

Why the Franchise Prototype is the your key to success.

By this stage you have already spent a lot of time and thought on shaping your future life. The two steps you have taken so far, establishing your Primary Aim and your Strategic Objective, should already have served as a substantial breakthrough in terms of getting you to think in a new way, in a new direction as you plot your way to freedom. Your Primary Aim is what you want out of life. Your Strategic Objective is how you get your business to help you achieve that dream. Those factors are now in place and will serve as a point of reference as you chart your road to success. But don't congratulate yourself too much just yet. Remember you've only started your journey!

Now it's time to take the third step. How important is this next step? Massively so, because it deals with a concept which, if you fully understood, will make you feel as if you have just been handed the key to your future success. It is not everyday that such a concept comes into being. It is not everyday that such an opportunity is offered to you. So read, learn and benefit!

What if someone said to you that you should set up your business as if it were meant to be a prototype for 5000 more just like it? Not almost like it, but just like it. Perfect replicas, Clones. In other words, pretend you are setting up a business which you intend to franchise. It doesn't matter if you ever really mean to franchise your business or not. The point is that you should set up your business as if you were going to do so. Why? Because the advantages are so enormous and the risk of failure is so vastly reduced that it would be foolish not to embrace a winning formula. Let's call this winning formula, The Franchise Prototype.

The Theory:

The Franchise Prototype is the working model of your dream. The Prototype is the medium through which assumptions are tested, through which the best creative thoughts are refined and put into the mix and through which ideas are sorted out. The Prototype acts as a buffer between hypothesis and action. Every method that is tried in the Prototype is used for one reason only; to answer the only question that ultimately counts in your business. Does it work?

At the end of testing a variety of methods and ideas in the real world, you will be left only with the methods that work. These might include several methods of operation servicing different aspects of the business but, importantly, your testing program will have taken these methods out of the isolation of their individuality and blended them together in a manner which will allow the various aspects of your business to freely interact together and so produce maximum efficiency. The finished product will serve as the model for your business. In a name, you have created The Franchise Prototype, which, in essence, can be defined as a system that runs the business.

The System:

There is nothing more important in your business than creating a system that works and then sticking to that system. The system runs the business. People are secondary. They run the system. The system is clear-cut and clearly defined. The system takes all discretion, all opinion, and all argument out of the mix and therefore no decision can be made on a whim or made by somebody whose judgment is affected by a particular mood at the time. The system has been put in place because it works and therefore it only needs to be followed blindly by the people who run the system for your business to work. And you don't even have to be there to watch them do it! You are no longer your business and it will not disappear if you are not there. In fact the system can be - and should be - operated by people with the lowest level of skill (otherwise how could you have

another 5000 businesses like it). They only have to follow procedure to achieve the consistent, predictable results which are entirely pleasing to everyone from your customers to your employees. The system is the solution to the problems that have beset all businesses since time immemorial! The free time that you've always wanted, that you listed as part of your Primary Aim will now be available to you.

The Outcome:

The end result is that, on the basis of the smooth, consistent, orderly business system that you have put in place, the reputation of your business will grow in leaps and bounds. Note that well. The reputation of your business - not your product! Whatever you are selling is not your product. Your business is your product and, as the reputation of the business grows, so does its marketability and so does its possibility for franchising. Think of McDonald's - the most successful small business in the world, and the first and best example of The Franchise Prototype. Managers with little management experience, staff with ordinary skill levels, yet the business thrives on a major league basis because attention has been paid to every detail in the system so that the highest levels of discipline, standardization, order and cleanliness apply in a way which guarantees that customer expectations can be fulfilled in exactly the same way on every occasion. McDonalds' Franchise Prototype was a masterpiece creation and it set the lead for others to follow.

Consider this. Whereas 80 percent of all other business profiles fail in the first five years, 75 percent of all Business Format Franchises succeed. So why would you even consider taking the more dangerous route? Once you have established your Franchise Prototype, several options open up to you. You will be able to show potential franchisee's how it works, why it works and how they can duplicate your business for themselves. Or maybe you will simply sell it to a person who will want to buy your business, as is, on condition that it works and that he will not have to work too hard in it himself. With the Franchise Prototype you will be able to satisfy him on both conditions. Or you will continue happily running your own business as long as it suits you. You might wrestle with this thought at this stage of your business career, but, ultimately, the purpose of creating your own business is to build it up and then to sell it for an amount which more than adequately rewards you for the time and effort that you have spent on it. Clearly setting up your business by way of The Franchise Prototype will give best return! It is your key to success.

* The Franchise Prototype is just one part of the E-Myth Business Systems which helps maximize both the quality of life of the business owner and the performance potential of his or her business. Need to know how to set up a successful business?

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