



creating buzz

Multi-Unit Development

finding the needle in the haystack

1.

creating buzz

Thinking Differently

finding the needle in the haystack

Are you complacent in your
development strategies?
(Consumer + Franchise)

Why do we become
complacent?

Distress

Distress = Complacent



THINK CREATIVELY

A background image of a bright blue sky filled with soft, white, fluffy clouds. The clouds are scattered across the frame, with some larger, more prominent ones on the right side and smaller, wispy ones elsewhere. The overall tone is bright and airy.

Habits aren't bad,
they just cloud up
new ideas.

EVERYONE
is marketing to same lead



THE FOOD IS THE FRANCHISE



**FRANCHISEES
ARE OUR
FUTURE**

EXCLUSIVE MARKETS
AVAILABLE FOR MULTI-UNIT
FRANCHISEES



FLEXIBLE DEVELOPMENT OPTIONS
INCLUDE AIRPORTS, COLLEGES &
UNIVERSITIES, C-STORES,
CONVERSIONS AND
END-CAP LOCATIONS



DUAL BRAND CONCEPTS
WITH GREEN BURRITO® OR
RED BURRITO® BROADEN
MENU APPEAL



CARL'S JR.® & HARDEE'S®
RANK AMONG
TOP 3 HAMBURGER BRANDS
ENTREPRENEUR MAGAZINE 2011
FRANCHISE 500®

CARL'S JR.® NAMED ONE OF THE
BEST FRANCHISE
DEALS IN AMERICA
BY QSR® MAGAZINE!

EXCLUSIVE TERRITORIES NOW AVAILABLE NATIONWIDE*

866-253-7655

CKEFRANCHISE.COM

*Exclusivity in some instances is subject to pre-existing contractual rights.

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THE TIME IS • *ripe.*

Fruit Experts® since 1999 with new expanded grab and go product line.

- Recently ranked #9 on the "Top 20 Franchises to Start" by Forbes.com
- Named one of the "10 Most Promising Franchises for 2011" by *Inc. Magazine*
- Systemwide double-digit sales increases three consecutive years
- Immediate multi-unit opportunities available nationwide

There couldn't be a better time to join us.

Visit ediblefranchise.com/muo to learn more, or call our Development Team at 1-888-727-4258.



1.888.727.4258 | ediblefranchise.com/muo



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GREAT PIZZA! GREAT BUSINESS!

**#1 RATED
ZAGAT
PIZZA CHAIN**

**RANKED #1
IN CATEGORY!**
2010 Franchise 500

Ease of Operation

No cooking, delivery or in-store dining

Low Initial Investment

Limited space & equipment needs

Strength of a proven brand

Over 1,250 stores open in 34 states

Single & Multi Unit Franchise Opportunities
www.papamurphysfranchise.com • 800-257-7272

Franchise offer made by prospectus only.

It's Not a Test Kitchen...



**It's a 12,000-square-foot
Cash Register.**

- 485 restaurants in 41 states
- 20 new stores opened in 2010...one every 12 business days
- 7 new Golden Corrals under construction as of August 19, 2011
- 21 Golden Corrals in development for a 2011 opening
- Third-party financing available from 40 of the nation's leading lenders
- 12 new groups became franchisees of Golden Corral in 2010
- #1 Consumer's Choice in Cafeteria/Buffer Chains by Restaurants & Institutions



OPPORTUNITIES AVAILABLE NATIONALLY.

IFA: goldencorralfranchise.com/muf1
800-284-5673 ext. 4479, Annette Bagwell



Tony & Gina Paradiso,
Father & Daughter Franchise Team

Fetch them a future!

Franchising has worked well for you, what if you give your children the same opportunity in an industry they love?

Even in this ruff economy, the \$48 billion pet industry grew more than 9% in 2010! We've opened 55 new doggy day and overnight Camps in the last three years, a 105% increase, earning us a spot on the Inc. 500[®].

Fetch more info at www.fetchtheirfuture.com.

© 2011-2012 American Pet Products
Association National Pet Owners Survey
[®] Inc. magazine, 500 issue, 8/2010



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**FRANCHISE
A WINNER!**

**WINNER
OF OVER
500 BBQ
AWARDS!**



Please contact Jim Schwitzer 800-210-4040 x1343
or jim.schwitzer@famousdaves.com.

- New, smaller prototypes
- Lower start-up costs
- End-caps and conversions OK
- Reduced royalty incentive programs



FRANCHISE OFFER MADE BY PROSPECTUS ONLY.
www.famousdaves.com

Create Your Own Success!



bd's is a fun, interactive **Create Your Own Stir-Fry** concept. Fresh, healthy, innovative flavors make up this unique dining experience. **TRY SOMETHING NEW! TRY bd's!**

TOM RAGAN – Vice President of Franchising
Call: (952) 288-2370
E-mail: tragan@gomongo.com

Call Tom Ragan about our NEW development incentives and access to our newly revised FDD, with a full earnings claim to see the success our brand is generating.



www.GoMongo.com

PANCHERO'S

mexican grill



Fresh-Pressed Tortillas
made-to-order.

More than 50 units
nationwide

Over 18 years of proven
operational success



To learn more, contact Gary Materick
garym@panchos.com (941) 302-6853
www.panchos.com/franchise

Sears
Appliance & Hardware

Sears
Home Appliance Showroom

JOIN
THE SEARS
FRANCHISE TEAM

TWO EXCITING
BRANDS TO
CHOOSE FROM

- 75% financing available to qualified candidates.
- Inventory owned by Sears - at no expense to you.
- The power of the Sears brand name.
- Top brands like Kenmore®, Craftsman®, Diehard®, Black & Decker®, Maytag®, Whirlpool®, LG®, Samsung® and many more, to help attract consumers to your store.
- Training and Support.



877-814-9482

SearsHardware@searshc.com
SearsHAShowrooms@searshc.com

www.searshardwarestores.com
www.searshomeapplianceshowroom.com



TODAY'S INN-CONCEPT

Have you seen the fresh new look of Pizza Inn? Our buffet concept is turning heads and showing the competition why we've been around 50 years! We've got the look, the taste and quality menu items that make Pizza Inn the brand to choose. Don't be left out, get Inn!



Pizza Inn

To learn more, please contact Dino Chavez at 1.800.284.3468 or visit us online at www.pizzainn.com



We are Fluent in **FRANCHISING**



- Latin American chicken concept founded 40 years ago
- Over 320 corporate and franchise stores worldwide
- Exclusive development opportunities available
- Comprehensive training and ongoing support



**The Latin Chicken
Loved Around the World.**

www.pollocampero.com

This offering is made by prospectus only.

To find out about becoming a Pollo Campero franchisee, please contact Travis Edmondson
972-770-2800
tedmondson@campero.com

We're committed to
your profitability!

- Strong leadership with big brand growth experience
- Franchisee support that's personalized, thoughtful & consistent
- Low start up costs, allowing you to be more profitable



Mr. Goodcents® Subs & Pastas

'FRESH Bread - 'FRESH Sliced - a 'FRESH Opportunity

Contact franchise recruitment.

800.648.CENT or visit www.mrsgoodcents.com

America's 1st Pizza Franchise is Still the Best

Shakey's
PIZZA PARLOR



- An American icon since 1954
- 95% brand recognition
- High growth in the fast casual category
- New, exciting restaurant design
- Family, fun and entertainment for all ages
- Multi-Unit Development opportunities

888-444-6686
www.shakeys.com

THE #1 BRAND IN FITNESS JUST GOT STRONGER

INTRODUCING GOLD'S GYM EXPRESS

- Smaller Footprint
- Lower Capital Investment
- Turnkey Development Program
- World-Class Marketing & Support
- In-House Financing Assistance
- Single & Multi-Unit Markets Now Available

For More Information Visit GoldsGymFranchising.com
Or Email Tim Hicks At thicks@goldsgym.com



**GOLD'S GYM
EXPRESS**



An American Tradition for 70 years.

Grill & Chill

OPEN SOON



DQ Grill & Chill®



DQ Orange Julius®

Like our irresistible treats, mouthwatering eats and refreshing beverages, the opportunity to become a **DQ Grill & Chill®** or **DQ Orange Julius®** franchisee might be just too good to pass up.

- 95% consumer brand recognition
- Flexible floor plans and buildings
- World famous DQ® treat and food items
- Award-winning national advertising
- Exceptional support services

Check out our **Own a DQ** page for more information about purchasing your own franchise.

Visit www.dq.com to learn more.



American Dairy Queen Corporation, P.O. Box 290286, Minneapolis, MN 55429. This is not an offer to sell a franchise. An offer can only be made by prospectus. © and © 2011 Am. D.Q. Corp. DQ0801-6

East Coast Wings

FEEL THE FLAVOR TASTE THE HEAT®



& Grill

"Deciding to franchise with East Coast Wings & Grill was one of the best decisions I have ever made. The corporate support to make every ECW a success is what amazes me. The time, energy and money spent to drive top and bottom line to the highest level makes ECW a rare find. It starts at the beginning with help through every stage, with helping with location to training, so you are prepared and then with marketing help getting guests in your restaurant. I could not be happier with what I have seen from the ECW family."

Seth Lucas, Area Development Representative

*This advertisement is not an offering of a franchise. An offering can be made only by prospectus. We only sell franchises in states where our offering is registered. Figures reflect averages for several and highest sales only (EBITDA) as submitted by our full service Franchise restaurants operating in 2010 as published in Item 19 of the April 2011 Franchise Disclosure Document. Sales above sales growth figures are from 1/1/04 through 9/30/11 as reported by franchisees. Individual financial performance will vary.

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10-036 (06/2011)



Own the Hottest Brand in the Country!

- 31 Consecutive Same Store Sales Growth Quarters*
- \$1,275,058 Average NET Sales*
- \$264,805 Average EBITDA*
- Ratio of average investment to first year gross sale 1:3*
- Named in *Top 30 Food Franchises* by Finance Business Review

For Franchise Information, Contact
Lee S. Easley 1.800.381.3802

www.eastcoastwings.com

Entrepreneur
MAGAZINE'S
**2011
FRANCHISE
500**
Ranked #1
In Category

THIS TURTLE MOVES FAST!

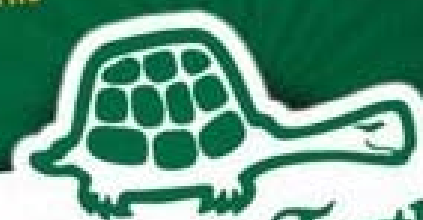
What happens when you combine an irresistible personality with non-stop sports and food that's perfect for families? You get a dynamic sports bar and grille that crushes the competition.

THAT'S WHY THE GREENE TURTLE
WILL SOON BE ALL OVER THE
EAST COAST!

Seize the opportunity while you still can! Single & Multi-Unit Franchise opportunities are still available in the Mid-Atlantic, Southeast & Northeast.

For more info on franchising, contact Tom Finn at 410.956.1200 or visit us online at

WWW.THEGRENETURTLE.COM



the **Greene Turtle.**
SPORTS BAR & GRILLE

Call & ask about 2011 year end incentives!



OPEN SESAME

Look no further than our famous crust to see why Hungry Howie's has an edge over its competition. Mouth watering seasonings are baked into the edge of our pizzas making the last bite of a Hungry Howie's pizza just as good as the first. Baked subs, 4 different breads, chicken, and salads are the perfect accompaniments to our "customized" pizzas.

The Hungry Howie's difference = Flavored Crust!

38 Years of Success • Fast Approaching 600 Stores
Top Markets Now Available • Carry Out and Delivery



For franchise information please contact:
Franchise Sales
(248) 414-3300
www.hungryhowies.com



OWN A WINGSTOP FRANCHISE

8+ STRAIGHT YEARS OF COMP
STORE SALES INCREASES



NATIONWIDE FRANCHISE OPPORTUNITIES
WINGSTOPFRANCHISE.COM | 972-686-6500

HURRICANE GRILL & WINGS®

50% unit growth this year!



