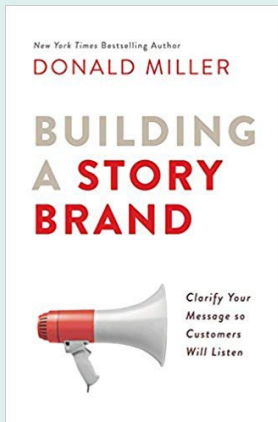




GETTING STARTED - ORIENTATION

Recommended Reading

These resources will help to move you out of the business and step into the role of a successful Franchisor.



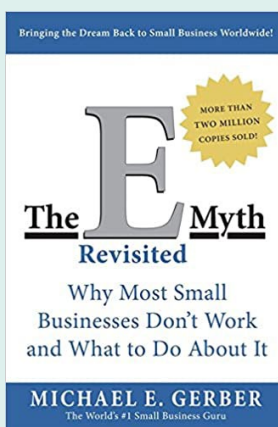
Building A Brand Story by Donald Miller

Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides listeners with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching listeners the seven universal story points all humans respond to, the real reason customers make purchases, how to simplify a brand message so people understand it, and how to create the most effective messaging.



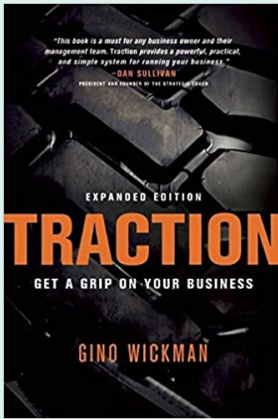
The Checklist Manifesto by Atul Gawande

Acclaimed surgeon and writer Atul Gawande finds a remedy in the humblest and simplest of techniques: the checklist. First introduced decades ago by the US Air Force, checklists have enabled pilots to fly aircraft of mind-boggling sophistication. Now innovative checklists are being adopted in hospitals around the world, helping doctors and nurses respond to everything from flu epidemics to avalanches. Even in the immensely complex world of surgery, a simple 90-second variant has cut the rate of fatalities by more than a third.



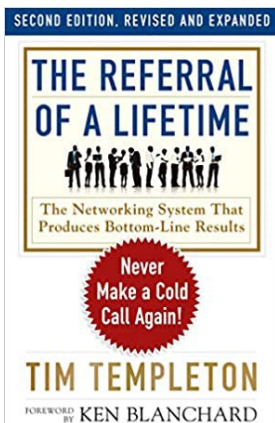
The E Myth Revisited by Michael E Gerber

Michael Gerber dispels the myths surrounding starting your own business and shows how commonplace assumptions can get in the way of running a business. He walks you through the steps in the life of a business, from entrepreneurial infancy, through adolescent growing pains, to the mature entrepreneurial perspective, the guiding light of all businesses that succeed, and shows how to apply the lessons of franchising to any business, whether or not it is a franchise. Finally, Gerber draws the vital, often overlooked distinction between working on your business and working in your business.



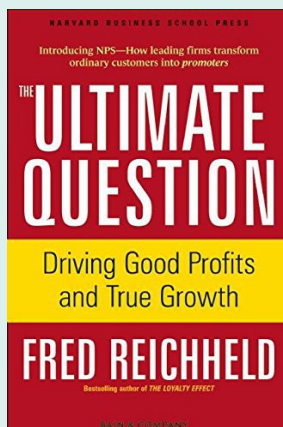
Traction by Gino Wickman

In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration free businesses - and you can too. The Entrepreneurial Operating System is a practical method for achieving the business success you have always envisioned. More than 2,000 companies have discovered what EOS can do.



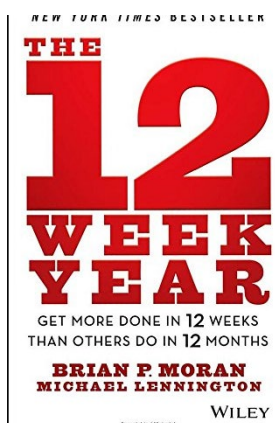
The Referral of a Lifetime by Tim Templeton

This book teaches a step-by-step system that will allow anyone to generate a steady stream of new business through consistent referrals from existing customers and friends and, at the same time, maximize business with existing customers. Through an entertaining fictional story, Tim Templeton emphasizes the importance of applying the Golden Rule in business - building an ongoing relationship with customers based on genuine respect and caring, rather than just making the sale and moving on. But it's not enough to simply hope your customers will refer you - Templeton offers a proven system to make sure that they do.



