

Franchising USA

THE MAGAZINE FOR FRANCHISEES

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**AIMS TO HELP FRANCHISEES
GROW THEIR BUSINESSES**

**SPECIAL
CHILDREN'S
PRODUCTS &
SERVICES
FEATURE**

**WHAT ARE
SOCIAL BRAND
ADVOCATES?**

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VETERANS in Franchising

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**3 REASONS
MILITARY
VETERANS
MAKE TOPNOTCH
EMPLOYEES**

**WHY MILITARY VETERANS
SHOULD BECOME
ENTREPRENEURS**



VETERANS IN FRANCHISING SUPPLEMENT

AUGUST 2016

Our Veterans in Franchising special supplement has become a regular feature of Franchising USA.

TO SHARE YOUR STORY in the next issue, please contact
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DOUBLE YOUR SALES

THE POWER OF COMMUNICATING VALUE THROUGH A CALL TO ACTION (CTA)



Joshua Frank

You've heard it before, "It's not about what you sell. It's about the value that your products or services provide." But what does that mean?

Whether your franchise is commodity or service based, sell sandwiches, cut hair, or perform disaster restoration, you want

to think in terms of how you qualify and quantify your value.

We're going to discuss how to communicate value and integrate with what marketers call a Call to Action (CTA). We're going to discuss this, step by step.

There are two parts to this strategy. The first is understanding how to communicate the value of what you provide. The second is providing part of this value, for free, as your primary CTA. This is then followed

“Whether your franchise is commodity or service based, sell sandwiches, cut hair, or perform disaster restoration, you want to think in terms of how you qualify and quantify your value.”

with what we call a “trip-wire” for a second CTA. You never provide more than one CTA at a time. It’s not overly complicated. We’ll use an example so you can tailor it to your franchise. Like anything else in business, it will take some of your time but it’s well worth it.

Let’s consider a Home Inspection franchise. Remember that these techniques and strategies are industry agnostic. No matter what you sell, product or service, you can tailor these strategies to your business.

One target market for home inspection companies is real estate. Home buyers (if they’re smart), will hire someone to inspect their future home. What do most inspection companies do for marketing? They have a simple website that outlines their services, perhaps how many years they’ve been doing this, and their contact information. Maybe their website is the first you find in a Google search. They may have a dollar or percentage discount for their services. They might say that the discount is only good through the end of the month to create a sense of urgency. How likely are they to accelerate their sales? Not likely. Their competitors have the same or similar offerings.

Instead, think about the value provided. I want you to think about your industry and the value you provide every day that you may take for granted. There are probably a dozen issues that you’ll consistently find during a home inspection. Three of these are so common, that 90% of the houses have these problems. Now imagine that a prospect visits your website and finds the following:

Free Download

“12 Most Common Inspection Issues That New Home Buyers Fail to Identify and 4

Inspection Checks Every Home Inspector Should Do For You.”

The first paragraph of the document is a part of your sales pitch:

“ABC Home Inspection has been helping new home buyers avoid costly repairs for more than 20 years. Buying a new home is an exciting experience and your focus will be on signing the contract and planning your move. But an inspection that fails to find all the issues can cost you thousands after you’ve moved in. 84% of home buyers are surprised with an average of \$3,100 in repairs within 30 days of move-in. So before you hire a home inspector, quickly look at these 12 most common issues and the 4 checks you can do yourself before you even hire an inspector. We don’t just inspect your home, we protect against future costs. Since 1996, we’ve saved new home buyers more than \$1 Million in avoidable repair costs that should have been identified during the initial inspection and paid for by the seller. (Author’s note: the numbers and percentages in this paragraph are not real. Just an example of the type of metrics you want to use.)

The title of the free download and the opening paragraph of the article are packed full of numbers, percentages, and ROI. When you list the inspection issues and the 4 checks, continue to describe via value and metrics. It’s not what you sell. It’s not the cost. It’s not the features. It’s the value you provide.

Now, the second part of the strategy is to provide the document as a CTA. What

good is providing something of value if you have no mechanism to identify which prospects are interested? Before they download, they should be required to enter their first name and email address. That’s it. If your CTA is strong enough, you’ll get people to download. And now you have prospects you can immediately engage.

When the prospect clicks the button for ‘Free Download’ they are taken to a second page where they can download the document. But in addition to the download is a second CTA! It’s proven that if someone is willing to enter their information, they are more likely to do it again. For the home inspection company, perhaps CTA2 is a 20% coupon for services.

Rethink your value. Design a strategy that collects your prospects information. It’s industry agnostic. How can you differentiate from your competition and accelerate your sales?

Joshua Frank is an author, trainer, and consultant with 25 years in corporate, government, and military organizations. He is a leading authority on marketing and sales and speaks nationally on business acceleration. He specializes in the development and implementation of techniques and strategies required to position, differentiate, build, and accelerate competitive advantage to winning new business. Josh’s clients have won more than \$1.6 Billion in new business since 2011. He is currently Managing Partner for RSM Federal, a business coaching and advisory firm that helps companies accelerate their revenue in the federal and commercial markets. Josh also serves on the board of directors for the St. Louis Veterans Business Resource Center. Featured in hundreds of online and print publications, he holds a Masters in Management of Information Systems and an MBA from the Walker School of Business.

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