

10 Questions in 10 Minutes with Vetpreneur Franchise Coaching

Each response will be a maximum of 40 seconds long. If you go long, we will have to cut questions. This should be conversational not scripted. I may ask follow-ups which is much more conversational and enjoyable to watch. But I can only do that if you keep answers brief. If I do ask follow-ups, please be brief. The goal here is a succinct summary and impactful, memorable, relatable stories and soundbytes. Prospective franchise owners are watching this so let them relate to you and your brand.

Question	Response suggestions
1. Zor, Elevator Pitch	Elevator pitch on what the franchise does, products / services, industry you're in, analogy if it's helpful of what problem your franchise solves, encouraging demographic or economic trends, history, size, and any other relevant and compelling facts that quickly burn an image of what the company does in the viewer's mind. Please keep it concise.
2. Zor, Differentiators - What differentiates your company's products and services from others in your space?	Succinctly discuss differentiators and competitive advantages that set your franchise apart from others in the space.
3. Zee, welcome Zee, BOS, YOS, military job, where you live, how long in business. Everyone has a why, a thing that drives them into franchising. What was your's?	Were you scratching an entrepreneurial itch, wanting more ROI, wanting to do your own thing, wanted something different than a corporate culture, wanted to control your own destiny, seeking a lifestyle business?
4. Zee, Why did you choose this franchise?	What drove you to pick this particular franchise? Focus on how the business satisfied your why, your skills and interests, your lifestyle needs, your financial qualifications.
5. Zee, Describe a typical Day in the Life of a franchisee.	Give our viewers a snapshot of what the franchise owner does on a daily or weekly basis so they can see themselves doing it or not.
6. Zee, What do you like most about this business?	Illustrate something to create excitement amongst prospective franchisees.
7. Zee, What is or was the biggest challenge in your business and how do you overcome it?	Every business has challenges. It's not if you have challenges. It's how the culture establishes a team effort and clear process to overcome those challenges. Talk about this. Proactive and positive.
8. Zor, Describe the ideal franchisee.	Define profile, skills, interests, lifestage or lifestyle factors that define the ideal franchisee that leads to success.
9. Zor, Why do you like to bring veterans on as franchisees?	What about veterans makes them unique and attractive?
10. Zor, we have clients who don't know anything about running your business. Do they need to? Can you describe the initial and ongoing training?	Many veterans feel like they need business ownership or industry experience. Describe how your initial and ongoing training will overcome that objection.