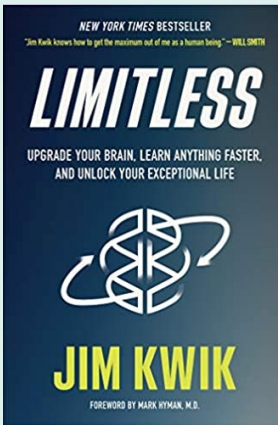
The Ultimate Question by Fred Reichheld

Fred Reichheld reduces all business success into one question. "Would you recommend this business to a friend?" According to Reichheld, this measure of customer satisfaction should be at the heart of all strategic decisions made by every company. He presents compelling case studies to show how customer satisfaction is more important than any business criterion besides profits. You'll learn how financial pressures have caused some executives to sacrifice true customer satisfaction in exchange for "bad profits". Such shortsightedness undermines longterm growth and success. Learn how to use "the ultimate question" to strengthen your business.



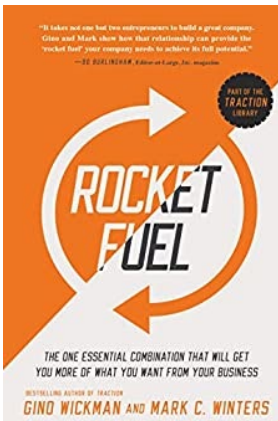
The 12 Week Year by Brian P. Moran

Most organizations and individuals work in the context of annual goals and plans; a twelve-month execution cycle. Instead, The 12 Week Year avoids the pitfalls and low productivity of annualized thinking. This book redefines your "year" to be 12 weeks long. In 12 weeks, there just isn't enough time to get complacent, and urgency increases and intensifies. The 12 Week Year creates focus and clarity on what matters most and a sense of urgency to do it now. In the end more of the important stuff gets done and the impact on results is profound.



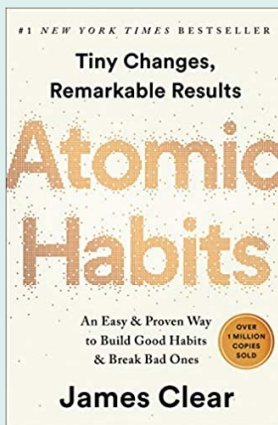
Limitless by Jim Kwik

Limitless is the owner's manual for mental expansion and brain fitness. This book gives people the ability to accomplish more--more productivity, more transformation, more personal success and business achievement--by changing their Mindset, Motivation, and Methods. These "3 M's" live in the pages of Limitless along with practical techniques that unlock the superpowers of your brain and change your habits. Learn how to 1. Flip your mindset, 2. Ignite your motivation and 3. Master the method. With the best Mindset, Motivation and Method, your powers become truly limitless.



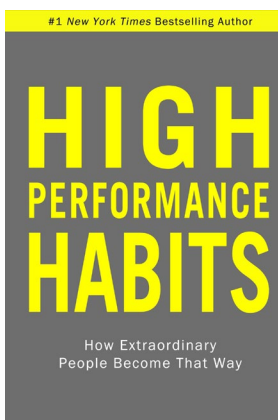
Rocket Fuel by Gino Wickman

Rocket Fuel details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can help your business thrive. Offering advice to help Visionary-minded and Integrator-minded individuals find one another, Rocket Fuel also features assessments so you're able to determine whether you're a Visionary or an Integrator. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals—likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, it's like rocket fuel—they have the power to reach new heights for virtually any company or organization.



Atomic Habits by James Clear

Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights.



High Performance by Brendan Burchard

If you haven't heard of High Performance Habits by Brendan Burchard, you're going to be happy you did!! Brendan knows all about getting stuff done and gaining clarity and focus. His book High Performance Habits provides you with all the tools and resources you need to do exactly that. You can also combine what you learn from this book with the High Performance Planner and really set yourself and your day up so intentionally and with focus, knowing you have things you want to get done.