



From the Desk of:
John P. Hayes, Ph.D.
FranchiseMastermind.com
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**TIME SENSITIVE MATERIAL
YOUR RESPONSE IS REQUESTED**

6 Major Benefits For You & Your Company When You Join A Unique Mastermind Only For Non-Competing Franchisor Leaders

Take Advantage Now of Charter Membership: *See Page 7*

Want Just The Details? *See Pages 7-8*

The Franchise Mastermind delivers . . .

- a unique opportunity for 8 exclusive Franchisor companies to meet quarterly, peer-to-peer to dramatically fine-tune their businesses, increasing market share, positioning and value;
- a proprietary leadership and business development program that is professionally facilitated at each meeting;
- substantive results through peer-to-peer evaluation, coaching, accountability, action plans and relationship-building, all leading to more successful businesses for the 8 Franchisors;
- the opportunity for each Charter Member to include up to 3 participants from their company—all of them leaders who bring a wealth of knowledge and practical experience to the Mastermind;
- the most satisfying business expansion and networking experience you'll encounter as a Franchisor.

Here are the **6 Major Benefits:**

- 1.** *8 Supplier Peers* looking over your shoulder to help you increase productivity, build more profit, extend your brand value, sell more franchises, develop stronger franchisor/franchisee relationships, solve challenges and ultimately earn more money! That's the *first benefit* you get by participating in the Franchisor Mastermind.

There's Nothing To Compare To This Experience In Franchising!

You benefit from live, peer-to-peer analysis, evaluation and constructive feedback. Where else do you find like-minded people—*your experienced peers*—willing to spend time *unselfishly* to help you build a more satisfying and profitable business? It's only through a Mastermind, where you do *NOT* have to worry about someone trying to sell you something!

All Mastermind participants are there for the same reason:
To get better at what we do!

As a Mastermind participant, you will **accelerate the growth** of your business through these peer-to-peer, quarterly evaluations! Stop breathing your own exhaust and draw some fresh air into your business through participation in a Franchisor Mastermind!

How Good Are Your Best Practices? You're About To Find Out!

You won't fool your peers. They know what a successful franchisor company looks like! They've solved problems that you're now facing. They've crossed the hurdles. *They've raised the bar.* Participate in a Mastermind and enjoy the benefits of knowing and understanding the **Best Practices** of the Franchisor community!

Testimonial from Mitch Cohen, Buy A Home, New York City

“As a very experienced business owner, I have come away from my Mastermind sessions with great suggestions and ideas and the implementation of them has always made (for) a more successful organization. I have come away from these meetings re-energized and completely motivated.”

- 2.** *You block your competition* from taking advantage of this peer-to-peer benefit—only **one-of-a-kind** can belong to the Mastermind. And only the first 8 Franchisors will enjoy Charter Membership!

You own your industry niche in the Mastermind for as long as you remain in the Mastermind. That provides tremendous **strategic positioning** with the other member companies who also each own their niche.

Your Exclusive Opportunity . . . And You Get 8 Peers Looking Out For You!

In a Mastermind, you do not share information with your competition (or with someone who is not a franchisor). *All Mastermind meetings are confidential.* Mastermind members are confident about sharing in-depth information, sensitive information, and discussing top-line concerns. Members form long-term relationships that evolve into joint ventures, cooperative ventures, co-marketing and selling opportunities, and much more.

Effectively, the *second benefit* is that you get 8 Franchisor peers looking out for you and your business!

Why Let Your Competition Get This Advantage . . . You Deserve The Business!

A Mastermind provides the *most powerful form of relationship building* you can accomplish in business—it results in like-minded, highly regarded pros (all Franchisors) boosting your presence and capabilities throughout the business community.

Problems are solved, businesses are fine-tuned, earnings and profits are enhanced, as Mastermind members form long-lasting bonds of friendship.

Testimonial from John Holman at Aspen Funding in Atlanta, GA

“I participated in a Mastermind with John P. Hayes as the facilitator. . . . Without a doubt, the Mastermind Group was one of the most valuable aspects of our system. . . . In my opinion, there is simply no substitute for a well-facilitated Mastermind group; there is no other way that I know of to get hard-hitting, candid feedback from a group of people who are committed to helping each other.”

- 3.** *You take your networking to a new level*—the 8 Mastermind Franchisor members form a protective relationship that accelerates your exposure and branding. In most networking environments, there’s a lot of “noise” and not a lot really gets accomplished, does it? Everyone loves socializing and meeting informally, but when you combine socialization with serious business issues, and the participants are leaders of their companies, you pay attention! And you get a lot of attention!

Each Franchisor Charter Member *may include up to 3 people* from their company as participants in the Mastermind! These are all company leaders!

Mastermind members become *confidants* (entirely different than being friends or customers) and you benefit because your Mastermind peers know your business, they understand what you do, and when they see opportunities to promote you, they will!