Prime territories still available!

*This information is not intended as an offer to sell, or the solicitation of an offer to buy a franchise. It is for information purposes only. Neither we nor any other person can guarantee the success of a franchisee's restaurant, and we caution that a franchisee's restaurant may lose money or fail. Actual results vary from restaurant to restaurant and we cannot estimate the results of any particular franchise. You are urged to consult with your financial, business and legal advisors to conduct your own analysis of the information contained in this information.

We currently have 45 locations in six states,
with signed development agreements
for over 400 locations in 25 states.

What's New:

- Larger Footprint, up to 5000 Sq Ft
- Great Unit-level economics
- Flexible layouts perfect for conversions
- Compelling sales to investment ratio

Accolades:

- #18 Future 50 awards Restaurant Business Magazine for 2011
- One of Entrepreneur Magazine Top New Franchises for 2011
- One of Franchise Times Magazine's Fast 55 Growth Franchises for 2010
- Franchise Update Magazine's STAR Award winner for 2010

For Franchising information contact:

Dan Collins, VP Franchise Development

Dan.Collins@hurricanewings.com • www.hurricanefranchising.com

Or call **877-7MY-WING**



PENN STATION EAST COAST SUBS

The BEST KEPT SECRET IN FRANCHISING!

- 99.5% success rate over 25 years
- Consistently Among Industry Leading ROI and Category Sales
- Increase in Same Store Sales Year after Year
- Unmatched Franchisee Support System
- Ranked one of Top 10 Sandwich Franchises in Entrepreneur's Franchise 500 - # 141 overall 2011
- Target Growth Markets: Chicago/Central IL • Milwaukee • Pittsburgh • Northern Virginia/D.C. • Richmond • Raleigh/Durham • Charlotte • South Carolina • Atlanta • Birmingham/Huntsville • Memphis • Kansas City
*Other Markets Available

For franchising information and full list of territories please visit www.penn-station.com/franchise or call 513 - 474 - 5957. Franchise offered by prospectus only.

Boston's
THE GOURMET PIZZA

RESTAURANT & SPORTS BAR

A Great Investment any way you Slice it!



- Two experiences under one roof: a casual dining restaurant & action-packed sports bar
- Over 40 years of experience
- There are more than 390 Boston's locations in Canada, US and Mexico
- Prime markets are available through US and Mexico
- Low operating costs, high quality pizza, pasta & more
- Flexible conversion opportunities
- Comprehensive training & support

CALL 1-866-277-8721
BOSTONS.COM/FRANCHISE

Franchise with the World's Leading Bagel Brand

- Attractive Sales to Investment Ratio
- "Asset light" investment & quick build out time
- National brand presence and proven franchise concept
- Strategic territory opportunities available!
- Award-winning menu development team
- **Fast Casual** breakfast and lunch category leader



**Don't miss your
opportunity
contact us today:**

einsteinbros.com/franchising



Over \$1.6 Million in Average Unit Sales

Swiss Farms: America's Drive-Thru Grocer



Over 40 years
of proven drive-thru success

Since 1968, Swiss Farms has been successfully operating drive-thru grocery stores. Our formula for success is simple: We provide a limited offering of in-demand, high quality products, with speed of service, competitive pricing and a passion for customer service.

**Seeking qualified multi-unit operators for
major territories throughout the US including:
Philadelphia, Pittsburgh, Washington D.C., Atlanta**

Rob Coldwell | Franchise Development Director
610.356.2070 or rcoldwell@swissfarms.com
www.swissfarms.com

*Swiss Farms FDD issued April 30, 2010. This is not an Offering.
No offer or sale of a franchise can be made except by an FDD first filed and registered with applicable state authorities.

BREWING NEW OPPORTUNITIES

OKLAHOMA CITY · OMAHA
HOUSTON · DENVER



Dunkin' Donuts' development throughout the Western and South Central markets is part of a steady and strategic growth strategy, which includes expansion into existing markets and entering into new contiguous locations throughout the country. Limited time special development incentives are available for development in these markets.

COME GROW WITH US!

**NEW
MARKETS
JUST RELEASED!**



For more information, go to

www.DunkinFranchising.com

Minimum financial requirements for Single Unit Development Opportunities are \$250K liquid assets and \$600K net worth. Some restrictions may vary by market. ©2011 777 IP, LLC. All rights reserved. Dunkin' Donuts, Dunkin' Donuts logo, and Dunkin' Donuts are trademarks of Dunkin' Donuts, Inc. 00001

red mango is the real deal.

Red Mango franchises are changing the way America thinks about frozen yogurt and smoothies.

Our franchise opportunity has been carefully designed to help you build a business and make a real difference in your community.

- Clean, simple operations
- Popular self serve format as well as full serve or kiosk options
- Sleek, stylish stores that engage the customer and stimulate the senses with a strong brand experience

"Hot Concepts" Award

- Nation's Restaurant News
2009

Scientific Excellence Award

- SupplySide magazine

Red Mango's all-natural frozen yogurt, fresh fruit smoothies and other innovative products are gluten-free and rich in actual probiotics, with an award-winning taste.



 **red mango**
YOGURT & SMOOTHIES

redmangofranchising.com | 214.302.5930

redmangousa.com | [facebook.com/redmango](https://www.facebook.com/redmango) | [twitter: @redmango](https://twitter.com/redmango)

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How we define...

Authentic

adj. [aw-then-tik]

Genuine, Real
Reliable, Trustworthy
Of Undisputed Origin

There are a lot of imposters out there, and plenty of "hot new concepts." But at Jersey Mike's, we care about being authentic. Our real, northeast style sub sandwich – a true original - has created a loyal, passionate following that brings customers back. Our philosophy of supporting local causes has made us a reliable partner in the communities we serve. Our business model, which offers an attractive sales to investment ratio and a simple and clean operation, offers a genuine opportunity for success...

...Any way you define it!

Call Brian Sommers

732-292-8272



visit: jerseymikes.com

500 in 31 states

FOR THE STATE OF NEW YORK: This advertisement is not an offering. An offering can be made only by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. IN MINNESOTA: Minnesota Registration Number F-5389. Jersey Mike's Franchise Systems, Inc., 2281 Landmark Place, Manasquan, NJ 08736

THE FAST. FRESH. ITALIAN. FRANCHISE



Fazoli's® is now growing opportunities for both single and multi-unit operators.

With freshly prepared Italian entrees, salads and sandwiches, new table service and QSR prices, Fazoli's is a great choice for franchisees to freshen up their portfolios menu.

Fazoli's offers:

- 22 years experience operating over 200 company and franchised units
- All new premium QSR design and enhanced service style
- Revamped menu featuring innovative new Italian offerings
- New and existing markets available for development
- Fast, easy conversions with scalable options

Contact us to learn more about our new franchisee incentives. Call 859-825-6333 or email franchise@fazolis.com.



fast. fresh. italian.



America's diner is always open.*



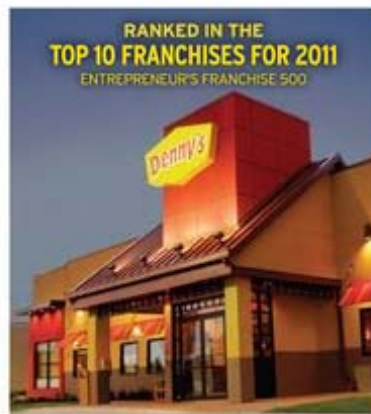
*See details

IN 2010, DENNY'S OPENED MORE DOMESTIC RESTAURANTS THAN EVER BEFORE IN OUR 58-YEAR HISTORY. TO BUILD ON THIS MOMENTUM WE ARE OFFERING UP TO \$1 MILLION IN INCENTIVES FOR EXCEPTIONAL NEW FRANCHISEES WHO OPEN FOUR OR MORE DENNY'S IN NEW & EMERGING MARKETS IN THE U.S. THIS INCREDIBLE INCENTIVE PROGRAM IS AVAILABLE FOR A LIMITED TIME.

LEARN MORE ABOUT HOW YOU CAN BE PART OF THE DENNY'S MILLION DOLLAR FRANCHISE OPPORTUNITY.

800-304-0222

DENNY'SFRANCHISING.COM



**RANKED IN THE
TOP 10 FRANCHISES FOR 2011**
ENTREPRENEUR'S FRANCHISE 500



FINANCIAL STRENGTH

Another healthy benefit from Massage Envy.

MASSAGE ENVY FRANCHISEE BENEFITS

- Average unit volume of over \$1,000,000*
- Pioneer and national leader in \$15 billion-a-year massage therapy industry
- Dues-based system provides predictable revenue model
- Strategic partnership with global skincare leader Murad®

Massage Envy, the pioneer of member-based massage and spa services, is now seeking qualified candidates.

CONTACT LORI MERRALL (480) 366-4171 · LMerrall@MassageEnvy.com
MassageEnvyFranchise.com

Massage Envy
SPA®

MINE IS BIGGER

MINE IS BIGGER

YOU CAN MAKE MORE

MONEY WITH ME

MINE IS BIGGER

YOU CAN MAKE MORE

MONEY WITH ME

NO. 1 IN CATEGORY

MINE IS BIGGER

YOU CAN MAKE MORE
MONEY WITH ME

NO. 1 IN CATEGORY

NO. 1 IN CATEGORY

MINE IS BIGGER

YOU CAN MAKE MORE
MONEY WITH ME

NO. 1 IN CATEGORY

NO. 1 IN CATEGORY

NO. 1 IN CATEGORY

MINE IS BIGGER

YOU CAN MAKE MORE
MONEY WITH ME

NO. 1 IN CATEGORY

NO. 1 IN CATEGORY

NO. 1 IN CATEGORY
WE ARE OLD

MINE IS BIGGER

YOU CAN MAKE MORE
MONEY WITH ME

NO. 1 IN CATEGORY

NO. 1 IN CATEGORY

NO. 1 IN CATEGORY

WE ARE OLD

WE ARE GROWING FASTER

THAN ANYONE ELSE!!!!!!!!!!!!!!!

1. Thinking Differently



creating buzz

Multi-Unit Development

finding the needle in the haystack

2.

creating buzz

Self Evaluation

finding the needle in the haystack

Self Examination

Advertising?

Events?

Marketing + FranDev



America's diner is always open.*



*See details

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LEARN MORE ABOUT HOW YOU CAN BE PART OF THE DENNY'S MILLION DOLLAR FRANCHISE OPPORTUNITY.

800-304-0222

DENNY'SFRANCHISING.COM

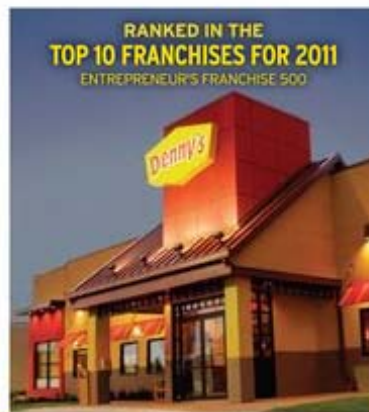


Photo: © 2011 Denny's Restaurants, Inc. All rights reserved. Photo: © 2011 Denny's Restaurants, Inc. All rights reserved.

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What's in your wallet?

1. Thinking Differently

2. Self Examination



creating buzz

Multi-Unit Development

finding the needle in the haystack

3.

creating buzz

Best Practices

finding the needle in the haystack

Competition

PEOPLE ■ INVESTMENT INSIGHTS ■ CUSTOMERS COUNT

Multi-Unit Franchisee

ISSUE IV 2011

DONUT DYNASTY

Lisa Batista, Rob Branca
and family operate
700 Dunkin' Donuts units



■ **DOMINATORS!**

*Annual Dominators Lists
Top operators by region*

■ **DEALS ON WHEELS**

*Mobile food trucks
deliver the goods*

■ **DISTRESSED UNITS**

*When to hold 'em,
when to fold 'em*

See how we define
Authentic

And discover a True Original on page 7.





