



Welcome to the First Edition of the Franchisee Profit Pulse Newsletter!

I'm so excited to kick off this year with the very first edition of the Franchisee Profit Pulse – your go to resource for tips, insights and strategies to help you grow a more profitable franchise business. This newsletter will land in your inbox every fortnight, delivered in an easy-to-read (and share!) PDF format. Save it, revisit it, and don't forget to pass it along to anyone else who might find it valuable.



This year is going to be packed with exciting content to support you on your business journey. Along with the newsletter, the Profitable Franchisees Podcast is ready and waiting for you to dive into, AND I'll be releasing tons of free content on YouTube, from practical tips to game-changing strategies – all designed to help you thrive in 2025.

The best part? All of this is 100% free. So jump on board, stay tuned and get ready to make this year your most profitable and successful yet! Let's make 2025 the year your franchise business truly shines.

Remember, keep it simple!

Kickstart 2025: What to do NOW to MAXIMIZE your Profitability as a Franchisee

As we step into a brand-new year, it's the perfect time to pause, reflect, and reset your business for success. The decisions you make now will set the tone for the next 12 months, and as a franchisee, there's incredible potential to take control of your profitability. Whether it's refining your financial strategy, boosting your marketing efforts, or optimising your operations, small, intentional actions can lead to big results. Let's dive into three powerful steps you can take today to make 2025 your most profitable year yet!

Review and Refresh your Numbers: Start 2025 with Clarity and Confidence

As a Franchise Business Coach, one of the key principles I emphasize is the importance of knowing your numbers. Your financials aren't just spreadsheets – they're the story of your business. And as we step into 2025, there's no better time to revisit the story, reflect on what worked (and what didn't) and set the stage for your most profitable year yet.

1. Look Back to Move Forward

Start by reviewing your 2024 Profit & Loss (P&L) statements. What trends do you see? Were there months where profits soared or seasons where expenses crept too high? These patterns hold the keys to making better decisions this year.

Ask yourself:

- Which areas of my business drove the most profit? Which were my most profitable products or services?
- Are there any expenses that can be reduced or eliminated?
- Did I hit my revenue and profit goals, and if not, why?
- Are my numbers in line with the benchmarks of your Franchise group? (by the way, not the average benchmarks – compare to the top performers)

Understanding these insights can help you focus on the areas that truly move the needle in 2025.

2. Set Clear, Measurable Financial Goals

Goal setting is something I've spoken about before, and here's the thing... it only works when it's specific and has an action plan to achieve it. Don't just aim to "increase profits". Instead, break it down so you know what you need to do.

- Set monthly revenue and profit goals (start by knowing what they were the year before first)
- Define your desired profit margin to ensure that revenue turns into profit (Because your goal should be for profit, not revenue. Revenue is an action step to profit.)
- Track where every dollar is going – in and out.

When you have these targets, you'll know whether you're on track or need to adjust course throughout the year.



3. Build a Cashflow Projection

Cashflow can make or break a franchisee. A solid cashflow projection gives you visibility into your financial health before problems arise. Forecast your income and expenses for each month, and make adjustments for seasonal fluctuations. This way you'll avoid cash crunches and have the freedom to reinvest in your business when opportunities arise.

Also remember... a cashflow projection should be a working document that you update and adjust as your hopefully exceed your goals, but also help you if you miss a financial goal. Just because your business is profitable, doesn't mean you won't experience cash gaps and it is these cash gaps that will put the most pressure on you, so have a plan – or projection – so that you can have money where and when it is needed.

4. Embrace Accountability

One of the things I always tell franchisees is that accountability changes everything. Share your financial goals with your field support manager so they can hold you accountable to them. And don't forget to revisit your numbers every month at least. Regular check-ins keep you focused and ensure small issues don't snowball into big problems.

By reviewing and refreshing your numbers now, you'll gain clarity on your financial position and confidence to tackle 2025 head-on. Remember, as a franchisee, your financials are the foundation of your success. Take the time to understand them, and you'll make smarter, more profitable decisions all year long.

Plan your Local Area Marketing Strategy: Make Every Dollar Count

If you've been following me as a Franchise Business Coach, you'll know how passionate I am about Local Area Marketing (LAM). Why? Because it's one of the most direct ways to boost your profits without relying solely on your franchisor's broader campaigns. By focusing on strategic, localised efforts, you can build deeper connections with your community, drive foot traffic and maximise your ROI in 2025.