The Mastermind Will Lead You To A More Powerful, Impressive And Rewarding Business

I learned this lesson beginning in the late 1980s when IFA gave me the opportunity to market and promote its international franchise Trade Missions. Several times a year I spent weeks at a time with a small group of franchisors, usually the same group, as they sold master licenses throughout the world. Almost all of the participants became my clients, either internationally, or both internationally and in the USA. Working closely with that group of leaders was an advantage that I'm grateful to have received. It helped me build a more powerful, impressive and rewarding business.

That's your *third benefit*. This is networking like you've not experienced it before! Come and take advantage of it as a Charter Member of this Franchisor Mastermind!

Testimonial from Jason Cramer, Select Equity Investments, Minneapolis, MN

"The Mastermind was an opportunity to get an accurate, honest peer review with other like-minded business owners that operated as my Board of Directors. I gave them permission to 'speak freely' so as to get feedback even when it wasn't easy to hear. They weren't 'telling me what I wanted to hear' and that is extremely hard for a business owner with a Type A personality to get. . . .

I benefited greatly from the experience. . . ."

- 4.** *Expedient problem solving.* Once you participate in the Mastermind, you gain the **collective knowledge** of your Mastermind peers for any challenge or problem that comes your way, no matter when it pops up.

Imagine The Relief You'll Feel When Your Peers Help You Solve That Nagging Problem!

Every Mastermind member gets an opportunity to "host" a meeting, and that's when all of the peer attention gets directed to *your* business. As Facilitator, I work with you to prepare for the meeting . . . *we get all your issues on the table* . . . and your Mastermind peers get to "lift the hood" and take a look at what's underneath in your business. From there, they help you make the necessary repairs to fine tune your business.

Your *fourth benefit* is *solutions to nagging problems!* We all like to think our problems are unique, but they're not. Other Franchisors have already tackled the same problems and they've got the solutions you need and at the best possible price: it's all part of Mastermind membership!

Got an emergency problem? You contact your Mastermind peers and get their best advice to solve any problem any time. There's no extra cost, no extra fees—Mastermind peers look out for each other.

Rely on your Mastermind to help you overcome any obstacle whether it's business or personal.

Great Friendships Come Out Of Masterminds . . . Resulting In Envious Business Relationships!

Testimonial from Nick Cifaldi, Cifaldi Property Investments, Philadelphia, PA

“The Mastermind was the most eye-opening experience we have had in our business. We found the Masterminds to be very energizing in that you spend intense time with people who can really understand you. The entire experience was an eye-opener and a great way to review our business as a whole.”

- 5.** *The Mastermind provides an Action Plan* specifically for you and your business. Sometimes it’s just a matter of knowing what to do . . . you’ll never not know what to do, or when to do it, when you work with your Mastermind!

Your *fifth benefit* is that once you host a Mastermind, your peer group, serving as your unofficial **Advisory Board**, *provides you with a specific Action Plan* that includes the steps you need to take to build a more satisfying and profitable business. *That’s what you really want, isn’t it?*

And the Advisory Board doesn’t just give you the Action Plan and hope for the best! *The Board holds you accountable!* You’ll be asked to follow up with your peers and explain how you implemented your Action Plan. The Board wants to know the results . . . your peers want to know what worked, how you benefited, and how they can be of better service to you and other hosts going forward!

When You Host The Mastermind You Reap All The Benefits Of Peer Expertise

- 6.** *You tap into the expertise and leadership* of a 30-year franchise veteran—that’s me. I have served as a Supplier, a Franchisee and CEO of a major Franchisor company. As the Mastermind Facilitator, it’s my job to work with you to share your story with the Mastermind peers.

Testimonial from Ben Ahern in San Antonio, TX

“John, after watching you work with our Mastermind I came to realize you have a natural talent or gift towards getting to the core of what is going on, learning from it and in turn helping others grow. It was very invigorating to be part of those experiences.”

Prior to you hosting the Mastermind (each member gets an opportunity to host a meeting), I will guide you through a series of questions to help you build your Mastermind presentation so that you get **maximum benefit** when the *Mastermind Advisory Board* (consisting of the other peer members) meets with you.

Host A Mastermind And You'll Tell Everyone It Was The Greatest Experience Of Your Business Career

I am willing to wager that once we go through your prep for a Mastermind you'll say to me: "*The prep time alone was worth the total investment in the Mastermind!*" Your **sixth benefit** is a *greater understanding of your business*—this self-exploration, with my assistance, will lead you to make astonishing changes in your business!

Plus, I'm your *ongoing sounding board*, an unofficial member of your Advisory Board. You've got questions, issues, concerns, you need direction and guidance—I will help you at *no additional fee* (limited to my consultation time).

Considering That Just One Idea From A Mastermind Could Be Worth Tens Of Thousands Of Dollars To YOU, What Do You Think A Mastermind Should Cost You?