DOMINATORS

BY DEBBIE SELINSKI



Married with Donuts

Attorney-turned-franchisee builds on family tradition

Robert Branca, Jr., and his family of Dunkin' Donuts multi-unit franchisees offer the kind of advertisement for franchise success that money can't buy.

Case in point: Branca and his close family own 60 Dunkin' Donuts in New England. His extended family, including in-laws, their siblings, spouses, children, and cousins, own more than 700 Dunkin' Donuts in all and dominate the brand in New York and New England.

"We're all multi-unit franchisees," says Branca, who is married to the former Lisa Batista and was the family lawyer for years before he joined the family business. He learned about franchising and Dunkin' Donuts from the best: his father-in-law John Batista, a Dunkin' pioneer who came to the U.S. from the Azores and today owns the first-ever franchised Dunkin' Donuts store.

"He came from Portugal with noth-

ing and worked for his brother in Rhode Island before he went to Worcester in Central Massachusetts to open his own store. He's been in the business for about 40 years," says Branca, who holds a biology degree from Boston College and a law degree from the University of Michigan Law School.

As a young attorney, Branca specialized in commercial transactions and

represented a lot of banks. "As bank counsel, I got involved in learning about the borrower's business. I was fascinated and spent a lot of my own time learning about how they got where they are," he recalls. "I learned a lot from clients about a lot of different businesses."

One of those businesses was franchising, and Branca soon represented many of the successful franchisees in

NAME: Robert Branca, Jr.

TITLE: President, General Counsel, Director of Development

COMPANY: JJC Donuts, Inc.; Branded Realty Co., LLC; Batista Management Co.

NO. OF UNITS: 60 Dunkin' Donuts and 5 Baskin-Robbins with direct family partners; with extended family, 700 units

AGE: 48

FAMILY: Wife Lisa, three daughters

YEARS IN FRANCHISING: 25

YEARS IN CURRENT POSITION: 10

1. Thinking Differently

2. Self Examination

3. Best Practices



creating buzz

Multi-Unit Development

finding the needle in the haystack

4.

creating buzz

Due Diligence

finding the needle in the haystack

How do your multi-unit operators
search your brand...



1. Thinking Differently

2. Self Examination

3. Best Practices



creating buzz

Multi-Unit Development

finding the needle in the haystack

4. Due Diligence

5.

creating buzz

Socially

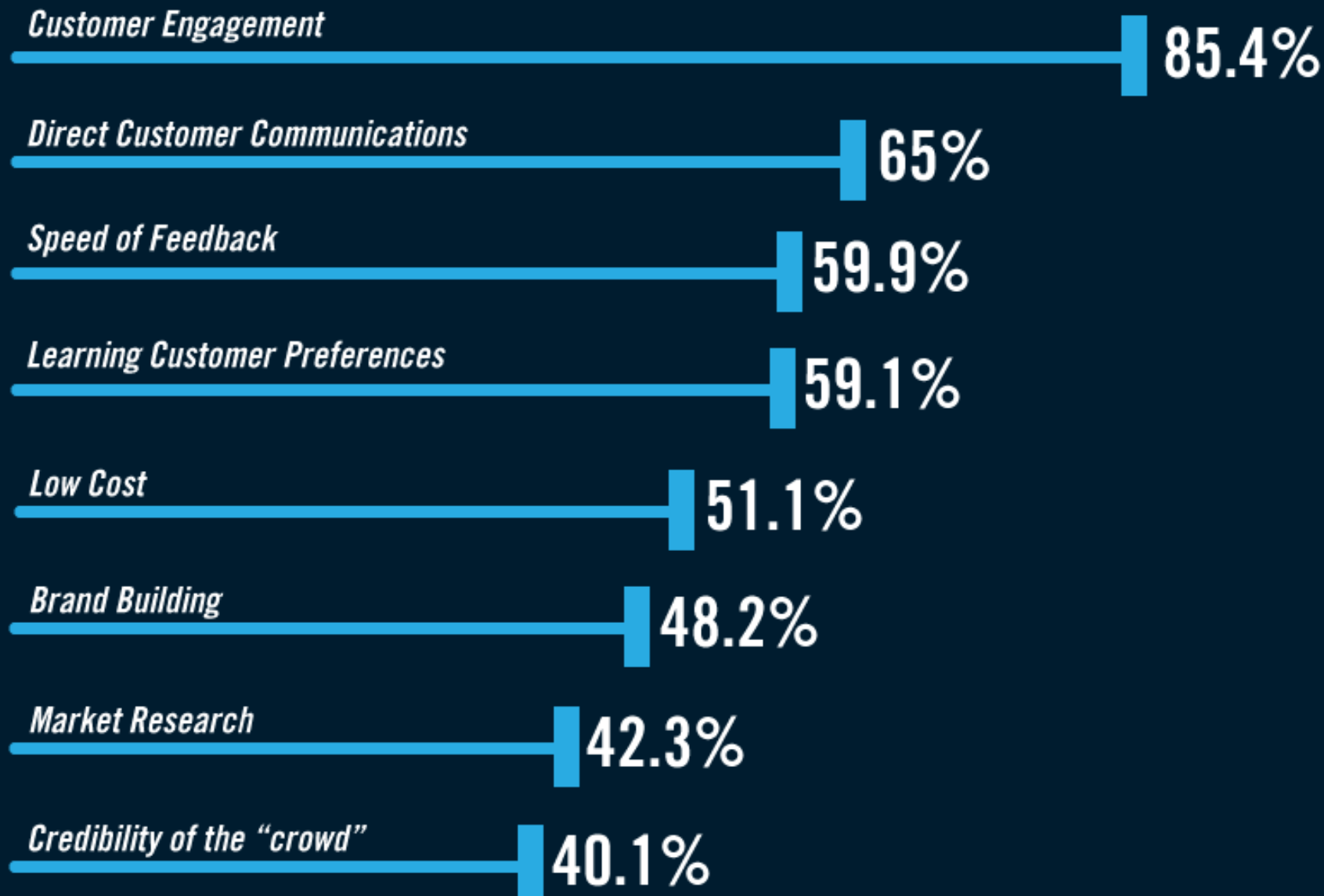
finding the needle in the haystack



::FACEBOOK::

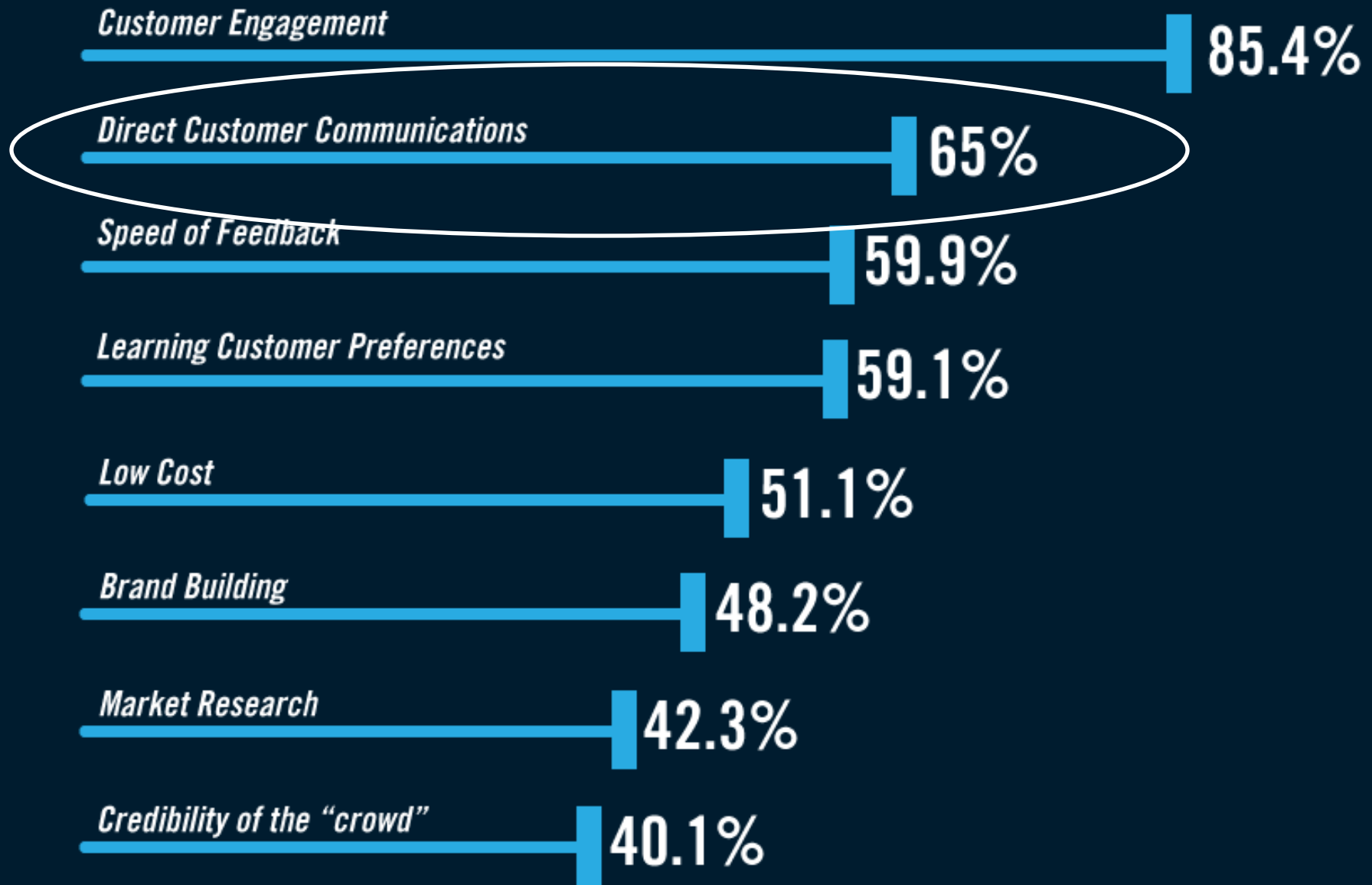
MAIN BENEFITS OF SOCIAL MEDIA

In a survey, eMarketers asked U.S. Marketing Executives what they felt were the main benefits of marketing through social media. Not surprisingly, only half of the respondents felt that 'low cost' was a benefit. Below are the results by percentage of respondents.



