



Executive Model Franchise Report

Build Wealth with a Semi-Active Franchise Model

- **What Is Franchising?**
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- **How do You Find the Best Executive Model Franchises?**

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Why Listen to me?

I AM a Multi-unit, Semi-Active franchise operator. I will talk more about my experience later in this report or you can see for yourself on my [Linked Profile](#). I feel it is relevant to share up front that I have been a franchise owner since 2007 and am a multi-unit area developer for a Semi-Active model franchise. I live it every day. Who is better qualified to introduce you to franchising and guide you through a discovery of more passively operated brands? Now let's take a dive into franchising and this "Executive / Semi-Active" operation model.

What is Franchising?

First, thanks for taking the time to learn a little bit about franchising and the passive franchise operation model specifically. I know your time is valuable.

First, let's talk about what "franchising" is. In layman's terms, franchises offer independent business owners the ability to start their own business using a system developed by the company in exchange for franchise fees paid up front and royalty fees paid over time.

A franchise agreement will include rights to use of all proprietary marks, logos, systems, services and products. Ideally, they have proven over time that their system works in different locations by different types of people. This is not always the case though. New brands may have limited evidence of "proven" success. And, even

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for established ones, just because they are legally a franchise does not mean they are a successful one. We'll get more into that later.

Why pay franchise fees and royalties when you could just do it yourself? This is a great question that I get often. I have two thoughts that I always share.

First, franchises are built for scalability; the franchise business plan will be to get you open and profitable faster, more efficiently and ultimately much, much bigger than going on your own. If you want to be independent but would be happy making a few bucks and being your own boss, then you probably do not need a franchise. You could likely figure it out. In the context of "Semi-Active" operation though, you REALLY need franchise support to launch and operate it.

Second, the reality for most of us (me included) is we have the motivation and ability to be successful business owners. Most of us lack the knowledge, the product or service, and the fearlessness to start it from scratch. That entrepreneur is truly a unique individual. They have a new idea or better mousetrap, and they still struggle to get it to market. 1 out of 10, maybe 1 out of 100, really have success. Most go out of business within a year. That particular truth is why most of us are afraid to, or maybe just aren't willing to, sacrifice our savings and our time without stronger odds of success.

Franchises help close that "fear" gap and certainly increase the odds of success. They provide us the product or service, so we don't need to invent one. The best franchises provide the systems to market and deliver the product or service. They help you find good locations and teach you how to hire the right help. The result is

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franchises mitigate many of the risks associated with starting a business.

How much is all that worth? Well, it better be worth significantly more than they are charging you in royalties and fees! Seriously the evaluation of the systems, training and on-going support versus what you are required to pay them must be a key part of your research. That is a major reason why you want to work with a professional franchise advisor to find the right franchise for you.

Is Franchising Right for You?

Now that you have a basic idea of what franchising is, how do you know if it is right for you? There are many complexities that go into answering this question. That is why a consultant's help is so important. One the biggies though is the operation model. Are you what is known as an "owner-operator" meaning someone who builds and runs the business full time? Or are you more of a "passive" investor like a real estate investor? Are you something in between maybe? That is the Executive Model. Or, how about those like me who started as a full-time owner-operator, but now, with a team in place, operates franchises more passively?

To me the last model is the sweet spot but not everyone has time or confidence to go that route. We will get deeper into operation model in a bit. For now, know that the question may not be "Is franchising right for you," but more like, "What franchise model" is right for you?

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Almost everyone I speak to starts the initial conversation with some version of “I always wanted to own my own business.” That is the fleeting thought that sticks with them through their first job and every job thereafter. It’s part of the American Dream, right? We all think about it. Who wouldn’t want to have total freedom to come and go as they please and be known as the owner or boss?

It is no surprise that most people want to get into franchising for freedom and control. For some it’s money but most are tired of reporting to someone else and being tethered to a job. The draw is the freedom, flexibility and control of their time. It certainly was for me.

The next question that usually comes up is “How do you know if you are going to be a successful franchise owner?” Ok...can you handle the truth? The truth is you don’t know and unfortunately, I cannot tell you. Many people will stop right here after reading that but if you are curious about how to improve your odds, keep reading.

Yes. There is risk involved. You will have to commit time, and more importantly to most people, commit money. What if you lose everything? That is a possibility and one that stops many people from even considering a business. Let’s talk about how to minimize that risk.

I believe that anyone who is motivated can be a successful franchise owner if they are placed into the right franchise for him or her. Problems arise when they join a poorly run franchise or even just a franchise that is not congruent with their individual needs and skills. The franchise discovery process should be just as much



about you as it is about the franchise. You must find more than a great franchise. Finding the right franchise FOR YOU is your goal.

