



Bouncing *to* The Top:

Insider Secrets on What it TRULY Takes to
Be Successful in Franchise Ownership



JOHN ANDERSON

Let's start here: My journey into franchise ownership began in a *really* unusual fashion.

It was the spring of my junior year in college at USC, and while my fraternity brothers were living it up in Mexico on spring break, I found myself in the last place you'd expect - Vermont.

What the heck was I doing there?!

Training to become a business owner at the ripe old age of 20, of course.

Little did I know, that decision to spend my summer break running a Student Painters franchise would plant a seed that would grow into a lifelong passion for franchising.

In fact, I've spent the past 15+ years as a multi-brand, multi-unit franchise owner across several states. I've worked on the franchise development side. I've helped countless corporate executives in every profession imaginable explore franchise ownership as a franchise consultant.

In this eBook, I'll share my journey inside of the franchising space, along with the key insights, ideas and benefits that doing it the *right* way can provide you.

Let's dive in.



Paint Brushes + Planting Entrepreneurial Seeds

That summer after my junior year at USC turned out to be the most challenging of my life.

As a college baseball player who had walked on to play for the legendary USC program (I came around in the era when future MLB superstars like Mark McGwire, Randy Johnson and others were playing for the Trojans), my summers had *always* revolved around the game.

But with our iconic coach Rod Dedeaux retiring and me not making the cut my sophomore year at USC, I faced a crossroads.

Play ball or paint houses?

I chose the latter – and it turned my world upside down.

Running a painting business at 20 years old was no joke. It tested me in ways I never imagined. But something clicked. I discovered a love for building something, for being in charge of my own destiny. I had a taste of the franchise life and I was hooked, even if I didn't quite realize it yet.

From the Ballfield to the Boardroom

After that eye-opening summer, I returned to USC for my senior year with a new perspective. But like many soon-to-be grads, I found myself drawn to the allure of corporate finance. (Watch the 1987 classic film "Wall Street" if you want to get a feel for how that life was glamorized at the time.)

I even scored an internship at the infamous Drexel Burnham Lambert (Google "Michael Milken" if you're curious). I pictured myself as a hotshot trader, making power moves on Wall Street like Charlie Sheen and Michael Douglas had in the Oliver Stone film mentioned above.

So, I traded in my painting overalls for a suit and tie, and started my career as a bond trader in Orange County, California.

Spoiler alert: *I hated it.*

The long hours, the cutthroat culture, the mind-numbing work - it just wasn't for me. I quickly pivoted to mortgage banking, where I had a lot more success.

Most importantly, I met my amazing wife there!

But here's the thing about success - it's not always fulfilling. Despite crushing it as a mortgage broker, I couldn't shake the feeling that I was meant for something more.

The entrepreneurial itch that started with Student Painters just kept growing. I wanted to build something of my own, to have control over my time and my future.



Life, Work and Franchise Ownership - Oh My!

Fast forward a few years and a few major life changes.

In 1998, my wife and I had triplets (go big or go home, right?), and we knew it was time for a change. We wanted more time with our kids, more flexibility, more purpose.



So, we took a leap of faith. We sold our home in California and moved across the country to my hometown of Tulsa, Oklahoma.

That's when the franchise lightbulb went off. I knew I wanted to start a business, but I didn't have any groundbreaking ideas or new products up my sleeve.

Franchising seemed like the perfect fit - a proven model, a ready-made playbook, and a support system to help me succeed. Plus, with the right franchise, I could build my work around my life, not the other way around.

That's one of the biggest lessons I can convey to you - franchise ownership offers a *proven path* to starting and scaling a successful business.

There's no guesswork involved. There's no need to validate your idea or figure out your target market. There's no building an operations manual from scratch and documenting best practices for the day-to-day inside the business. There's no challenge of figuring out how to put together appealing marketing materials, how to price your products or services, or how to craft a powerful, recognizable brand. There's no need to figure out KPIs or other measurables, like what a healthy

P&L statement should look like, what your overhead will be, anticipated costs, supply chain challenges, etc.



It's all there and ready for you.

Here's the thing with franchising: Someone *else* has gone through all that pain *for you*, making every possible mistake in the book and ironing out all the inefficiencies and challenges long before you step into the business model.

The key, however, is *following* the proven playbook to a "T."

That means not thinking you're smarter than everyone else and doing it "your own way" when it comes to running the business.

Visionaries and "Mavericks" make for great entrepreneurs, but lousy franchise owners.

As a franchise owner, you need to be a rule-follower and an implementer – someone who *likes* knowing what's needed next and having the work ethic to go out and *do* it.