1..Audit Your 2025 Marketing Efforts

Before you dive into planning your LAM, take a moment to evaluate what worked last year. Look at each campaign or promotion and ask:

- Did it increase sales to my location?
- Was the ROI worth the investment?
- Were there missed opportunities for engagement?

Understanding what resonated with your local customers will help you refine your approach for the year ahead.

2.Create a 12-Month Marketing Calendar

A clear plan is the key to consistent marketing. Map out your promotions for the year, aligning them with local events, public holidays or seasonal trends. For example:

- Back-to-School specials in January.
- Valentine's Day campaigns in February.
- Community events or local celebrations.
- Before your projected cashflow hits a dip.

Your franchisor will have a marketing plan for the brand, so where possible, align your efforts to national campaigns and marketing to maximise your results.

Having a roadmap ensures you're proactive, not reactive, with your marketing efforts.

3. Budget Smartly and Track Results

Allocate a portion of your revenue to LAM – it doesn't have to be huge, but it should be intentional. In fact, some of the best LAM is actually very low investment marketing. Often times, the LAM that gives the best results isn't the sexiest marketing!

Whether it is social media marketing or hosting an in-store event or networking with other local business owners, track each campaign or strategy's performance. This helps you see which efforts bring the best results and ensures you're not wasting money – or time – on ineffective tactics.



4. Engage with your Community

Your franchises' success is tied to how well you're known and trusted locally. Don't be afraid to get involved in your community, whether it's through partnerships, attending events, or simply being active on social media. People buy from businesses they feel connected to, and your LAM strategy is the bridge to building those relationships.

By planning your local area marketing strategy now, you'll set the foundation for consistent growth throughout the year. Remember, marketing isn't just about spending money – it's about investing it wisely to build a loyal customer base that keeps coming back.

Focus on Team and Operational Efficiency: Build a Business That Runs Smoothly

As I often say, your business is only as strong as the systems and people driving it. To maximise profitability in 2025, it's time to take a hard look at your team and operations... and you as the leader! When everything runs like clockwork, you'll free up time, reduce stress and boost your bottom line.

1. Start with a Team Meeting

Kick off the year by bringing your team together. Share your goals for 2025 and explain how their performance contributes to the bigger picture. This isn't just about motivation – it's about alignment. When everyone understands their role in the business' success, they're more likely to take ownership of their work. Remember to brainstorm with your team on how you will achieve the goals and ways to improve so they can be a part of the process, not just a passenger to the daily ins and outs.

Use this meeting for:

- Setting expectations for productivity and customer service
- Address any challenges from 2024 and how your plan to overcome them
- Gather feedback from your team on the front lines usually have invaluable insights that will ultimately lead to increased profits

2. Streamline your Processes

Operational inefficiencies are profit killers. Whether it's outdated technology, bottlenecks in customer service or unclear roles and responsibilities, these issues cost your time and money.

Audit your processes and people and ask:

- Are there repetitive tasks that can be automated?
- Where are mistakes or delays happening?
- How can we improve the customer experience?
- Is there anyone on the team that would improve with some additional training or resources?

Small adjustments – like better scheduling tools or clearer communication – can make a big difference.

3. Invest in Training and Development

If you want your team to perform at their best, you need to equip them with the right skills. Ongoing training isn't just about compliance – it's about building confidence and capability. Whether it's customer service training, sales techniques, or leadership development, a well-trained team deliver better results. Make your training valuable and results driven.

4. Track Performance and Recognise Success

Set measurable KPIs for your team and check in regularly to assess progress. Celebrate wins – big or small – because recognition fuels motivation. At the same time, address issues promptly to avoid becoming bigger problems.

And remember, saying a simple thank you to your team might be all they need to know you appreciate what they do.

Here's to a More Profitable 2025

Starting your year with clarity, strategy and intention can make all the difference in your success as a franchisee. By taking the time to review your financial, plan your local area marketing and fine-tuning your team and operations, you're setting yourself up for growth and profitability.

Remember, success doesn't come from big leaps but from consistent, small actions that build momentum over time. I encourage you to take these steps seriously – because the work you put in now will pay off throughout the year ... and the years to come.

Here's to making 2025 your best and most profitable year yet!

