

75 ideas to consider which can help you and your system brand, market and recruit.



For less than \$100 each



Synergy Franchise Group, LLC

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If you would like any more information or details on how to implement any of the suggestions listed, please contact me via my email; chris@sfgnow.com or on my cell; 561.385.3032 and I will be happy to discuss it further.

Remember, spending \$1000 unwisely is much more costly than the \$1000. Spending any amount wisely is priceless. It is not always how much we spend, it usually is how well we use what we spend. Many of the ideas presented will have measurable results; however all should present you with ways to get a very good ROI from them.

General:

1. Know your real cost of franchisee recruitment so you know what \$\$ you will need to assist you in reaching your recruitment goals.
2. Put together a strategic marketing & recruitment plan and the corresponding budget requirements.

Web:

3. Website pay per click, SEO, Geo, (buy SEO books & read them).
4. Optimize key pages on your website.
5. Collect tracking information from your Web site so you can maximize the site.
6. Buy your name.com
7. Use shared links when possible-Be careful and check out the other sites
8. Additional domains with spelling or related industries and direct them to your main site.
9. Keywords & phrases for SEO for Pay Per Click; consider making them .com -mybusinessdallas.com
10. Seminar page on your web site of upcoming seminars-Even if none are scheduled.
11. Videos on website-Can be done almost for free if done "you tube" style.
12. Upload any video to "You Tube"- and these can be sent as links when needed
13. Start a Blog
14. Participate and post on industry and related forums
15. Participate in webinars
16. Create; Face Book, MySpace pages
17. LinkedIn and other networking sites

Advertise (Print, PR, Promotional Products):

18. Post Cards-with concept bullet points, call to action to active-inactive prospects monthly or quarterly.
19. Business cards with giveaway, bullet points- special link to franchise recruitment section-www.yourcompany.com/greatopportunity.
20. Give 2 Business Cards to everyone: Ask them to give one to someone who may have interest.
21. Magnetics (if you have the budget use vehicle wraps) for all vehicles-Consider using staff cars also, but look at insurance & liability- Offer to pay gas for staff-It will give lots of exposure & branding.
22. Get a banner you can use at various events.
23. If bricks & mortar business-Have "coming soon" signs in the windows & "for more information" phone number & website. This can be for both the zees information & zors information.
24. Shirts with your logo, name & website on them-Why wear an Alligator or Polo Logo, what is your brand worth?
25. Lapel Pins with logo or web address to wear & give away.--These will create questions & are easy to wear on almost any item of clothing, jackets, shirts, sweaters etc.
26. Advertising specialties like pens-can be used & handed out anywhere. Leave them at stores, banks, businesses, trade shows, hotel registration desks etc.
27. Cell/office voicemails should say more about your opportunity.
28. 800 number or dedicated number for franchisee recruitment-Separate message for after hours.
29. Laptop/computer screen as an ad for your company. Make screen saver active after only a couple minutes. Think about at coffee shops, at airports, etc.
30. Email signature, should include, name of company, web, blog address, key line or a bullet point for call to action (hyperlink) to visit website.
31. Referral cards for your zees. Make sure you have a referral program in place.
32. Write articles & submit to newspapers & trade magazines.
33. Get PR releases submitted, published & put on the web.www.PRweb.com (free).www.PRwire.com (fee based).
34. Have "for franchise info" on all advertising, labels, envelopes, stationary, store windows, faxes etc.
35. Put "news" & PR releases on your website- Having a PR piece, a letter from the executives showing confidence & one that is relevant to current events.....maybe put a weekly post on the site?.....would be helpful to the existing zees & potential zees.