Experienced executives from corporate settings often make for great franchises. The reason being, they've spent a career gaining practical business management experience and are hard-working and driven. In addition, they understand how to relate to people, how to manage and lead teams, how to handle customer service or inquiries, etc.

That was *definitely* me.

Finding a Guide inside the Franchising Maze

The second key I discovered was this: I needed an expert to guide me.

Despite all my corporate experience and my initial foray into franchising with Student Painters in college, I was overwhelmed by all the opportunities - to date, there are more than 4,000(!) franchise concepts available in the U.S.

Which business model best suited my personal, professional and financial goals? Which one offered the best ROI and lowest risk? What was better, a brick and mortar, physical business in a populated area or a service-based business with low overhead and no office space? Would I need to be in the same state as my business? How much capital would I need to not only buy a franchise, but also sustain it until it reached a profitable stage? And how long would that take? How long until the "typical" franchise in that system turned a profit?

So many questions!

Enter my franchise consultant (aka my guardian angel). He helped me navigate the overwhelming world of franchise opportunities, zeroing in on the perfect fit for my skills, goals, and lifestyle.

And that's how I found BounceU - an indoor kids' party place with giant inflatables. It combined my love for fun and family time with my business acumen.

I was all in.

Bouncing to the Top

We opened our first BounceU location in Tulsa and it took off like a rocket. Within a year, we were the number one location in the system for our market size.

The reason was simple - I followed the system and worked my rear end off. I did *everything* the franchisor told me to do, following their playbook in every aspect of the business and not trying to outsmart the system.

As a result, I was soon living the franchise dream - a thriving business, happy customers, and the freedom to be present for all those priceless family moments.



Riding that high, we decided to expand to Las Vegas. But then the 2008 recession hit and, well, let's just say what happens in Vegas sometimes haunts you. We weathered the storm and eventually sold that location, but not without some serious battle scars.

It was a great lesson in making sure we controlled our growth and franchise expansion, not overreaching and trying to build our burgeoning franchise empire too fast.

Yet, even in the tough times, I was learning and growing as a franchise owner. I was selected by the franchisor's leadership team to join the Franchise Advisory Council for BounceU. It gave me a behind-the-scenes look at how the corporate team operated, and I even got to help shape the direction of the brand. It was a crash course in Franchising 101 and I was soaking up every lesson.

The Franchise Life

Meanwhile, outside of work, I was living my best life. I coached our kids in youth sports and volunteered with Boy Scouts. We also bought a lake house outside of Tulsa and spent our days boating and fishing with the kids.

I also had time to train in martial arts, earning a black belt in Kenpo Karate, a brown belt in TaeKwonDo and a blue belt in Gracie Jiu-Jitsu.

In addition, my wife and I took dream vacations to places like Cancun, Napa Valley and lots of cruises (we *love* a good cruise!).

It hit me: *This is what franchising can do.*

It can give you the means and the freedom to design the life you want. No corporate job could ever offer me this level of flexibility and fulfillment.

Now, that's not to say there isn't hard work involved.

There sure is!





But I've never met a corporate role that can match the freedom, flexibility and wealth generation opportunities franchise ownership offers.

In our case, we eventually expanded our franchise portfolio into another niche, buying into Knockouts Haircuts & Grooming as an Area Developer. We now own three Knockouts in the Tulsa metro area.

I knew I was hooked on the franchise life, and I wanted to help others experience this same sense of possibility.

The Next Chapter - Franchise Consulting

As our triplets grew up and needed dear old dad a little less, I found myself itching for a new challenge. I kept thinking back to my own franchise consultant and the massive impact he had on my journey.

I wanted to be that person for someone else - the guide, the mentor, the friend who could show them the way to franchise freedom.

So, in 2016, I made it official and launched Lakeport Franchise Group and Lakeport Consulting Group.

My mission?

To help corporate professionals like YOU find their perfect franchise fit and start living life on their own terms.

Best of all, in today's franchising environment, you don't even have to quit your day job if you don't want to!

One of the hottest trends in franchising right now is the "semi absentee" ownership model. It's a more passive approach to franchise ownership where, if you're sharp with your corporate leadership skills, you can invest in a franchise, then hire a talented team to basically run the entire thing for you.

The best "semi absentee" owners probably spend 10-20 hours a week on their franchise business while having plenty of time left over for their "day job" duties.

What results is a wealth-generating strategy (assuming you run your franchise the right way) that helps you diversify your investment portfolio and generate mostly "passive" income for years on end. It even comes with a built-in "retirement plan" (assuming you run a profitable & successful franchise) since you can sell the business for a nice monetary gain if you want.

