. Using the steps above will allow you to be tactical about how you narrow your search.

What industries are aligned with what you want? What industries have the most demand?

**Fast profitability will
almost always come
down to DEMAND**



Understanding the demand for your business is incredibly important.

For example. When I opened my first juice bar franchise in California, there were a whopping 0 competitors within a 5 mile radius of us.

When I bought my resale location in Florida there were 6 competitors within a 5 mile radius.

Which one do you think performed better financially?

Exactly, the California store.



STEP #7

**GET
PROFITABLE
FAST**

Once you have found the RIGHT franchise that can be profitable quickly there are 4 keys to fast profitability.

#1 Hiring

Don't be cheap in hiring - and don't wait to hire key people just to try and save a few bucks.

Hire your opposite. If you suck at details, and keeping things organized and in order- hire that person.

#2 Location and Lease

The reality is some concepts do better in certain areas. If you don't have a physical retail location, then the territory you are in is important. These are some things you would have already laid the foundation on in the Profitable Franchise Formula when you solved the DEMAND part. Now you need to solidify that in securing your location and negotiating a favorable lease.

#3 Sales & Marketing

This is the LIFEBLOOD of your business.



You can have the best product, best team, location , etc. If you can't sell your product or service- then you will fail.

80% of your time until you get profitable should be marketing and selling. Getting more sales and revenue generally solves most problems in your business.

#4 KPI's

KPI's stand for Key Performance Indicators. Quite simply, you need to know your numbers! How do you know if your profitable?

You need a Profit & Loss statement of course!

Do you know how to read a Profit & Loss statement? Do you know how to manage one to maximize profitability?

What are your biggest controllable costs in your business?

Which costs are a "need to have" to get a fast profitable start and which are a "nice to have"?

You need to know this stuff - Hire a bookkeeper/accountant from Day 1. They'll only put the P&L together for you and you will need to be able to answer the questions above.



NOW, WHAT'S NEXT?

NOW YOU KNOW WHAT TO DO TO GO FROM 0 TO PROFITABLE FRANCHISE, BUT COULD YOU USE SOME GUIDANCE ON EXACTLY HOW?

I'M HOSTING A FREE TRAINING ON HOW TO GO FROM 0 TO PROFITABLE FRANCHISE IN LESS THAN 12 MONTHS USING MY PROFITABLE FRANCHISE FORMULA.

We are going to cover:

- How to Find and decide on the right franchise for you.
- The 3 secrets to uncovering the profit potential in a franchise.
- How to get profitable in less than 12 months.

WATCH NOW!
ON DEMAND

