**Much of this is answered in my draft document but I will try again.**

1. Describe in two sentences (or less) what your company does.

We Help Franchisees find their Pain Points and work on them until they are solved. We support franchisees to grow their organizations and make them more profitable. We help Franchisees find the balance they need to be successful and happy.

Explain who you are, then what you do.

I am the owner and the primary employee now. As I grow, I will bring on other people. I am a certified coach and have worked in Franchisees for 30 years, owned franchisees for 20 years, and I have a Ph.D. in Human and Organizational Systems.

For example: “We are a loft conversion company... I am a virtual assistant...

we are an ecommerce website.”

We are a support system for franchisees and Franchisors.

1. What benefits do you offer? How are your customers’ lives improved by using your product or service? What problem does it solve?

We support franchise organizations, and we put together peer to peer forum groups for franchise owners. We help franchise organizations with the things that keep them up at night. We facilitate the forum groups and also support the franchise with coaching sessions between forum meetings.

We believe we are stronger together, and with our forum groups, a franchise organization need never feel alone again. Support, Thought Leadership, Peer to peer forum groups, coaching, and meeting top leaders from around North America is what we offer.

3. What is the primary goal of this copy?

For example: To make us sound more approachable, less formal, more professional, to allow us to charge higher fees, to present us as an industry leader, to position ourselves as experts in the field, etc.

To get franchise organizations interested in buying our product. Sales! Trust. To get them interested in our company. To stand out as the only Peer to Peer Forum group for franchisees and franchisors. Most of all, we want them to buy into our product. We also want to come up high on search engines.

1. What do you want people to do after reading your copy?

Most importantly to apply to be in our forum groups. Also to hire us for one of our other services. Also to leave there name and email for our newsletter.

Every piece of copy must have a conversion goal. So, ask yourself, what do you want your reader to do next?

For instance:

Fill out an online enquiry form

Pick up the phone to make a booking

Subscribe to a newsletter

Sign-up for a free trial

Visit a store location

Share a blog post

Most importantly, to apply to be in our forum groups.

Also to hire us for one of our other services.

Also to leave there name and email for our newsletter.

5. What makes you special above all others?

For example, we are the only company to offer 24-hour support, we’ve won more industry awards than any other, we give back 15% of all profits to the community, we are the only company in the world who can make pianos out of glass.

We are the only company that offers Peer to Peer Forum groups exclusively to franchise owners.

6. Can you back this up?

Provide supporting evidence for this. For example: Do you have

any sales figures or data? What about customer testimonials and case studies? Product reviews, independent ratings, awards? It’s important to only make claims you can provide evidence for.

You can look at all the forum groups I left you many. Most just look for CEO, some business owners, but any kind of an owner. This has been my dream for many years to only serve franchise organizations. No one looks out for franchisees, we will be the first organization to do this .

7. Who is your ideal customer?

Franchisees who company does between $750,000 to 10,000,000 a year in revenue. A person who believes they are doing great but still has a lot to learn. A person who always wants to grow. A person who does not mind investing in themselves if they feel they will get a good return on investment.

For example: Age, gender, income, location, career goals, attitude and

values, challenges.

8. What sort of copy do you like?

• Conversational?

• Formal?

• Professional? I like professional but at the same time, light-hearted. Franchisees are entrepreneurs, and they are a different breed. We must speak to them and not at them.

• Funny?

• Light-hearted? • Authoritative?

9. What don’t you like about your existing copy?

Too many mistakes

Too long

Not professional enough

Needs to hit home more and not just be informational

I want it to sell

I need SEO as well

For example: too much jargon or insider language, too long, too salesy (or not salesy enough), too old fashioned, too boring, too company- centric, too feature-rich.

Share some examples of copy you like, or aspire to (can be anything...not necessarily from your industry.)

For example: Websites, PDFs of brochure copy.

I hope I answered enough but please ask as many questions as you like.

Thanks,

Steve