Can I Keep my Job? What is this “Executive” Franchise Model?

Let's start with what it is NOT. Many franchises somewhat fraudulently market their business model to be “Passive.” I don't like the word passive. WE ARE TALKING ABOUT STARTING A BUSINESS. Suggesting it can be passive is setting you up to fail so I focus on what I call the “Semi-Active” Executive Model. ALL businesses require engagement to be successful. You should expect in this model, however, that it does not require your presence to operate day to day. Depending on the brand and the model, it could require as little as 5 hours a week for some more passively operated brands. Others can easily be 15-20 hours and still considered semi-active.

What kinds of businesses are we talking about? Many will have some sort of retail presence. Think about it. We are talking about “manage the manager” type concepts and that is easier to execute out of a retail type location like salons for hair or spa, entertainment, retail, fitness, or even coffee, smoothies, or food. Are there some service focused brands? Sure. And more are coming online all the time with the increased demand for the model. There are many more that can be passive or semi-passive depending on their support and frankly your abilities.

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How do You Start, Operate, and Scale an Executive Model Semi-Active Business?

Systems.

Can it really be as simple as saying systems do the heavy lifting? No. Well, yes, it's that simple but let's say it's not easy. It is work. Franchise Systems provide a playbook or recipe book to follow so in that respect, yes, it is simple. Can you follow instructions and follow a checklist? Can you lead people? Especially a manager? Your success in a passive model will depend on the ability to find, manage, and retain management. Can you work within the framework and structure of an organization? Then, you can be a successful franchise owner with an Executive model Franchise.

It is important to point out not every franchise that calls themselves "passive" delivers the systems that allow you to execute and scale a business. Many do, but not all. It is important to do your homework, and preferably, work with a professional franchise consultant to make sure that you are with a great franchise brand, with proven systems, that fits your goals to operate a business more passively.

Let's talk about those Systems.

Executive or Semi-Active Franchises that do it right allow a motivated franchise owner to focus on what they do best, working their primary career be it a full-time job or another business, without having to worry about working full time in their business.

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The franchise's systems that allow for this sustain the model. They use technology that independent mom and pop businesses can't afford. You should be able to manage employees, KPI's and reporting in real time from anywhere in the world...or even if your full-time work is only a few miles away! The systems and technology provided help manage employees and customers alike even doing much of the heavy lifting for them. They have training systems set up, so the owner doesn't need to be involved. The franchise systems handle the marketing for the franchise owners generating customers. They may answer the phones with professional answering services with a call center.

Bottom line, they have systems that allow franchisees to be efficient and scalable while operated by someone else for you. They even have systems for how to scale to bigger territory with multiple crews or teams!

How do You Find the Best Executive Model Franchises?

Sorry to be cliché' but you can do it the hard way or the easy way. You can go online and find tons of information about franchises and franchising. The key is not to just look for the most well-known franchises. You want to look for is the best franchise FOR YOU. That increases your odds of success significantly, but it also increases the complexity of your search.

The good news is there is a huge amount of information on the Internet for you to discover and sift through. The bad news is that

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massive amount of information is overwhelming and confusing. If you haven't guessed, even though it sounds easy, this is the hard way.

So right about now I am guessing you are asking, "Ok John, what is the easy way?" I am glad you asked!

The answer is you find a trusted mentor experienced in the Executive franchise models to guide you through the clutter and help you focus on the most relevant brands best suited to take advantage of your lifestyle needs and your skill sets. Remember, I own three hair salons that are passively operated. Who better to guide you?

You will be attracted to claims of great returns and financial rewards. But as the saying goes, the devil is in the details. The available information online is often inaccurate or outright misleading. The truth is there are a lot of very good franchise companies in home health care and senior care. You need a guide to help you find the right fit for you.

I am here to be that guide (And by the way my services are free to you. More on that later). These are just a few examples of how a great franchise may not be great for YOU...and that you will not see all the relevant information on the franchise website or in their marketing material. You will spend hours identifying them and researching them to find out later it is a bad fit.

If you really want to discover whether you are cut out to be a business owner, and if you really want to see if franchising is the right vehicle for you, please schedule a call with me. There is no cost or obligation. The worst thing that will happen is you'll learn a

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bit about franchising, and probably something about yourself. Call or Text message me directly at 918 962 0506

If you'd like to get started before we talk, [take this short self-assessment](#) that creates a profile out of your values, skills and experience. You'll get a profile sent directly to your email and we can use it to get you franchise brand "matches". Thanks again for requesting (and reading) my report on passive opportunities in franchising.

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