36. Send out emails to prospects based on how long ago last contacted. Up to 18 months ago; make sure there is an opt out.
37. 2 line ad in newspaper in city or market you want to enter.
38. Volunteer to be guest speaker at business events-Topics do not have to be business related-Just get out & get exposure.
39. Contact chamber of commerce & business clubs in cities you are looking to expand in & offer to join or take ad out in their publications.
40. Take pictures of key people, owners, events & post them on your site, use them in emails, flyers etc.
41. Get testimonials from zees, suppliers & clients & post them on web, print them, record them.
42. Have a PowerPoint presentation for prospects to view during the process & personalize it.
43. Negotiate with local companies to put your info along with theirs in advertising.
44. Use Craig's list to post an opportunity.
45. Attend franchise, business opportunities show & park your vehicle with magnetic advertising your offer with website &/or phone number in front of venue.
46. Sponsor events as a second or third tier sponsor.
47. Sponsor or co-sponsor school or charity sports teams.
48. Send birthday card to zees, their staff, and your staff.
49. Send birthday, Thanksgiving, Christmas, Hanukkah, Kwanza, Easter or other special event cards to prospects; both active & those who did not buy. **You can create one with your handwriting on line for \$1.50-\$2.00 including envelope and postage and they look like you bought them at a card shop.**
50. Create & maintain a good database of customers & prospects.
51. Email prospects a newsletter (weekly or monthly) with PR, news or special announcements you post or send. Make sure you include opt out on all emails sent.
52. Contact membership coordinators at groups or associations that would benefit from your product or service. Offer members a discount.
53. When you join a professional organization, get involved on a committee to meet more people (the ambassadors).
54. Carry your own name tag to events & put a memorable tag line on it. (Chief Opportunity Executive or Fun Guy in Charge of Wealth Building).
55. Get your license plate as a vanity plate with as close to your name as possible.
56. Get license plate holders with your web address on them.
57. If you travel a lot have yourself paged at an airport.
58. Sponsor "adopt a highway" cleaning & have the sign made up with your company name on it.
59. Park a vehicle with magnetic signs or banner hanging from it at flea markets, road races, & community events
60. Park your vehicle with magnetic sign on it on the streets, highway frontage roads or next to the major roadway during business & rush hours.

Miscellaneous:

61. Develop an elevator pitch (15 words of who, what, where, why, when, how).
62. Invite prospects to grand openings of locations. You will be surprised how many will travel a fair distance, appreciate the offer or at least appreciate your continuing interest in them.
63. When traveling to visit locations or on business in a town you are looking to exp& to; call prospects, send email, send postcards letting them know you are coming & invite for coffee.
64. Have zees put business cards on the door. This creates brand awareness & when people are looking at businesses they often visit locations.....on weekends or after hours. Having business cards on the door is an easy way to get them to look at your company & you know how they found you.
65. Contact HR departments of companies going through downsizing & offer to send brochures.
66. Minimize turn over in your staff high turnover is noticed by many including competitors & can be used against you.
67. Volunteer to be on charity & business board
68. Good validation from existing zees is critical-How do your zees validate?
69. Learn to negotiate, or have someone who can, with outside vendors & services.
70. Sponsor or co-sponsor an event where all proceeds go to charity.
71. Donate time, services or products when community has a tragic event or other challenge.
72. Join local business clubs & organizations in your community & attend meetings
73. Meet once a month with other non-competing zors & business owners to brainstorm.
74. Work harder & smarter.
75. Use college interns for marketing ideas, PR, ad creation & script/copy writers.

What others can you think of?



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Does your company need the talents and leadership a full time Entrepreneurial Senior Business Executive would provide and who would help you take your company to the next level, but you do not have the ability or desire to pay the salary which would be required to retain the services of such a person?

What if you could get that level of experience and those results for a lot less? If hiring such an executive to help with a certain area of your business, on a specific project, short term and/or on a consultative basis would be of interest to you, Synergy Franchise Group, LLC has a solution.

Synergy Franchise Group, LLC is a dynamic, results-oriented company with over 25 years experience and a strong track record of performance and results working with independent businesses, franchisors & franchisees around the world. By utilizing critical thinking, keen analysis, insights, synergy and a team approach Synergy Franchise Group, LLC has been able to drive business revenue and organizational improvements and where needed implement successful changes to systems and best practices. We possess superior interpersonal skills and are capable of resolving multiple and complex (sales, human resources, financial, operational) issues and motivating staff to peak performance. We will contribute this same level of performance as a member of your team.

Some of Our Areas of Expertise Include:

- Strategy Planning
- Revenue Generation/Cost Controls
- Profitability & Cost Analysis
- Systems & Operations Management
- Policy & Procedure Development
- Franchise-ability Studies
- Infrastructure & Growth Management
- Project Management
- Contract to Contract Facilitation
- Franchisee Recruitment
- Turnaround/Change Management
- Budgeting & Expense Management
- Team Building/Performance Improvement
- International Operations, Support & Expansion
- Franchise/Business Development
- Franchisor-Franchise Relationship
- Training & Support
- Concept Branding/Marketing
- Site Selection, Lease Negotiation
- Vendor/Contract Negotiations
- "Next Step" Strategy Planning
- Business Exit Strategy (sale of business evaluation)

If your company needs help in any of these areas, contact us and let's discuss the opportunities. We offer a no cost initial phone consultation which we know you will find informative and provide real information you can put into place immediately.

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