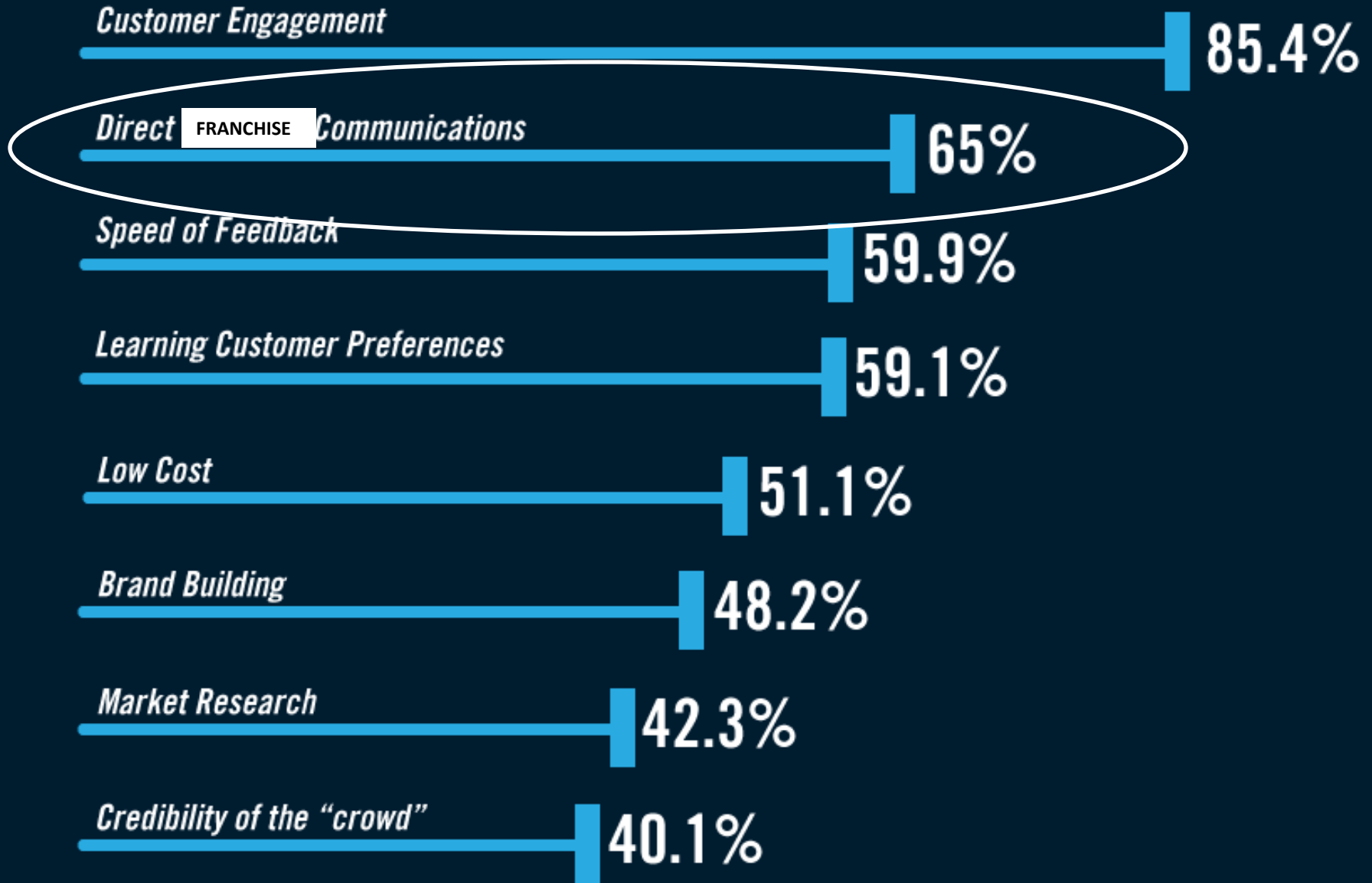
MAIN BENEFITS OF SOCIAL MEDIA

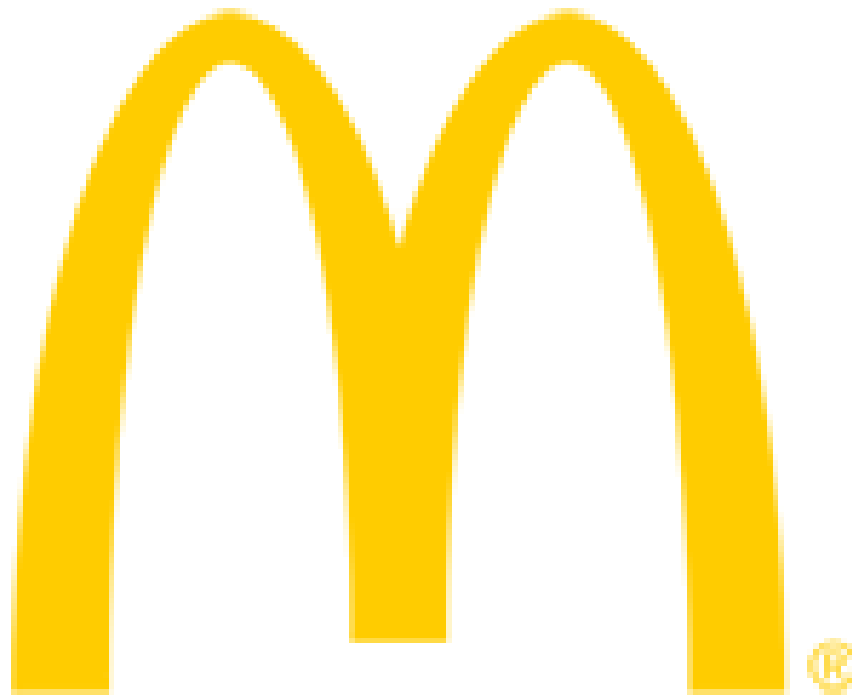
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::MCDONALDS::

What Makes Them So Successful?

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McDonald's



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MCDONALDS FANS SPEND:
About \$160 more


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**Wall****McDonald's**

Somebody sure knows how to handle a McNugget! Macy F. is now MVP for Team Honey Mustard. Saucy skills like that move us to tears. (Sniffle).


[McNugget Saucy Challenge | McDonalds.com](#)

Source: community.mcdonalds.com



Monday at 5:00pm via McDonald's · Like · Comment · Share

1,113 people like this.

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Big love goes out to Team Sweet 'n Sour! These superstars are now the leading team in the McNuggets Saucy Challenge. Way to honor and respect all that is delicious, guys.


[McNuggets Saucy Challenge | Facebook](#)

