

"Franchising the Family Concept"

Documentary Program Proposal

(May 29, 2009 version)

"Franchising the Family Concept" is an Internet-based video documentary program following the Hunt family's experience of taking a home-based business with only a husband and wife team and building the business model into a thriving nationally-franchised company. As you tag-along you'll watch the ups-and-downs of the project and get to know the family more.

The program's backbone is a solid narrative on franchising basics and how to accomplish the related challenges. Each episode tackles a different aspect of franchising and loosely mirrors it with the concepts of child-rearing and family life.

There are three franchise concepts to be developed during the course of the five-year run of the program. The primary one is [A BETTER SURFACE](#), a countertop and bathtub resurfacing business. The second is [L.HUNT Gallery](#), a network of art galleries distributing the creative works of L.HUNT. And the third is [Community Web Alliance](#), a work-from-home community Website concept.

The program includes entertaining scenes of how products are created and marketed and how the process of duplicating the business with many independently owned and operated franchisees is achieved.

All episodes will be uploaded to the program's [YouTube channel](#) and will be embedded on a distinctive episode page on its Website www.FranchisingTheFamilyConcept.com.