

THE NEW BROKER

Launch Sequence

A Branding, Marketing, and Lead Generation Playbook for New
FBA Brokers and Agents



Franchise Training
Institute

OUR DEEPEST FEAR

COACH CARTER



**You thought you
were here to start
a business.**

**You're about to
change the world.**



**Franchise Training
Institute**

The Mathematics of Franchise Brokering

0

Deals

0

Closings

0

Commissions

Annual Potential With Zero Lead Generation

The Mathematics of Franchise Brokering



Annual Potential With 10 Leads Generated Per Day



“How am I going to generate 3,650 leads?”



You can find them unexpectedly if you're paying attention.



You can purchase them.



You can create them with the right approach.

Let's Begin With Some Definitions



Lead Creation is the Outcome of Effectively Communicating the Value of a Compelling and Relevant Brand

A Deeper Dive Into Branding

Who

Your business identity should be simple, meaningful, and memorable.

Quantum Franchise Group

What

You should be able to explain what you do in a single sentence.

We help aspiring entrepreneurs make the dream of business ownership a reality.

Why

"People don't buy what you do, they buy why you do it."

~Simon Sinek

We believe franchise ownership is the safest, most predictable path to business ownership.

How

Your how should move people from guardedness to trust, and from caution to openness.

We are an integrity-first organization placing your best interests above our own.

In the Matrix of Lead Generation, Branding is Your Identity.

A Deeper Dive Into Marketing

Active

Marketing that requires active time and energy.

Networking | Social Posting
In-Person Events
Live Webinars

Passive

Marketing that results in leads finding their way to you.

Effective Website | Content
Downloads | Advertising
Recorded Webinars | Courses

Broad

Marketing that results in your company being the first to come to mind when pain points are experienced and dreams of a better life run wild.

"I'm a Pepper, she's a Pepper, wouldn't you like to be a Pepper to?"

Targeted

Marketing to specific people to provide specific solutions to specific pain and specific answers to specific dreams.

You love music and want a device that will allow you to carry 1000 songs in your pocket

Creating 10 leads per day, 3,650 leads per year will require a combination of active and passive marketing. Waking up to passive leads every morning is a great way to begin the day!

In the Matrix of Lead Generation, Marketing is Your Activity.

A Deeper Dive Into Lead Nurturing

Engage

Time kills deals.
Engage with leads immediately. Establish trust from the first conversation.

Create Vision

Help your lead create and embrace a picture of a future life that is better than their present.

Remove Fear

Fear will always enter the process. Your job is to help remove the fear with honesty & integrity.

Lead The Way

Remain out front, in the lead, and in control of the process all the way to the finish line.

In the Matrix of Lead Generation, Leads Become Relationships



An "Organic First" Lead Generation Playbook



Ensure your website is visually professional, functions properly, and communicates your brand and personality.



Create a Google Business Profile. Update it regularly. Ask successful candidates to leave reviews here.



Fully update and optimize your LinkedIn profile to communicate what you do. Make it clear and obvious.



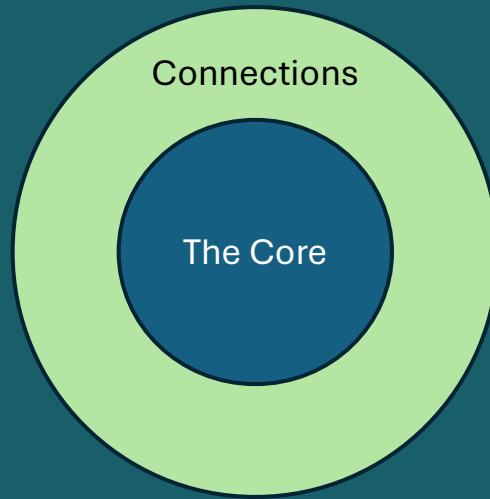
Create a LinkedIn business page. Post regularly. Use invite function to invite 250 followers per month to follow it.



Create a Facebook business page. Post engaging content regularly and respond to comments.

All Future Lead Generation Efforts Will Build on This Foundation.

An "Organic First" Lead Generation Playbook



Make a list of all your personal and professional connections. Share with all of them about your business.



Create a referral program for your connections to reward them for referrals who become franchise owners.



Carefully choose 5 - 10 connections and ask them to let you practice your process with them.