Source: community.mcdonalds.com



August 15 at 9:00am via McDonald's · Like · Comment · Share

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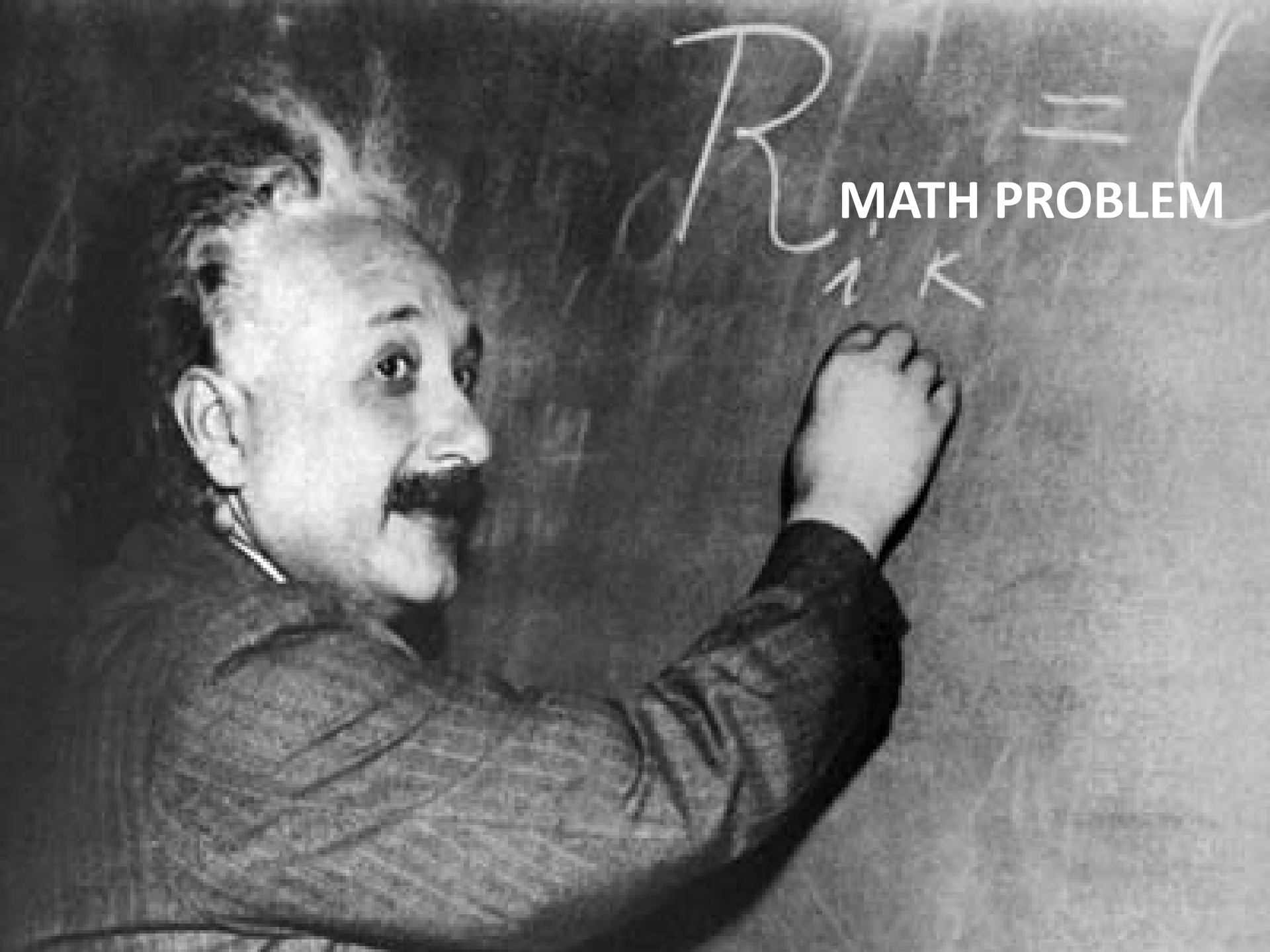
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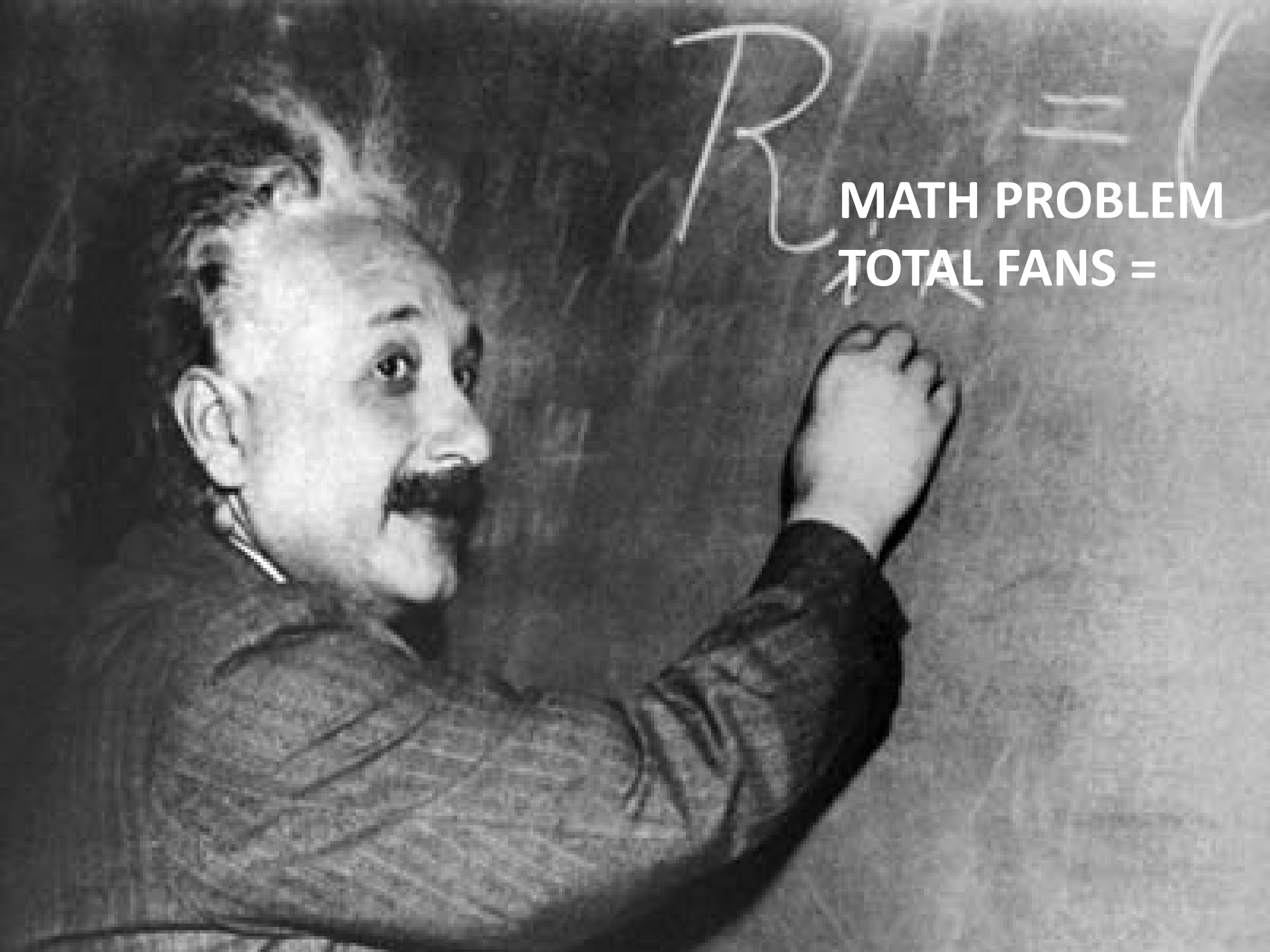
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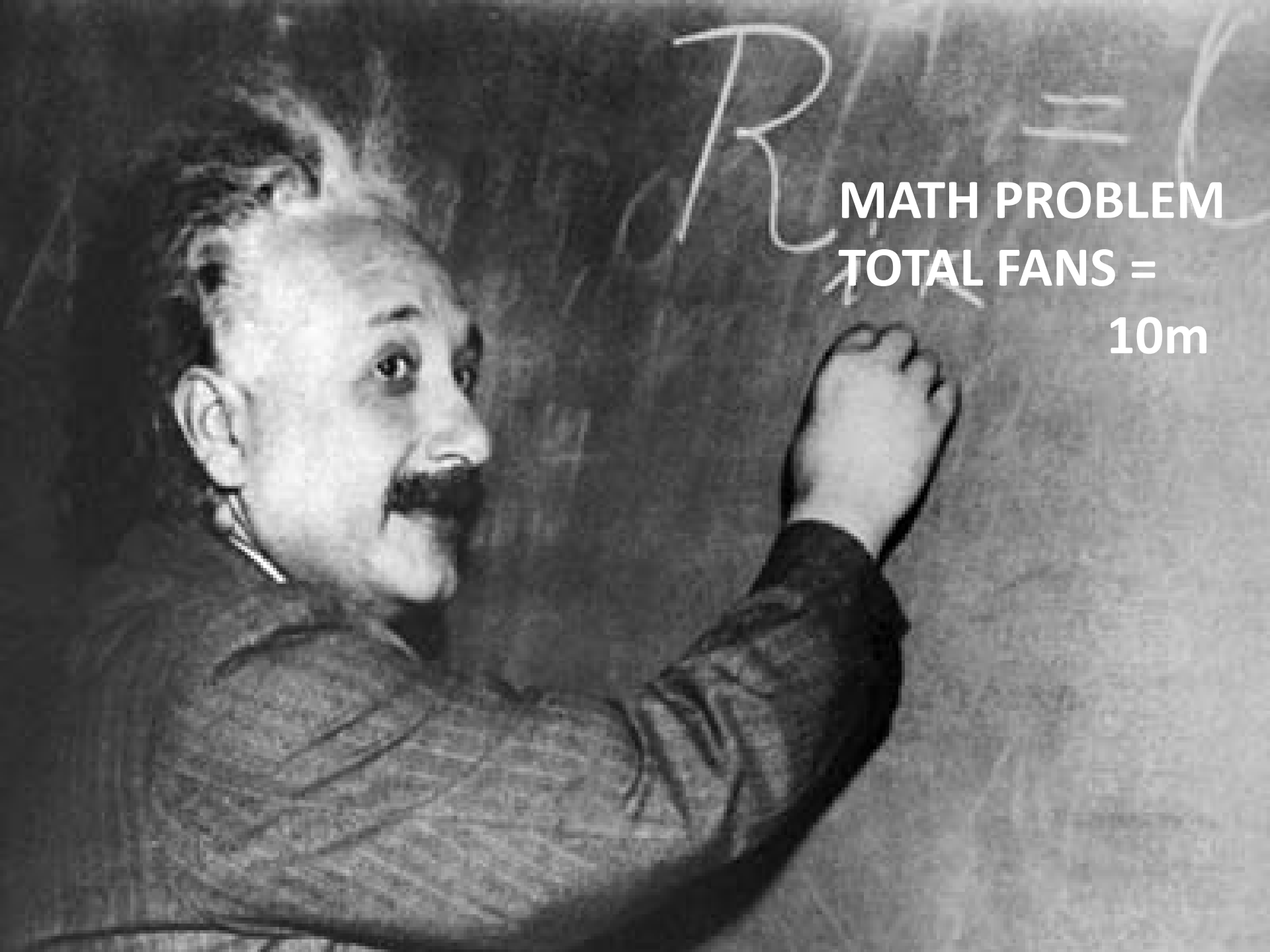
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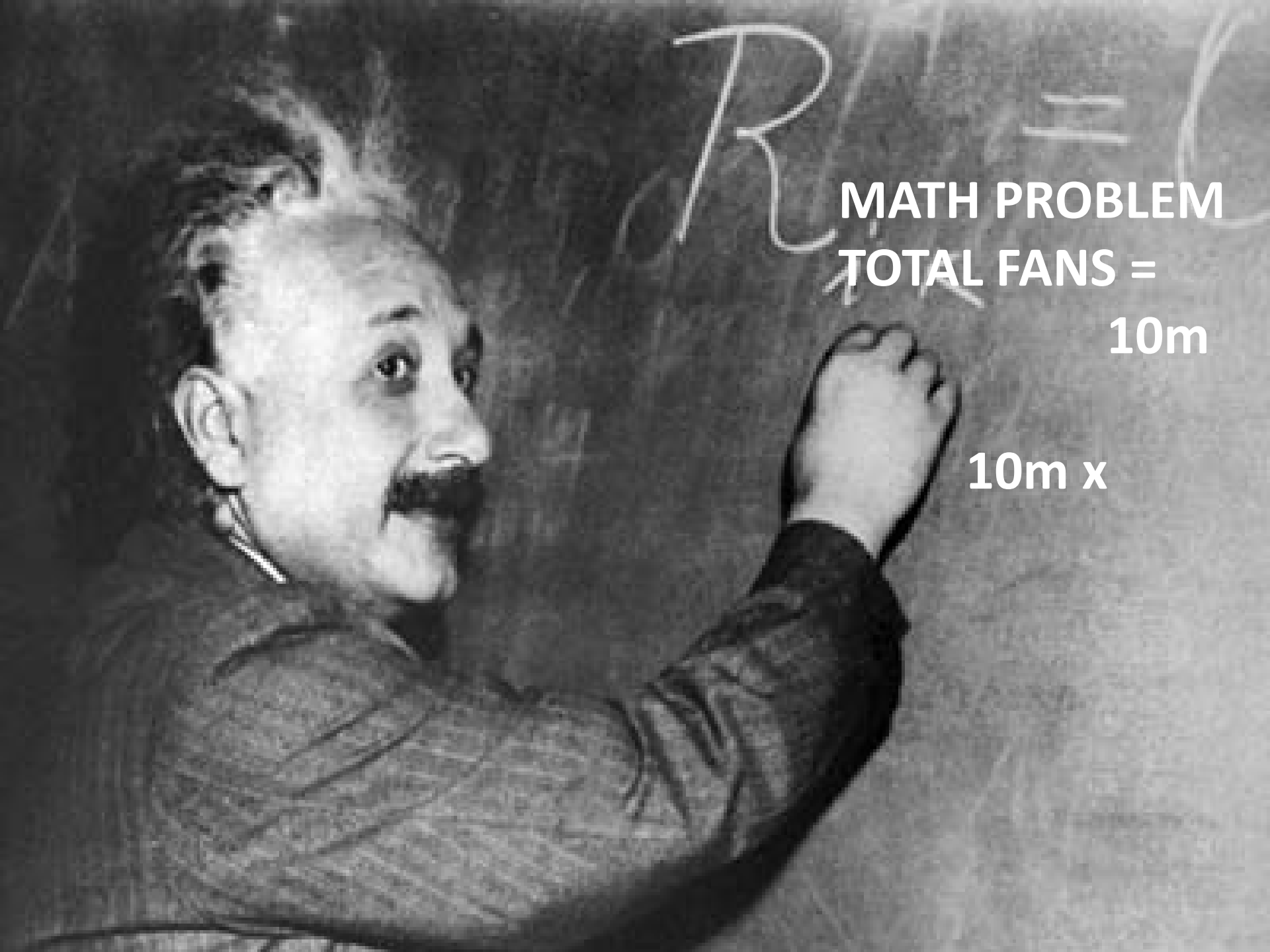
MATH PROBLEM



