



## STATE OWNER NEWSLETTER

### *State Owner Webinar*

We had our first State Owner webinar on Wednesday April 24 at 4:00 pm. Only 7 State Owners were in attendance. Our next monthly State Owner Webinar will be May 22<sup>nd</sup>. We will keep these meetings from 30 to 45 minutes. We will send out an email to all State Owners one week prior to the meeting with a link to use to join the meeting. We will have an agenda with that email showing the topics we will be covering. Any of you are welcome to submit items you would like us to address in these meetings by emailing me at [mcoinc@heavensbest.com](mailto:mcoinc@heavensbest.com) no later than May 15, 2013.

It is helpful if you have a headset mic that can be plugged into your computer. Wal-mart has a headset mic for just under \$15.00. You will not need a webcam for the meeting.

I am not sure why our other State Owners were not part of the meeting, perhaps they did not read the April Newsletter which introduced the meeting, perhaps they had prior commitments that could not be changed, perhaps they are tired of being a State Owner and would like to move on to something else. If you are wanting to move on, please call me and we can discuss your options.

All of us need to make more franchise sales than we have over the last 4-5 years. We want to be working together to make this happen.

### *FDD Updates*

We now have our new audited financial statements and all the information needed to update each of your FDD except for your own financial statements. Please get your new financial statements into us so we can have everyone up to date.

### *Areas of Focus*

There are a few areas we would like you to focus on this year. The first is franchise sales and the second is to help your Operators turn their franchises into a great business rather than just a great job. This means that they need employees to turn their franchise from a job into a business. Employees are not only employees, but they are potential buyers as well.

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Every State Owner needs franchise sales in order to grow. Your existing franchisees have friends, relatives, old school mates, old co-workers, and others they know that could work out well in this business. Please spend some time to consider someone who may have interest in running a Heaven's Best Franchise. If you don't ask them if they are interested, the answer is no. Once they find out what Heaven's Best has to offer, they just might be interested.

Set your goal of how many new franchises you are going to sell this year and then start working toward that goal.