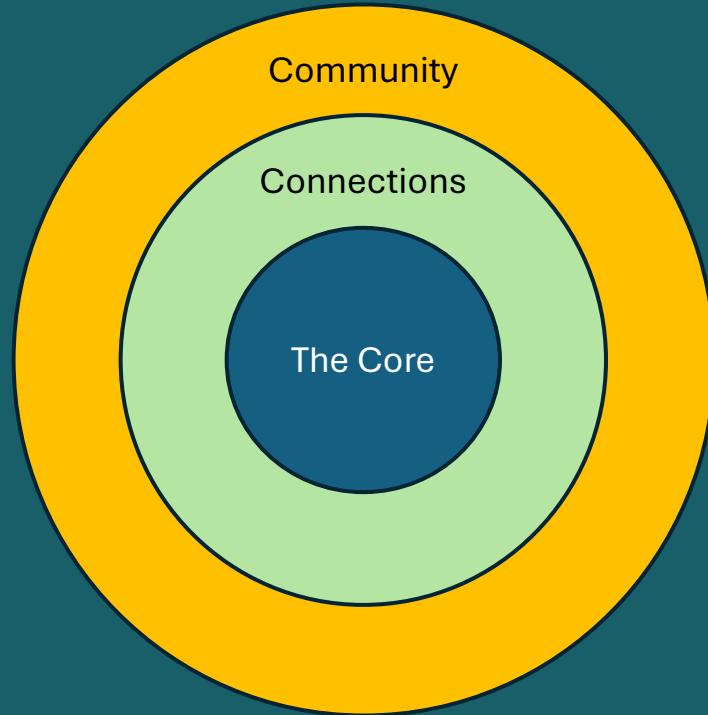
Create a newsletter and ask your connections permission to subscribe them. Post regular articles, updates, & wins.



Strategically invite 30 LinkedIn 2nd degree users every day to connect with you about specific franchises.

Do Your Best to Close 1-3 Deals Without Spending Money.

An "Organic First" Lead Generation Playbook



Join your local Chamber of Commerce and attend all events. Look for opportunities to lead in some way.



Introduce yourself to all franchise owners in your city. They may be looking for additional franchise investments.



Look for opportunities to sponsor local events for brand exposure.



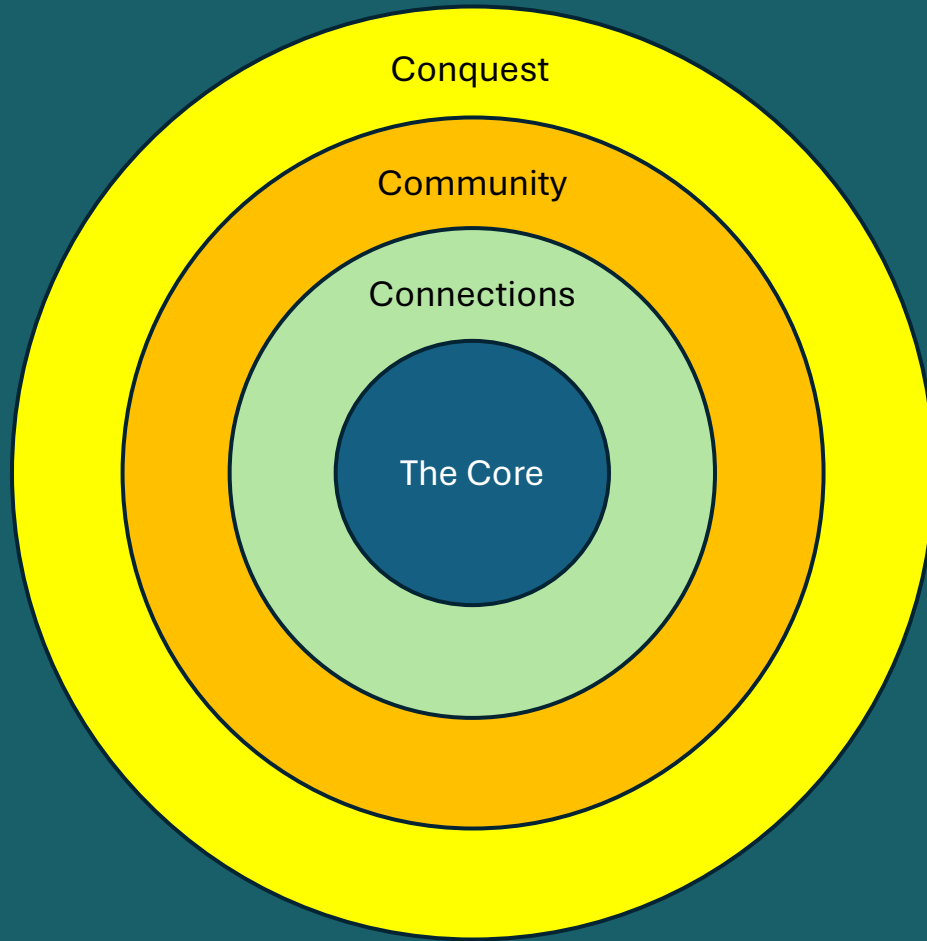
Spend time working in coffee shops or co-working spaces (wearing swag) and have conversations with people.



Use sites like EventBrite or MeetUp to find and attend local networking activities.