MATH PROBLEM
TOTAL FANS =



MATH PROBLEM
TOTAL FANS =
10m



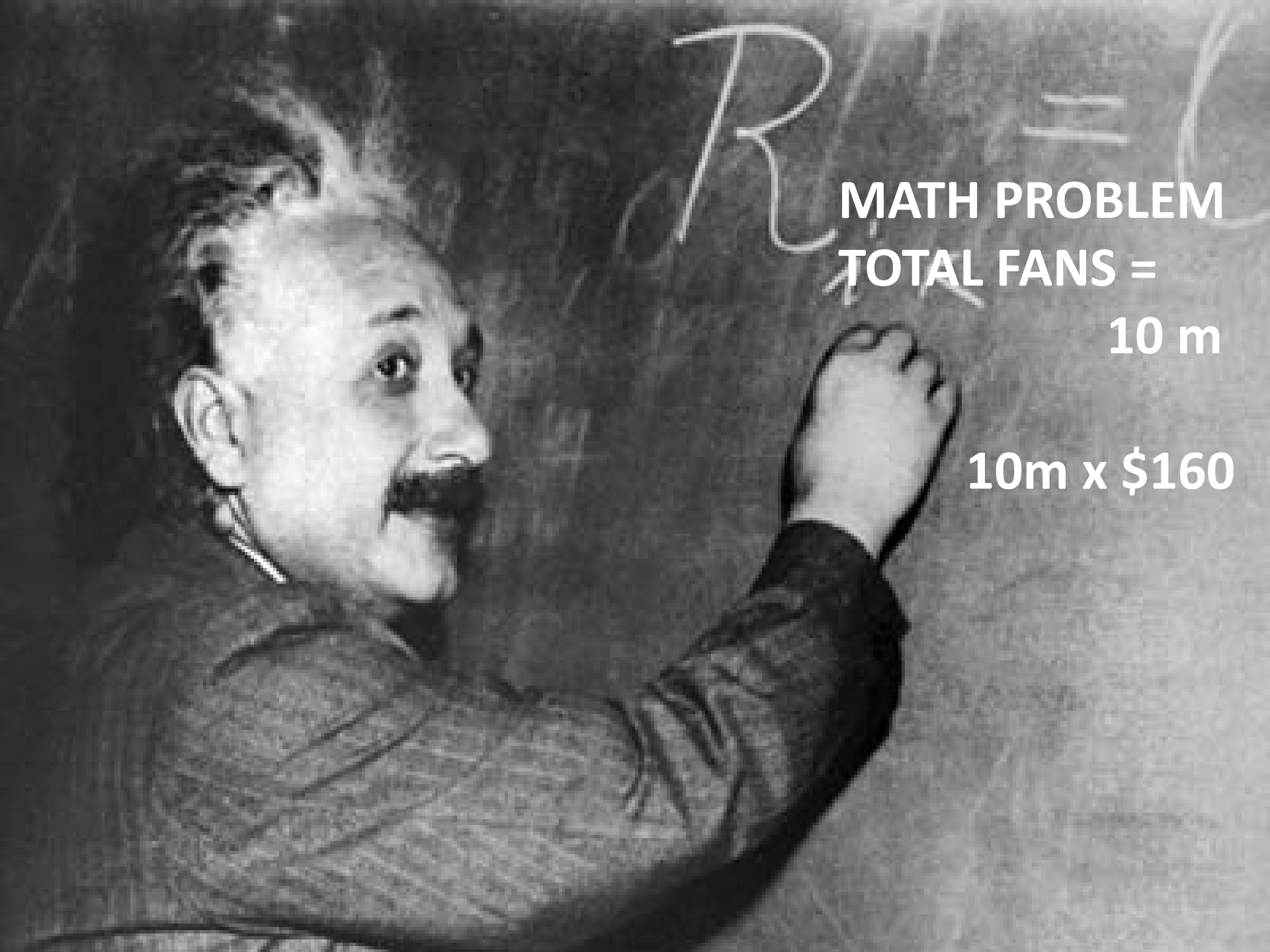
$$R = C$$

MATH PROBLEM

TOTAL FANS =

10m

10m x



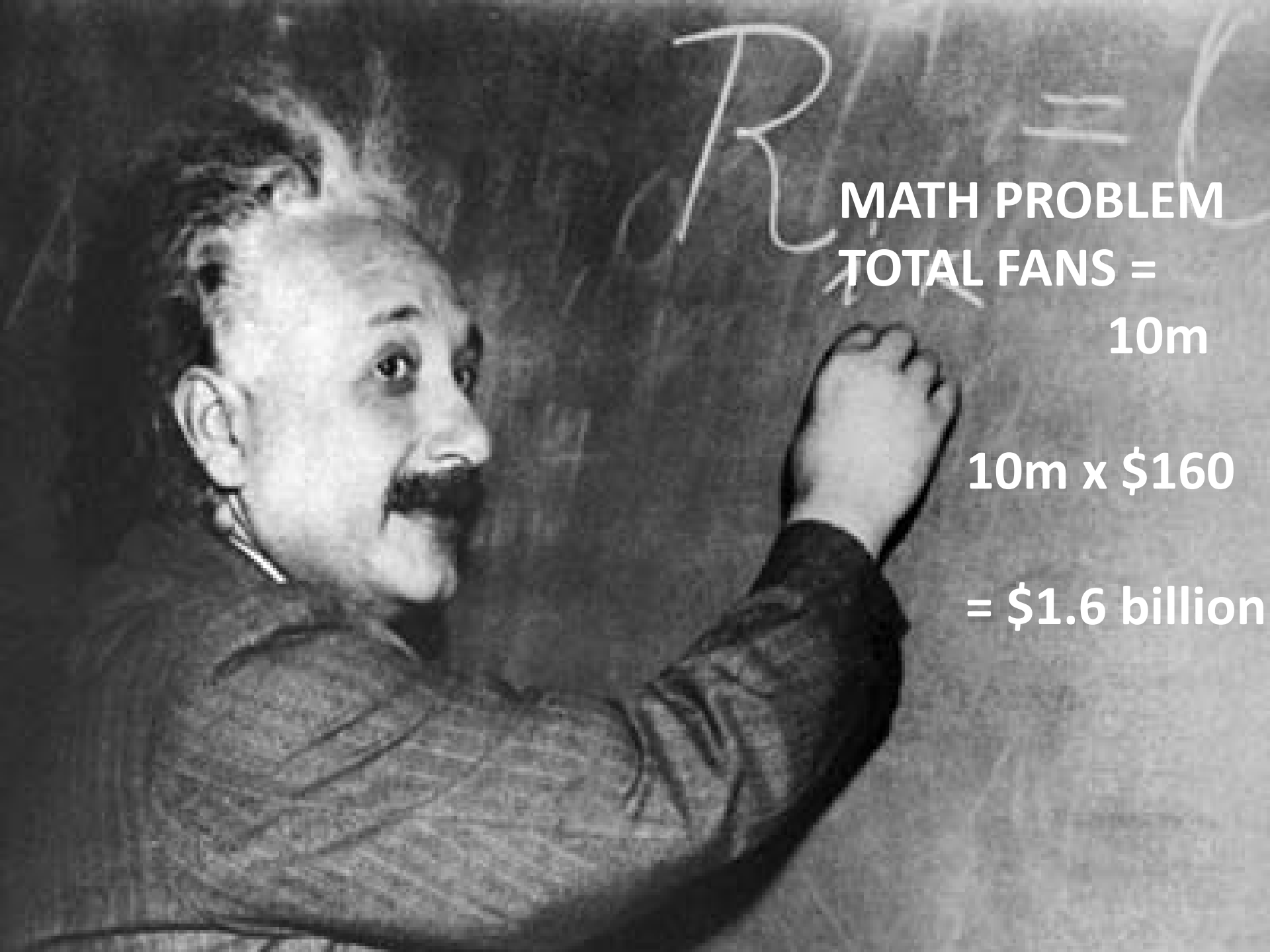
$$R = FC$$

MATH PROBLEM

TOTAL FANS =

10 m

10m x \$160

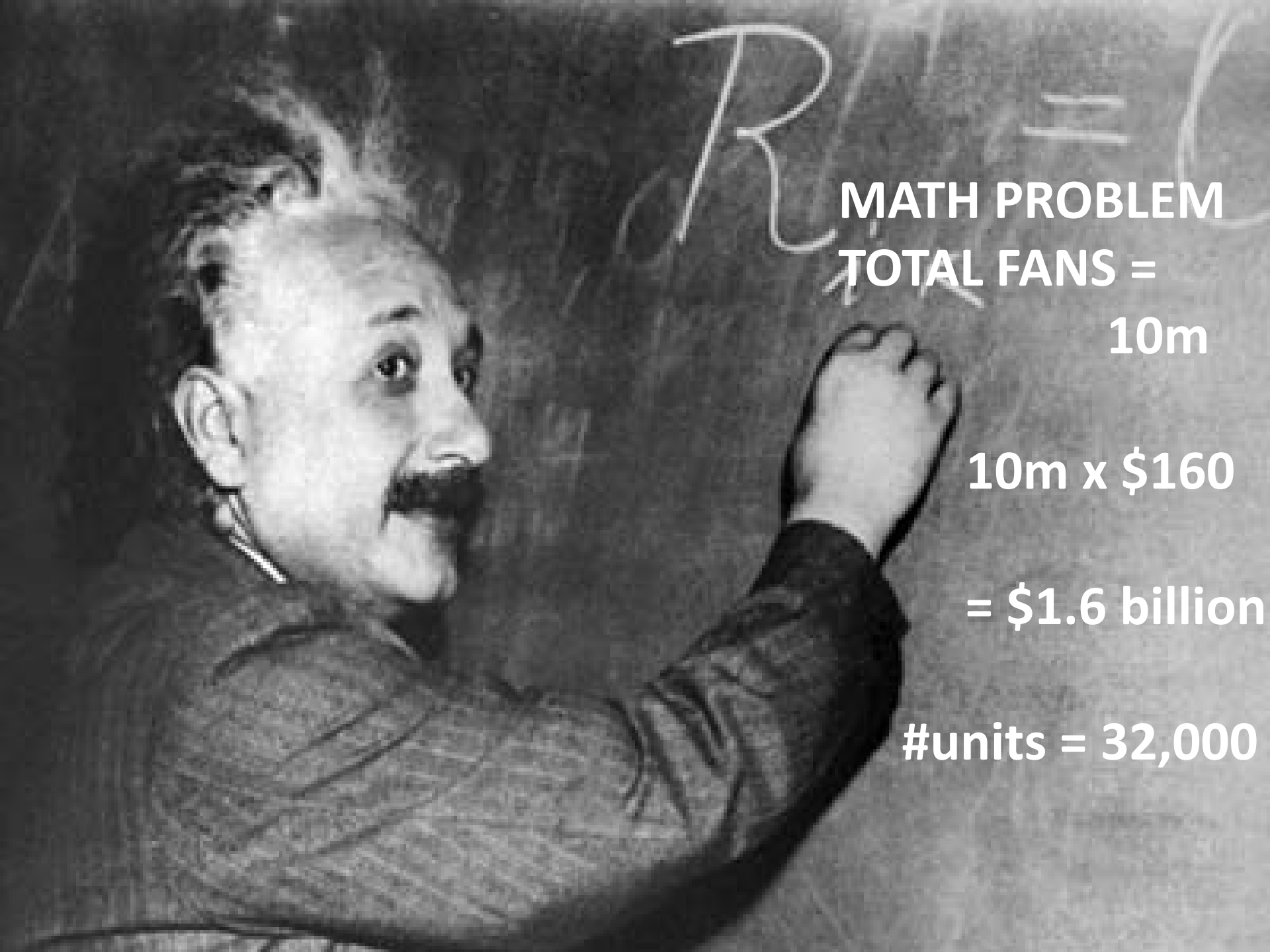


$$E = mc^2$$

**MATH PROBLEM
TOTAL FANS =
10m**

10m x \$160

= \$1.6 billion



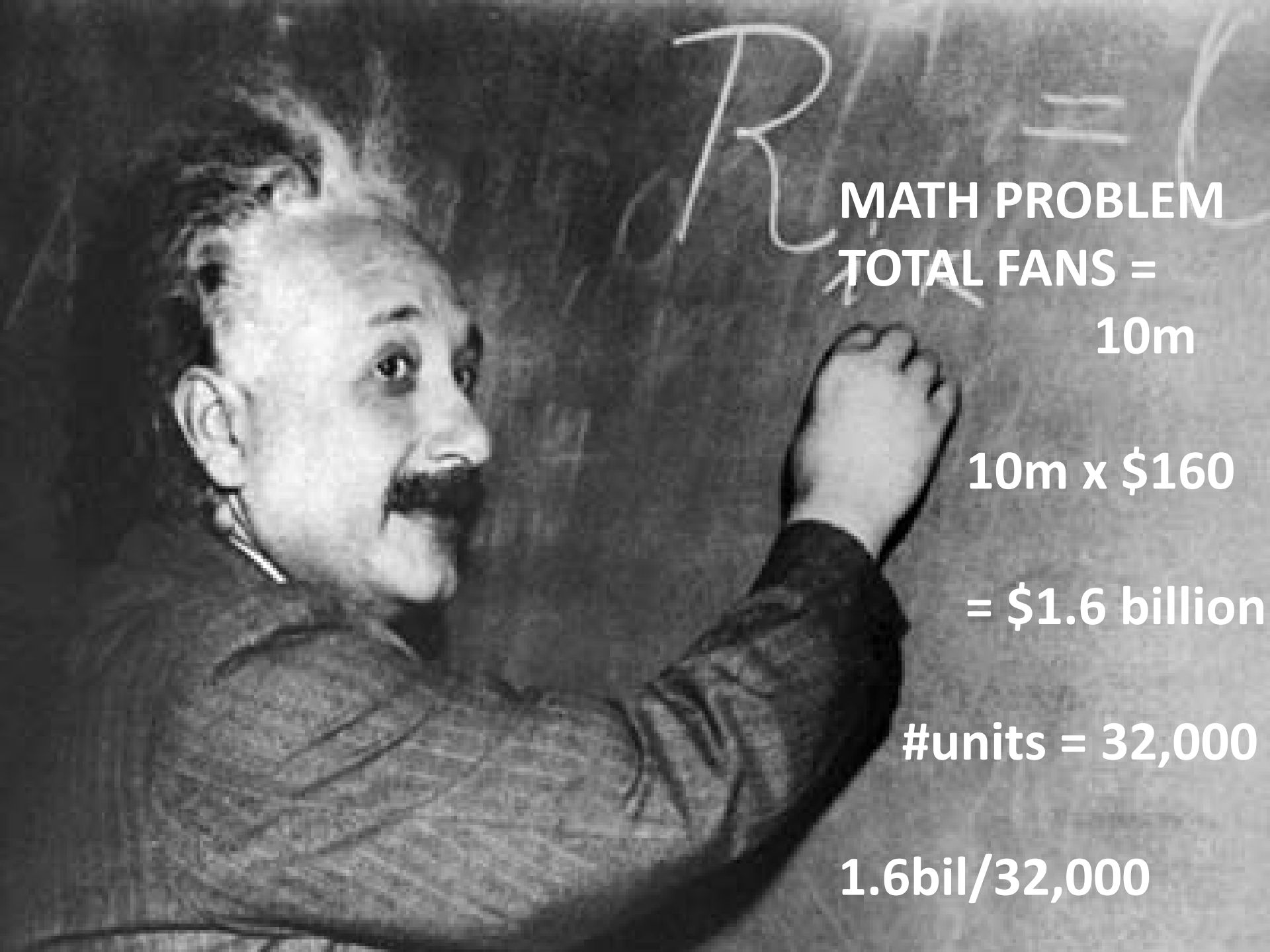
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MATH PROBLEM
TOTAL FANS =
10m

