



MARIANA TEK.
by xplor



STUDIO FRANCHISING CHECKLIST

Is Your Studio Ready to Take the Leap?

Use this 15-question franchising checklist to be sure you're ready for the next step in growing your business

Created in Partnership with:

Andrew Seid, Senior Consultant for MSA Worldwide Franchise Advisors

Is franchising the right move for you?

Choosing to franchise your business is a gigantic decision but can pay off big time if you choose the right time. But how do you know when the time is right?

Big business decisions are scary, and we're here to make sense of it all. Using our checklist, determine whether your studio should stay small for the time being, or take a great leap forward into becoming a franchise.

Key Questions to Ask Yourself to See if Your Ready to Franchise:

Am I okay with others representing my brand in new markets and regions? (Or, do I need to tightly control my brand's identity in the market?)

Are my brand's message and product differentiators clear and established?

Do I have a clear value proposition to sell my studio to franchisees?

Have I been approached by others to franchise my business?

Do I know what my criteria are to take on new franchisees, and who my first franchisees would be?

Am I mentally and emotionally ready to take on a new business model?

Am I ready for how will my role change if I choose to franchise my business?

Do I know who I may need to hire to effectively manage a franchise business?

Are my financials in order? Is it economically feasible to support franchising?

Do I have the right tech to analyze franchisee sales and other KPIs?

Can my technology allow me to easily view all my location's client data in one place?

Does my technology allow me to create templated marketing campaigns for franchisees?

Can my technology support royalty calculation and payment?

Have I taken the time to develop the strategy and get a full understanding of my brand standards in order to be ready to draft my FDD (franchise disclosure document)?

Have I consulted with a franchise advisor to determine if franchising is the right path for my brand at this moment?

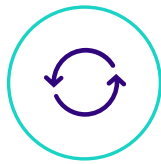
Mariana Tek: The Premier Tool for Studio Franchisers and Franchisees

With Mariana Tek, managing multiple locations couldn't be easier.



They take a lot of the work out of onboarding a new franchisee. They essentially can do it for me with very little impact on my corporate team, so the training the support all those pieces are already in place.

Cody Patrick, CEO of Sweat440



Real-time location updates

Get enterprise-level, robust updates for every studio location; know what's going on in real-time without physically being there. Analyze key KPIs to make sure franchisees are successful.



Permissions and Flexibility

From pricing to commerce to classes, tailor the specifics of your studio locations with ease. Set permissions at the studio level so you can manage who sees what.



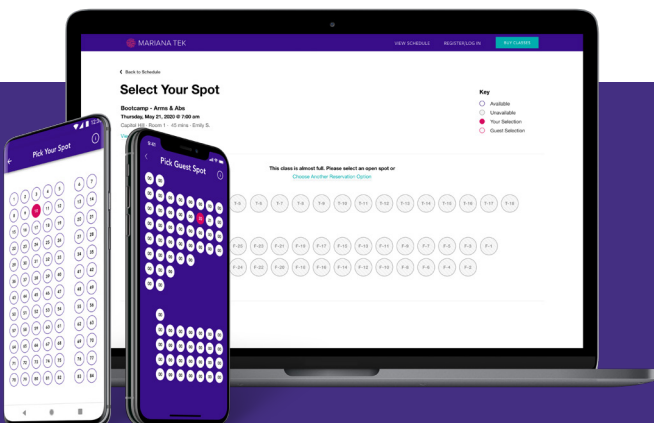
Automated Marketing

Make it easy for franchisees to succeed by creating templated email & SMS campaigns to support their growth.



Franchise-Ready Integrations

Leverage Mariana Tek's ecosystem of technology partners for things like challenges, rewards programs, and royalty management.



Mariana Tek is the partner you need to franchise the right way. Get in touch, and we'll show you how everything works with a comprehensive demo!

[BOOK A DEMO](#)