Imagine Seeing New Businesses In Your City From Your Work.

An "Organic First" Lead Generation Playbook



Launch a YouTube channel and post professionally produced, high-impact, search optimized videos.



Consider hosting live webinars and educational events and record them for evergreen content.



Join Facebook and LinkedIn groups and regularly contribute content and comments to build followers.



Seek out and accept opportunities to be a guest on influencer podcasts, vodcasts, and at conferences.



Carefully execute paid marketing campaigns on LinkedIn, Meta, YouTube, Google, streaming television and radio.

Be Seen Everywhere, and Pursued as the Subject Matter Expert

Resilience; An Essential Superpower

3,632 of your 3,650 annual leads will NOT close.

You will be ghosted by most of your leads.

You will spend time researching and preparing brand reviews, for which your leads don't show up.

You will introduce candidates to Zors, and your candidates will ghost them too.

Deals will go all the way to award day and fall apart at the finish line.

You Won't Always Feel Like You Have What It Takes



But Every Time You Close a Deal...

You change a life.

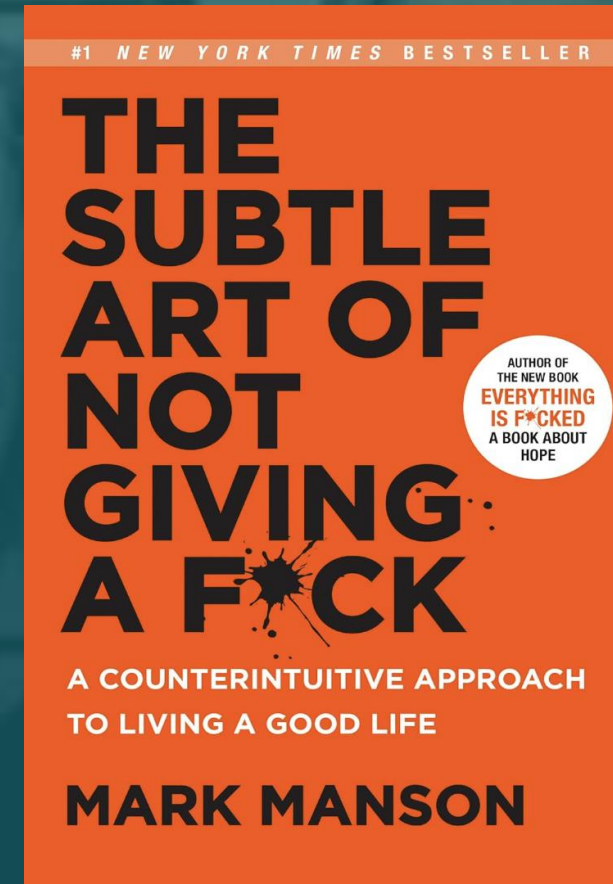
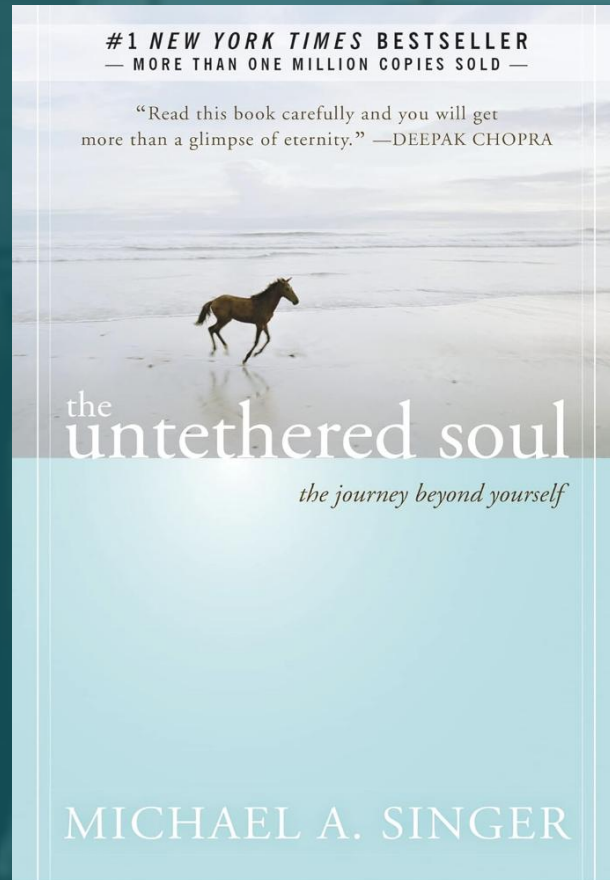
You change a family for generations.

You change a community.

You become a better version of yourself every time.

Here's to the Crazy Ones.

Some Essential Reading



Here's to the Crazy Ones.

