



From the Desk of:  
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FranchiseMastermind.com  
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**TIME SENSITIVE MATERIAL  
YOUR RESPONSE IS REQUESTED**

## 6 Reasons Why You Must Belong to the Franchise Supplier Mastermind . . . Here are the Benefits for You and Your Company!

**Take Advantage Now of Charter Membership: *See Page 5***

**Want Just The Details? *See Page 6***

**The Franchise Supplier Mastermind delivers . . .**

- a unique opportunity for 8 exclusive *Franchise Suppliers* to meet quarterly peer-to-peer and dramatically increase the value and positioning of their business in the overall franchise community;
- the most satisfying business experience you'll encounter as a supplier;
- a proprietary leadership and business development system that is professionally facilitated at each meeting;
- clarifying and substantive results through peer-to-peer evaluation, coaching, accountability and relationship-building, all leading to more successful businesses among the 8 Supplier Peers.

**Now here are the **6** reasons and benefits:**

- 1.** *8 Supplier Peers* looking over your shoulder to help you increase productivity, build more profit, extend your brand value, solve challenges and *earn more money!* That's the first benefit you get by participating in the Franchise Supplier Mastermind.

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

You benefit from peer-to-peer analysis, evaluation and constructive feedback for your business. 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 Supplier Mastermind!

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

You won't fool your peers. They know how to operate a business successfully. They've solved problems that you're 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 Franchise Supplier industry!

**2.** *You block your competition* from taking advantage of this peer-to-peer benefit—only one-of-a-kind can belong to the Mastermind.

*You own your industry niche 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!

You're not sharing information with your competition in a Mastermind. *All meetings are confidential.* Mastermind 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 Supplier Peers looking out for you and your business! When your peers get the opportunity to promote someone from your industry, who are they going to promote? NOT your competition so long as **you** are a member of the Mastermind.

- 3.** *You take your networking to a new level*—the 8 Mastermind members form a protective relationship that accelerates your exposure and branding.

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!

## **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 Suppliers) boosting your presence and capabilities throughout the franchise community.

Long-lasting bonds of friendship result from Mastermind participation. That’s your third benefit. Come and take advantage of it!

- 4.** *Expedient problem solving.* Once you’re part of 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.

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.

## **Imagine The Relief You’ll Feel When Your Peers Help You Solve That Nagging Problem!**

Your fourth benefit is solutions to nagging problems! We all like to think our problems are unique, but they’re not. Other Suppliers have already tackled our same problems and they’ve got the solutions we 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 Enviably Business Relationships!

- 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*. As the **Mastermind Facilitator**, it's my job to work with you to share your story with the Mastermind peers.

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

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.

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 Supplier 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 dominating Supplier Peers—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 Supplier Peers and you'll get SOLUTIONS to these problems by participating in a Mastermind!
- Suddenly there are 8 Mastermind Supplier Peers promoting YOU and YOUR BUSINESS – costing you nothing more than your investment in the Mastermind! Imagine: Just one piece of new business as a result of a Mastermind referral 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!

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!

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

That's why I think you'll say what a new Mastermind member said to me just this morning when I told him the cost of membership. He said, “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 Supplier 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 Charter Membership.

I am extending Charter Membership to **ONLY 8 Suppliers**.

## **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 Franchise Supplier Mastermind!**

### **Franchise Supplier Mastermind Details**

1. Consists of 8 exclusive, non-competitive Franchise Suppliers.
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 may 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.

**Questions? Call John Hayes at 972-334-9466 or email:**

**john@franchisemastermind.com**

**More information at [www.FranchiseMastermind.com](http://www.FranchiseMastermind.com)**

**Use The Accompanying Mastermind Application  
Complete it now and return it no later than July 7, 2009**

**First Meeting Will Occur Late August!**

**Franchise Supplier Mastermind**  
**MEMBERSHIP APPLICATION**

**DEADLINE: July 7, 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.

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