10m x \$160

= \$1.6 billion

#units = 32,000



MATH PROBLEM

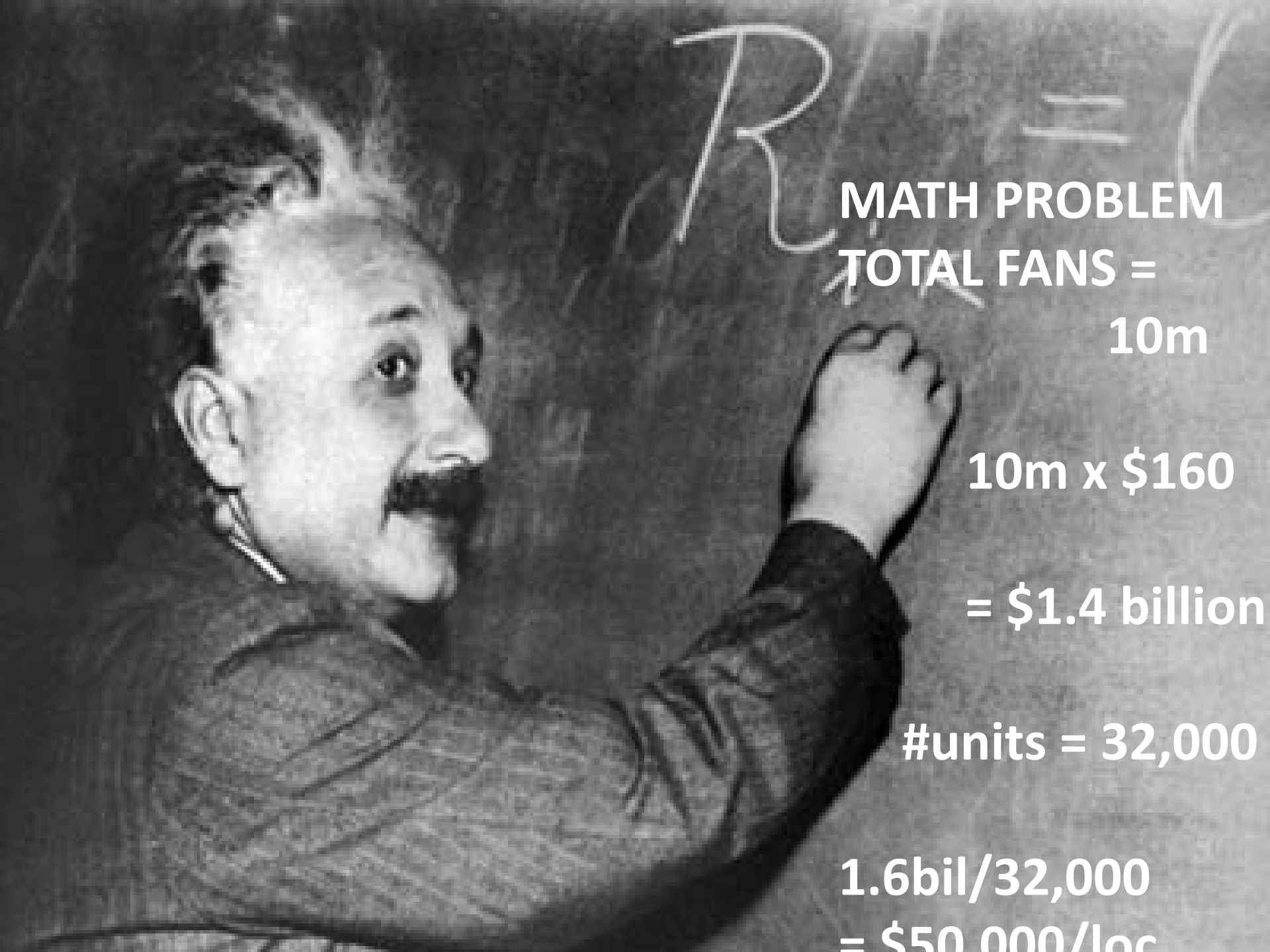
**TOTAL FANS =
10m**

10m x \$160

= \$1.6 billion

#units = 32,000

1.6bil/32,000



REVENUE

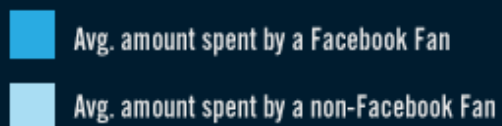
MATH PROBLEM
TOTAL FANS =
10m

10m x \$160
= \$1.4 billion

#units = 32,000

1.6bil/32,000
= \$50,000/loc

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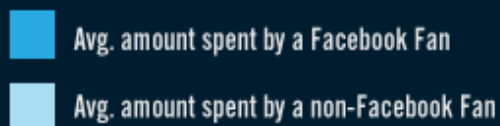
McDonald's



Starbucks



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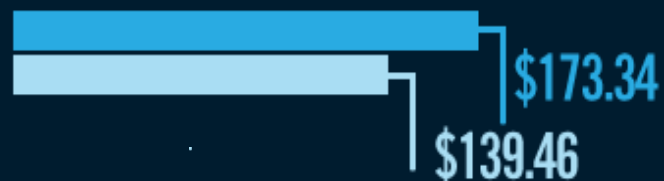
McDonald's



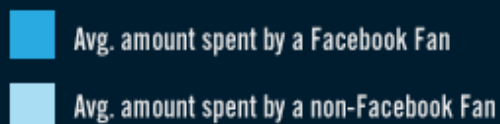
Starbucks



Xbox



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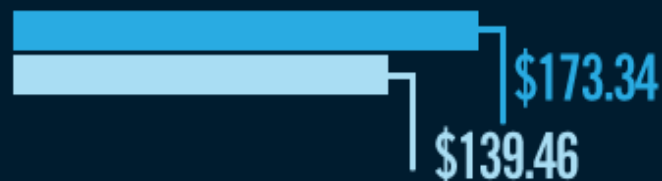
McDonald's



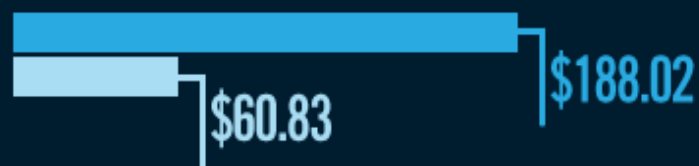
Starbucks





Xbox



Playstation



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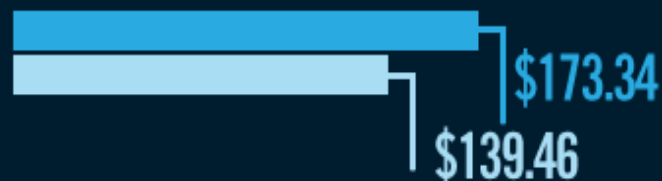
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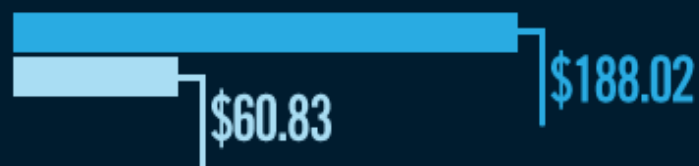
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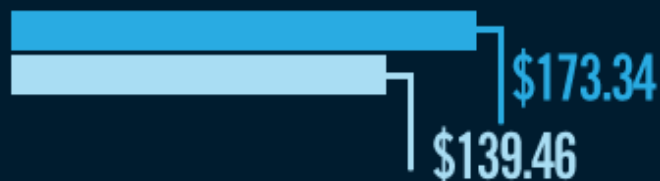
Coca-Cola



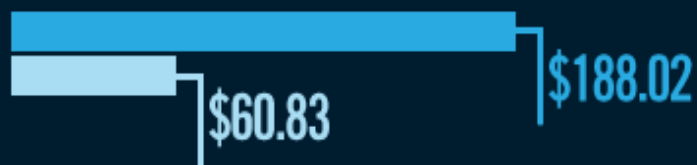
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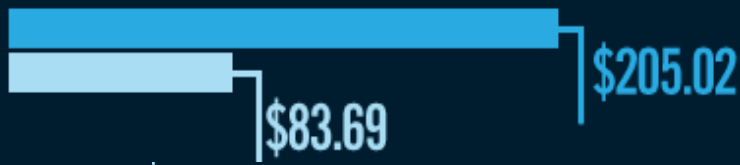
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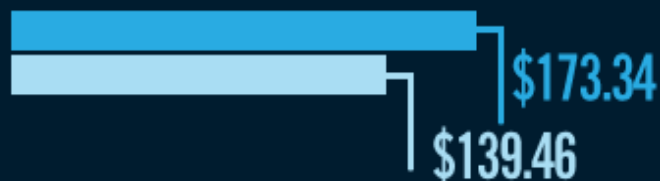
Starbucks



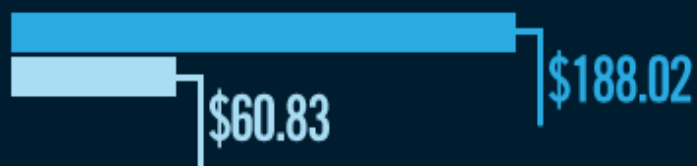
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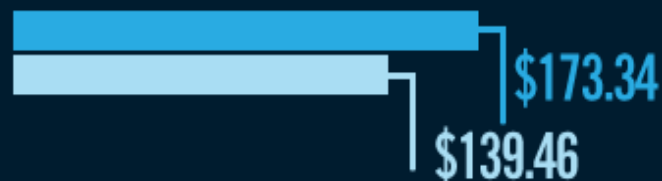
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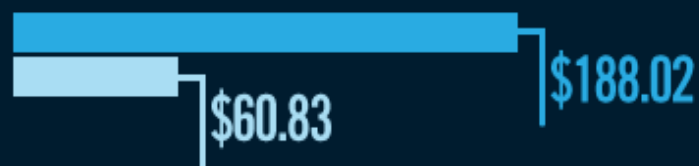
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Xbox



Playstation



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Victoria's Secret



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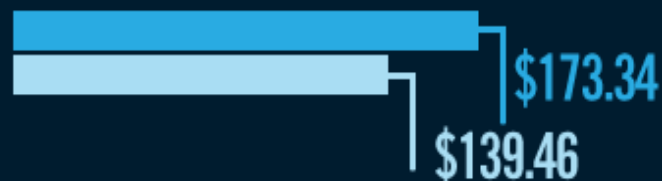
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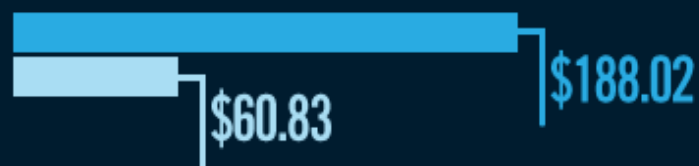
Starbucks



Xbox



Playstation



Nutella



Coca-Cola



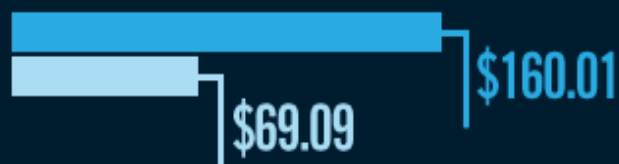
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Motorola