Also (again, assuming you've done things the right way), you have the option to pass on the franchise business to family members to keep it "in the family" if that's your desire.

Your Turn - Are You Interested in Exploring This?

But enough about me. Let's talk about you.

If you're still reading at this point, I'm guessing something in my story resonated with you.

Maybe you're feeling stuck in the corporate grind, craving more control over your time and your future.

Maybe you've always dreamed of being your own boss but don't know where to start.

Or, maybe you're just curious about this whole franchising thing and want to learn more.

Either way, I'd love to see how I can help!

Now, at this point, you might be wondering - how do I (as the franchise consultant) get paid?

Great question!

If you're not familiar with how using a franchise consultant works, you don't pay anything to work with me.

Instead, franchise companies pay me a fee for finding, vetting and introducing them to qualified candidates.

Since franchises are awarded and not "sold," it has to make *mutual* sense from both parties' perspectives, so there's no need for high-pressure sales tactics by me or anyone else.

Also, you'll also pay the same franchise fee whether you use a consultant like me or not - so there's no reason *not* to use my expertise.

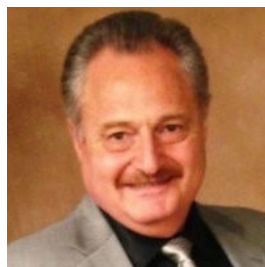
So, if you'd like to start the conversation and explore things further, you can book a quick intro call with me [here](#):

Whatever brought you here, I want you to know that franchising changed my life in ways I never could have imagined. And it can do the same for you.

But don't just take my word for it.



What Clients Say



"My experience with John has been very positive. Besides being very professional in his approach, he listened to what I had to say and paid attention to my goals and objectives, customizing a list of franchise options to evaluate. In my case, what I enjoyed about John was that he did not stop there, he came back with alternatives that I was not even considering. Something completely out of the box that opened my mind. In other words, he is not 'take or leave it' like other brokers may be. I highly recommend John." – Oscar H. Freiman, Franchise Owner

"Because of John I'm a proud entrepreneur who has never looked back since I exited Financial Services almost two years ago! Thank you for showing me the way to build wealth and legacy!" – *Stephanie Y. Thompson, Franchise Owner*



"John was so helpful in the process of finding us a franchise that was the perfect fit for what we were looking for. He was able to pass on his experience as a franchisee himself, which was important in teaching us how to connect with a brand that was well-aligned with our lifestyle.

"John was patient and calm and never made us feel pressured. He understood the highs and lows of the process and always made us feel like he had our best interests in mind." – *Jennifer Bardetti Hardock, Franchise Owner*

"John took the time to really understand what we were looking for and did a very thorough research and connected us with a couple Franchisors. Throughout the process, John also helped us tremendously in assessing the alternatives and gave us very honest opinions.

"John is connected to many Franchise businesses and also very knowledgeable in running business as he is also a franchise owner himself. He truly saved us a lot of time to research and chase down business opportunities.

"More importantly, he helped us to choose the perfect business for us! We are going into second year running our franchise business, loving it, going strong and profitable!

I strongly recommend John to anyone who is looking to explore and understand more about becoming a Franchise owner! My husband and I have worked with many Franchise brokers in the past, and John is the BEST!" – *Josephine Suryono, Franchise Owner*



"I recently stumbled upon John while looking at franchise opportunities and boy am I glad we met! John really walked me through the process of vetting a franchise company and what questions to ask, what to look for and how to read the Franchise Disclosure Document that they send you. John pushed me to go ahead and go to a last minute invite to a Discovery Day as well. This was the moment that really changed my mind. John had advised that I go talk to the other franchisees and what to ask them. By following the directions and suggestions that John gave me it made it very clear that this was the right company for me to join.

"I am really happy that I met John and that I listened to him and followed his simple instructions. I honestly think if it wasn't for John I would have given up long before I got to this point because it is a bit frustrating and VERY Scary as you get further and further into it.

"John also advised me to replace the fear with a plan. That is my new favorite slogan. I don't have to be scared because I have a plan to follow. As long as I follow the plan other franchisees have already proven that I will be successful.

