

Fact Finder

DOB1 _____ DOB2 _____ Anniversary _____

Name: _____

Date: _____

Main 1 or 2 motivators for starting your own business? _____ What do you want to accomplish? _____

Magic wand – what open date? _____ Open business locally or elsewhere? _____ 1-10, what is your sales ability? _____

Decided 100% on franchising or considering starting business from scratch? _____
Vacation plans within next 6 months? _____

1-10, how well can you follow a process that someone else has laid out for you?

Buying a pair of shoes or pants: would you buy the first pair that and that you liked _____ fit or visit lots of stores _____?

Total investment range? _____ Are you liquid in that amount? _____ How much cash to put down? _____

What is your net worth (assets minus liabilities)? _____

Have already established a line of home equity credit/home much? _____ Plan to do so for franchise? _____

How much equity in home? _____ How do you plan to pay for the franchise?
_____ Financial Risk taker 1-10 _____

Tell me about the population and area that you live in (class of folks, built up, rural, # of people, upper scale, How long in area _____ average cost of homes, other stores etc):

What gives you the biggest reward in your life (personal/career)?

What motivates you in life (personal and business)?
_____ 1-10 introvert/extrovert? _____

Current job? _____ On a scale of 1-10, how happy are you with your job and staying at your company (1 is hate it, got to leave right now, 10 is I love it)? _____ Salary? _____ Other sources of income – how much/from _____

If unemployed, how long been out of work, what happened, have you been looking for work, how is the search going and given the choice would you want to go back to getting a job or being a franchise owner? How are your options looking and are you looking to become a business owner because you really want to be one or because your options have run out?

Are you part of any clubs, associations, organizations, charities? _____

Prior jobs? _____ How important is recognition (1 – 10)? _____

If a 1 is “I’ll leave my job if the right business comes along and falls into my lap” and a 10 is “the light switch has been flipped on and I am 100% leaving my job, I just need help to find the right opportunity” where are you on a scale of 1 – 10? _____

Tell me a little about yourself, hobbies etc _____ Pets? _____

Focus/major in school? _____ Spouses name/work/income? _____

Kids names and ages? _____

Will there be other business partners? _____ Who/how many? _____

Spouse know that you’re looking into a business opportunity? _____ Supportive? _____

Will your spouse be involved in the business at all/in what capacity? _____

What skills do you feel that _____ (spouse) brings to the table? _____

If so, at what point will they get involved with you to help/will they quit their job? _____

Owned a business before? _____ What kind? _____ Why not in it now? _____

Have you ever sold/what? _____ What do you think your area needs? _____

What are your strengths relative to owning and running a business?

How long been: thinking about doing a business? _____ Seriously looking?

What industries and types of businesses have you looked at? _____

Existing business?__

What specific businesses (names) have you looked at? _____

What companies have you already engaged with?

Investment levels of these other businesses required? _____

What did you like/not like about them?
? _____

What 3 things do you need to see in your environment in order to be successful?

Retail side or B2B? _____ Home, on road, or physical location? _____ Product or service? _____

Do you want to be a passive or active owner? _____ How many locations? _____ Master Franchise interest? _____

How far are you willing to travel to location? _____ Managed people before? How many? _____

How do you feel about managing people and having employees? _____

How many employees max would you want to or could deal with or do you want to work alone? _____

When dealing with customers, do you prefer face to face, phone or email? _____

How do you feel about cold calling on the phone? _____ In person? _____

Full time/part time? Hours per week? _____ Work days, nights, weekends? _____

What are 3 things that you are really good at? _____

What are 3 things that you love to do? _____

Being realistic, what are the top 5 things that are most important to you in the perfect business?

1. _____ 4. _____

2. _____ 5. _____

3. _____ Anything else? _____

Negatives/turnoffs? _____

What are your fears? _____

Tell me more about the type of business that you might be looking for? _____

Income range and in what time frame? _____

What sort of a financial reserves due you have to get you through the business ramp up period? _____

How much money due you need to live off, while you start your new business? _____

If there was one thing that would prevent you from becoming a franchise owner, what would it be? _____ Any other show stoppers?