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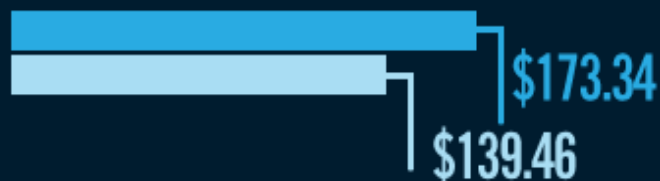
McDonald's



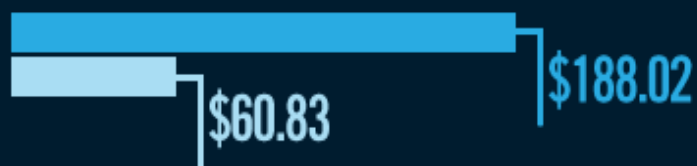
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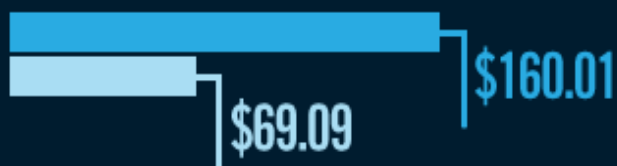
Nike



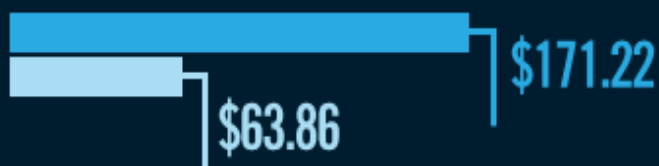
Victoria's Secret



Motorola



Nokia



SONIC APPROACH

THINK OF THE POTENTIAL



2009



2010



2010



2010

Have an Entrepreneur's Benefits Without Having to Start from Scratch ...



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[The MMSN Support System](#)

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[Brand Passion](#)

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Why Sports Nutrition?

1. In Spite of the Economy, the Nutrition Segment EXPLODES ...
2. People everywhere are paying much more attention to FITNESS ...
3. Gyms and Health Clubs continue to open in RECORD numbers...
4. Over 70% of America's Doctors and Nurses recommend supplements...
5. Max Muscle Sports Nutrition (MMSN) is the answer ...

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How can we use Social Media to
drive leads – impact our
development campaign?

2011 International Franchise
Association Convention,

EXPERTS SAY:

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I disagree!

What we did with
Max Muscle?

Where do they spend their
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Max Muscle honors 17-year old testicular cancer survivor

www.nbc11news.com

Imagine being told that your 13-year old son has testicular cancer, that was the reality for one local family. Now that brave young man is sharing his story to raise awareness about this often deadly disease with the help of one new business right here in Grand Junction.

5,206 Impressions · 0.19% Feedback

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Alan Isom i use manmax sport i love it--so sry to hear this story god bless

Friday at 3:16pm · Like

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Max Muscle Sports Nutrition

Max Muscle in Grand Junction, CO is having their Grand Opening tomorrow, August 27th! Opening benefits the Testicular Cancer Awareness Foundation and Jordan Jones, spokesperson for the foundation and testicular survivor at age 17, will be present. There will also be an appearance by former UFC heavy weight champion Shane Carwin.

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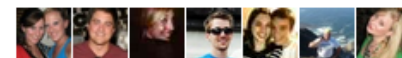


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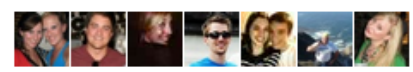
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Why Sports Nutrition?

1. In spite of the economy, the Sports Nutrition and Weight Loss (SNWL) industry is projected to be more than \$24 billion by 2015, up over 25% since 1998. (source: Nutrition Business Journal)

2. People everywhere are paying much more attention to their health, nutrition, exercise, and overall wellness--and nutritional supplements are part of their plan. There is growing recognition of the importance of nutrition and fitness to help patients fight debilitating illnesses such as heart disease, cancer, and HIV diseases. Literally millions of people are realizing the value of good nutrition as a main strategy to create greater longevity through better health.



3. Gyms and health clubs continue to open, and membership counts are on the rise, and there are many great facilities to work out at. However, the nutrition side of the industry is populated with retail vitamin stores and fitness centers that are not equipped to assist clients with anything close to a detailed personal fitness analysis and client-specific custom meal, exercise, and nutritional solutions.

Admins (11) [?] [See All](#)



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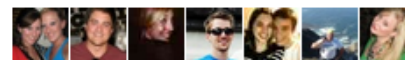
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ARE YOU READY FOR YOUR NEW CAREER WITH MAX MUSCLE?

MAX MUSCLE SPORTS NUTRITION

OVER 100 STORES NATIONWIDE
www.maxmuscle.com



Are YOU ready for your new career with Max Muscle Sports Nutrition?



- » Why?
- » Approach
- » Support
- » Passion
- » News
- » Apply

Why Sports Nutrition?

1. In spite of the economy, the Sports Nutrition and Weight Loss (SNWL) industry is projected to be more than \$24 billion by 2015, up over 25% since 1998. (source: Nutrition Business Journal)

2. People everywhere are paying much more attention to their health, nutrition, exercise, and overall wellness--and nutritional supplements are part of their plan. There is growing recognition of the importance of nutrition and fitness to help patients fight debilitating illnesses such as heart disease, cancer, and HIV diseases. Literally millions of people are realizing the value of good nutrition as a main strategy to create greater longevity through better health.



3. Gyms and health clubs continue to open, and membership counts are on the rise, and there are many great facilities to work out at. However, the nutrition side of the industry is populated with retail vitamin stores and fitness centers that are not equipped to assist clients with anything close to a detailed personal fitness analysis and client-specific custom meal, exercise, and nutritional solutions.

Admins (11) [?] [See All](#)



Use Facebook as Max Muscle Sports Nutrition

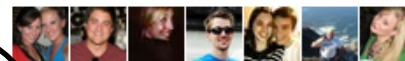
Notifications 23 ▾

Promote with an Ad

View Insights

Invite Friends

You and Max Muscle Sports Nutrition



11 friends like this.

Max Sports & Fitness Magazine

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Max Muscle Sports...



Your ad text here.

Like · Nick Powills likes this.

[Promote My Page](#)

Sponsored [Create an Ad](#)

Wall

Info

Own a MMSN

MMSN Videos

LinkedIn

Coupons

Users [See Details](#)

New Likes?

9,965 ↑78%

Lifetime Likes?

16,982

Monthly Active Users?

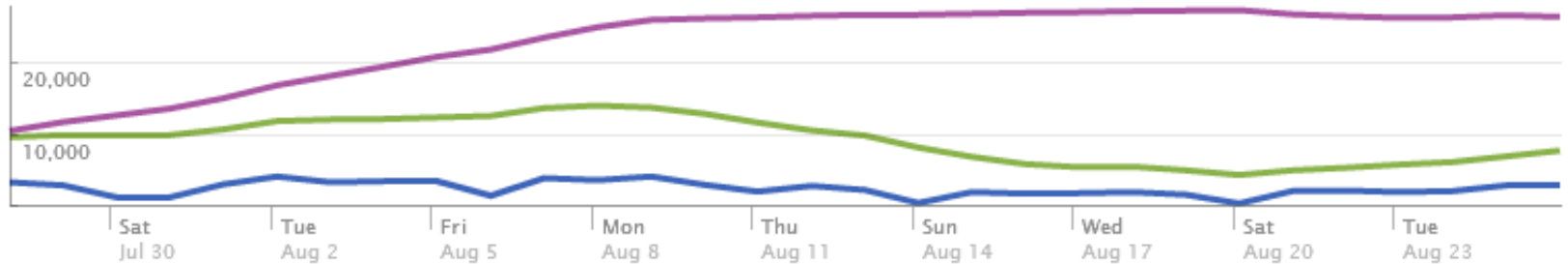
26,452 ↑202%

Active Users?

Daily Active Users

Weekly Active Users

Monthly Active Users



Interactions [See Details](#)

Post Views?

261,281 ↑301%

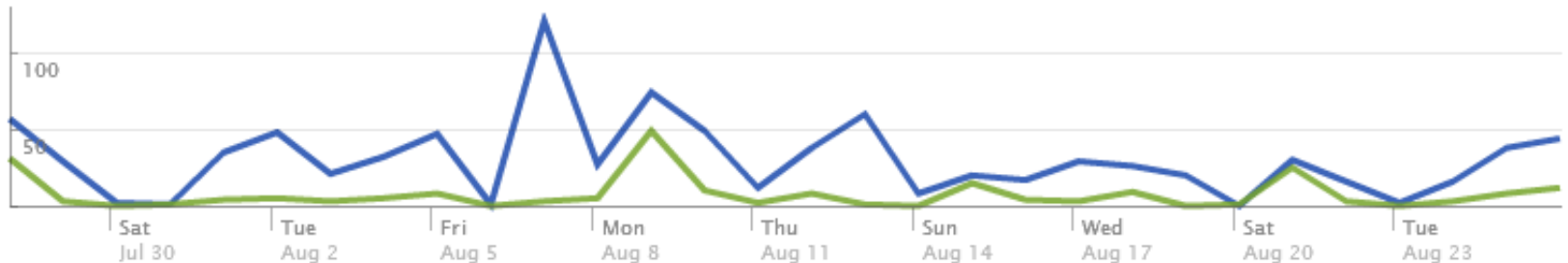
Post Feedback?

1,141 ↑305%

Page Content Feedback?

Likes

Comments



- 1) 4x Traffic to franchise site
- 2) 17k new likes
- 3) Record month of apps
- 4) More hot prospects

Genius?

NO

No Limit Blog:
46 % Facebook
19 % LinkedIn

Pinpoint Planning

What if the portals allowed us to
PICK who we market to?



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Max Muscle Sports Nutrition ▶ LinkedIn

Health/Beauty · Edit Info

Admin Tab Options

Stats Settings



Max Muscle Sports Nutrition you

Leading Sports Nutrition Retail Franchise Opportunity

Orange County, California Area | Health, Wellness and Fitness

Current

- **Leading Sports Nutrition Retail Franchise Opportunity at Max Muscle Sports Nutrition**
- **An Industry Leader Since 1991 With Over 140 Store Locations Across The United States at Max Muscle Sports Nutrition**

Past

- CEO, and Founder at Max Muscle Sports Nutrition
- President, and COO at Max Muscle Sports Nutrition
- CFO, President, and Peak Franchising at Max Muscle Sports Nutrition

see all...

Education

- **Extensive and Ongoing Franchisee Support**

Connections

[Connect with us by clicking HERE](#)

Websites

- [Max Muscle Website](#)
- [Max Muscle's Blog](#)

Twitter

[MaxMuscleSports](#)

Public Profile

<http://www.linkedin.com/in/maxmusclesportsnutrition>

Summary

Established in 1991, Max Muscle Sports Nutrition (MMSN) is committed to improving the health and fitness of people from all walks of life- men, women, young adults, everyday fitness enthusiasts, high school and college athletes- that are interested in losing weight, gaining

Admins (11) [?]

See All



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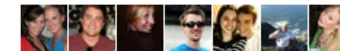
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Your ad text here.

Like · Nick Powills likes this.



Evaluate your development budget
+ bridge gap between marketing
and FranDev.

YOU don't have to spend a TON to
make it appear right.

Think differently.
Act differently.

Don't be the franchise just on
portals, just in classified, just in
brochures, just on a stagnate
Web page.....

**Be prepared to CONTINUE to
evolve.**

1. Thinking Differently

2. Self Examination

3. Best Practices



creating buzz

Multi-Unit Development

finding the needle in the haystack

4. Due Diligence

5. Socially

Communications is Progressive

Habits Aren't Bad

THEY
JUST
CLOUD
UP
NEW
IDEAS