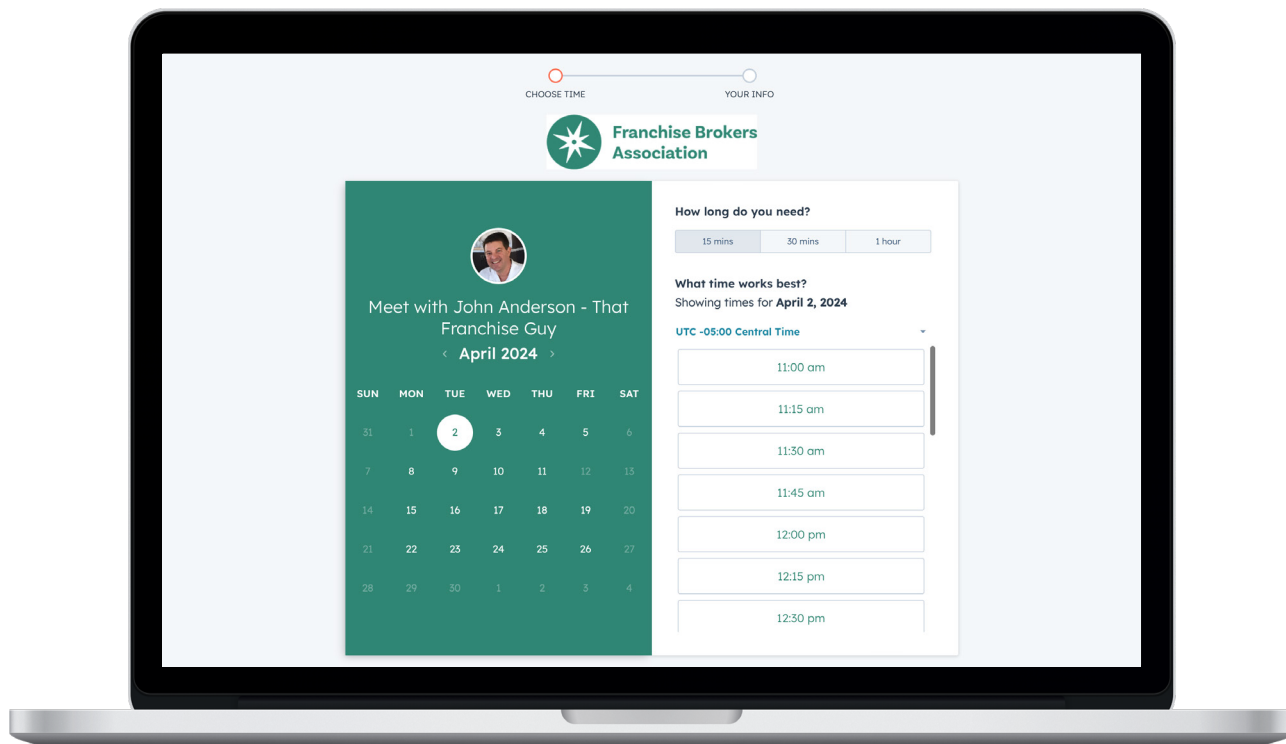
"I am just barely getting started but I can't wait until I can call John and tell him my success story. John is very easy to work with and again, I am so glad that we met and he helped me through this process. Thank you John!" – *Dan Hilgedick, Franchise Owner*



"From the beginning, John was relaxed & concerned about how the opportunity would suit me and my goals. He was also careful to not come across as a pushy salesperson trying to close a deal. I learned to completely trust John's knowledge and wisdom. Can't recommend him enough!" – *Eliezer da Silva, Multi-Brand Franchise Owner*

Ready To Find Your Next Best Thing?

Let's get the conversation started: [CLICK HERE](#)





About The Author - John Anderson

WHAT I DO: I help successful corporate executives, managers and sales leaders diversify their investment strategies, create a career pivot (if desired), generate semi-passive income and build generational wealth with franchising by providing customized franchise consulting services.

WHAT MAKES ME UNIQUE: I first got into franchising in 1988 as a junior in college, operating a Student Painters franchise

My experience as a multi-brand, multi-unit franchise owner across several states has built an invaluable foundation for me as I've guided countless corporate professionals through the process of becoming a franchise owner

WHAT CLIENTS SAY:

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MY STORY: After being introduced to franchise ownership during my final two years in college at USC, I spent a decade in corporate life, working briefly as a bond trader followed by an extended career in mortgage banking.

With our triplets growing up fast, my wife and I wanted to find a business that let me build my work around my life - instead of the other way around.

Looking for my next best thing, I dove back into franchising in 2007 with my first franchise, BounceU, ultimately building a successful portfolio of franchises. Most importantly, I had plenty of "dad time" coaching baseball and soccer, volunteering at school and Boy Scouts.

AWAY FROM WORK:



Cruise Vacations



Kansas City Chiefs & USC Trojans Football



Teaching & Training Martial Arts

READY TO FIND YOUR NEXT BEST THING?

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