- 8 Franchisor peers looking over your shoulder, serving as your unofficial Advisory Board!
- You get a distinct, unique advantage over your competition—they can't reap the rewards of Your Mastermind because you own the niche!
- You network with 8 enterprising, emerging and committed Franchisors—they get together with you for the express purpose of helping you build a more satisfying and profitable business—**that alone is worth tens of thousands of dollars!**
- You've got problems, we've all got problems, but most problems have already been solved by one or more of our Franchisors and you'll get SOLUTIONS to these problems by participating in the Mastermind!
- Suddenly there are 8 Mastermind Franchisors promoting YOU and YOUR BUSINESS—costing you nothing more than your investment in the Mastermind! Imagine: Just one idea or piece of new business—a collaboration or joint venture—as a result of a Mastermind could be worth tens of thousands of dollars to you!
- Ideas, guidance, coaching from a 30-year industry expert, someone who has "written the book" on franchising! I've been a Franchisee, a Supplier and a Franchisor (the CEO of a major company, plus a Board member on several occasions)—when you need help, I'm a phone call or an email away and I'll deliver the results you want and expect. If you don't believe me, ask one of my many long-term clients!

Even In This Economy, "It's A Drop In The Bucket!"

I expect you'll say that membership in a Mastermind is worth **far more** than the number I'm about to give you . . . people in similar Masterminds pay \$12,000 to \$25,000 annually to belong to a group like this and they line up to join!

That's why I think you'll agree with a new Mastermind member who recently said to me when I told him the cost of membership— "*That's a drop in the bucket!*"

Charter Membership For 8 Suppliers Only

Indeed it is! And it's not going to last. Mastermind Membership will eventually double in the coming months . . . but right now, as a **Charter Member**, you can join the Franchisor Mastermind for *just \$500 a month!* . . . Push your jaw back in place, you didn't read it wrong and it's not a misprint, it's just \$500 a month for a one-year Charter Membership, and once you are a Charter Member I will not increase your price to participate . . . **I think that's a 7th Benefit!**

I am extending Charter Membership to only 8 Franchisors so . . .

The Only Question Now Is This: *Will You Be One Of The 8?*

Take the Next Step to Charter Membership and complete the attached form, then return it to me immediately to secure your place in the Franchisor Mastermind!

Testimonial from Bob DeClue, RMD Investments, St. Louis, MO

"When you own a business you are always a victim of yourself and it's important to find people who you respect to offer you their thinking about what you're doing, how you're doing it, and how you can improve the business. In my opinion, that's where a Mastermind is invaluable in the development of a business. The members of the Mastermind help me to see things that I wouldn't see on my own, and getting that feedback is invaluable. The Mastermind, time after time, helped me make the really tough decisions that I otherwise didn't even want to face."

Franchise Supplier Mastermind Details

1. Consists of 8 exclusive, non-competitive Franchisors.
2. One member Hosts the meeting; the other members serve as the host's unofficial Advisory Board. Meetings occur quarterly.
3. All meetings are *confidential* and follow a proprietary system developed by the Facilitator, Dr. John P. Hayes. Dr. Hayes participates in all meetings.
4. Meetings are held at a Host's location (either the member's office or a nearby hotel meeting room). Members take turns hosting the meetings.
5. Meetings last 2 days: Thursday/Friday. Plan to arrive at the Host city in time for dinner the night before the meeting begins. You will be able to depart for home late Friday afternoon.
6. All members are expected to participate in meetings; one company membership covers up to 3 participants from the same company.

7. Members provide qualitative, confidential feedback, coaching, guidance, ideas, and ultimately an Action Plan to the host member.
8. Every member gets an opportunity to ask questions and seek solutions to problems at every quarterly meeting.
9. Members will communicate on a group phone call or Webinar in months when a meeting does not occur.
10. Members have ongoing access to the Facilitator for guidance and coaching.
11. Members are responsible for their own expenses.
12. The monthly Mastermind membership fee of \$500 is paid by credit card on the first of every month. Membership is annually. You retain your Charter Membership for as long as you belong and that protects you from fee increases indefinitely!

**Questions? Call John Hayes at 972-334-9466 or email:
john@franchisemastermind.com
More information at www.FranchiseMastermind.com**

**Use The Accompanying Mastermind Application
Complete it now and return it no later than July 16, 2009
First Meeting Will Occur Late October!**

Franchisor Mastermind
MEMBERSHIP APPLICATION

DEADLINE: July 16, 2009

PLEASE PRINT

DATE _____ YOUR INDUSTRY _____

COMPANY NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

NAMES OF PARTICIPANTS (Up to 3 Per Member Company)

1. _____

2. _____

3. _____

CREDIT CARD NAME _____ (We accept: Visa, MasterCard, AMEX)

CREDIT CARD NUMBER _____

DATE CARD EXPIRES _____

Please Check for Agreement:

I authorize you to charge the Mastermind fee of \$500 monthly to the above listed credit card. Minimum membership is 12 months.

Signature of Card Holder _____

Submit completed application to:

John P. Hayes, Ph.D.

FranchiseMastermind.com

Fax: 214-291-5962

Email: John@FranchiseMastermind.com

Phone: 972-334-9466