

"Franchising the Family Concept"

Script Episode 001

(January 16th, 2010)

PART 1

Introduction (03:00):

What is franchising? Franchising in its basic sense is an expansion method.

It's achieved by putting a reliable and consistent process together that can be duplicated over and over again. This allows for the rapid growth of the franchise concept and insures that the brand remains undiluted and grows in popularity.

Franchising, in a *legal* sense, is really a license to use the brand name and operating systems of the franchise developer.

One source estimates that there are 85 industries using the franchise method and that there's over a million franchised businesses operating today.

Wouldn't it be great if you could follow the process from its home-based conception to a nationally-developed corporate organization? And what if it was entertaining at the same time?

This Internet-only program examines how to franchise a business. It's not about how to accomplish day-to-day business functions. In other words: this program won't help

you to start your own resurfacing business; it won't instruct you on how to resurface a bathtub, for example.

What it will do though, is allow you to follow *our* 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 with us you'll watch the ups-and-downs of the project and you'll get to know our family more.

The show also reflects some of the social and cultural events taking place around us, making it an interesting slice of life of the times that we live in.

So, Chanelle and I want to welcome you to this fascinating Internet series "Franchising the Family Concept."

Body, Part 1 (05:00):

INTERVIEW LARRY (Be sure to repeat the question or a portion of it before giving the answer):

Questions:

What is your history in the franchising field?

- Worked for a national window coverings franchise for three years out of their corporate office.

What are the franchise concepts?

- Only state names

What is A BETTER SURFACE?

What is the history of A BETTER SURFACE?

- We have two work trucks that are both paid off. Resurfaced two trucks. Home-based, we are renting. We have no business debt.
- 1990
- 1995
- 2001
- 2007

What is L.HUNT Gallery?

What is the history of L.HUNT Gallery?

- Mention L.HUNT Studio

What is your background in art, influences?

- Jr. high school: Mike Grell comic stories and art, the Micronauts, Conan comic books, Dr. Who, Monty Python, anything from England
- High school: Fellow artist Dana Cohn, M.C. Escher, Frank Frazetta, Alan Lee, Tolkien
- After high school: Ralph Steadman, Robert Bateman, Andrew Wyeth, Drew Struzan, Ansel Adams, Jordi Labanda
- Commercial illustration such as advertising posters
- Published some of my own prints
- Wildlife
- Landscapes
- Hands and self portraits
- Published an illustrated libretto to a modern opera

What is Community Web Alliance?

What is the history of Community Web Alliance?

- www.TemescalValley.info

Are the concepts franchisable?

Are the concepts compatible?

I really think we're going to be able to put the concepts together in a way that will benefit each of them. I feel that we can succeed by putting them all together under the umbrella of Franchise Management & Mercantile Co.

Family Scenes, Part 1 (01:00):

This is what we have to work with. These are the plans to use this space and tools. What we were looking for in a mate. What plans we had to reach family goals before meeting each other. This is a starting point, we can grow from here. We can build on this. Mention our ages now and how old we were when we were introduced. Larry (referring to the photo albums) "I'm glad you found these."

PART 2

Body, Part 2 (05:00):

MANUSCRIPT, CANDID DISCUSSION, INTERVIEW

Family Scenes, Part 2 (02:00):

MANUSCRIPT, CANDID DISCUSSION, INTERVIEW

Body, Part 3 (03:00):

"What We've Got to Work With"

THE HOUSE:

I want to give you an idea of what we're starting this project with. I want to show you the spaces we have to work *in* and the tools we have to work *with*.

This house is a starting point. We can build our business and our family in this space.

THE VEHICLES:

What do we need with four vehicles? Here's how we use these tools:

The van: This is the family vehicle. It seats five children and two adults comfortably. Any more kids and we'll have to get a Partridge Family bus.

The two A BETTER SURFACE trucks: Both of these trucks are paid off and both run fine. I've sprayed both of these trucks with the Standard Residential Colors polyurethane, which is the same product we are resurfacing countertops and bathtubs with. Truck number two is the newer one that is running practically every day, truck number one is our backup truck. In the past we've trained different employees to drive this truck to fulfill work assignments for us while I did work in the other truck. Right now we have an employee that is working 2 or 3 days a week with us and I'm hoping that soon he'll be able to drive to a job site and get additional work done for us.

THE GARAGE:

Our garage is an embarrassment. We open the garage door. Mention 78 records.

THE OFFICE:

And of course, no matter how much space and tools you may have - you haven't got *nothing* if you haven't got family and friends. Isn't that right?

PART 3

Family Scenes, Part 3 (02:00):

MANUSCRIPT, CANDID DISCUSSION, INTERVIEW

Body, Part 4 (03:00):

MANUSCRIPT, CANDID DISCUSSION, INTERVIEW

Background Detail (01:00):

MANUSCRIPT, INTERVIEW

Family Scenes, Part 4 (02:00):

MANUSCRIPT, CANDID DISCUSSION, INTERVIEW

Conclusion (01:30):

An introduction is just a moment in time. The concepts can pass and it becomes nothing more than a cordial Hello and a nod. I mean, after all, there are many of these same concepts out there, right?

But maybe there's something more beyond the first impression. We're all aware that a solid foundation for

growth isn't built on an exterior view of a concept. We need more information to examine the possibilities.

Is the concept something worth pursuing? Does the concept have its own unique characteristics that make it desirable? Can this be the preferred expansion method? All these things run through a person's mind.

We know we have franchisable concepts, and the *ability* to develop the idea is here. So, how can we know if this is the right choice?

What we'll need to do, is to court the idea to find out more about it.

End Credits (00:30):

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Franchising the Family Concept Theme by Derek Bryant.

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