

How to Present



in

4 ^{Easy} STEPS

1

REFRESH

Bring the key stats and overview of Gotcha Covered to mind



- ✓ Home-based (but can grow into executive and brick and mortar)
- ✓ Significant lifestyle flexibility
- ✓ Extraordinary ROI potential
- ✓ Residential and commercial segments
- ✓ Franchise fee \$64,900 all-inclusive
- ✓ \$10,000-\$20,000 additional working capital
- ✓ No net worth requirements
- ✓ 75-100 franchisees (as of fall 2017)
- ✓ Flat rate royalty that scales
- ✓ Outstanding culture and excellent validation
- ✓ Item 19 disclosure
- ✓ 20 billion dollar industry
- ✓ Every home and business is a potential customer
- ✓ 40% Commission (\$25,960 for Standard Sale)

2

READ

The script word by word (or in your own words)

The model I am going to present to you now is called Gotcha Covered. But before I explain to you what they do, I want to tell you some general information about the industry and the opportunity. The reason I am presenting them to you this way is because this is a company that markets and sells products that are in virtually every home and business, but you probably never even considered this type of industry. In fact, they call themselves, **“the best opportunity you’ve never thought of”**.

This is a home-based business that gives you an incredible amount of flexibility in how you run the business. You can run it by yourself, with (insert spouse/partner’s name here), you can hire sales people, and you can even open up your own store eventually—the choice is completely yours.

Gotcha Covered is also considered a low-cost franchise with a franchise fee of \$64,900 that includes everything you need to launch the business other than an additional \$10-20K in marketing capital to spend over the first six months. They have a flat rate royalty that caps, so unlike a percentage-based royalty, there is an upper limit to how

much you pay in royalties. While the initial investment is low, the income potential is significant, and many of their franchisees earn strong six-figure incomes. You will be able to validate this with them when the time comes.

Gotcha Covered is in an industry with little branding, and most of the competitors are ‘mom and pops’ without the marketing savvy or technology tools that Gotcha Covered provides its franchisees. Furthermore, they provide excellent initial training and ongoing support, and their franchisees speak very highly of their opportunity, their experience, and the relationship they have with the corporate office and with each other.

OK, now for the big reveal! If you are interested in learning more about Gotcha Covered, it’s time to let you know that they sell custom window treatments to both residential and commercial customers.

Surprised? Whatever your initial reaction is, let that sink in for a second and know that Gotcha Covered knows and understands that ‘nobody grows up thinking that they want to sell custom window treatments for a living’, and they even have a little bit of fun with that. But the business model is so powerful that I wanted to present it to you and explain why in further detail.



NEXT STEP

3

REINFORCE *Explain your rationale for presenting Gotcha Covered*

You're about to be a business owner, so I want to share with you some business reasons that you should take a further look at Gotcha Covered.

LOW RISK — this is a product that every home and business requires- high demand. It is not subject to technological disruption- tech proof. It is recession-tolerant.

SIMPLE MODEL — Another reason that I think this could be a good fit for you is that the business model is relatively simple. There are no accounts receivable, no inventory, no employees, no leases, no overhead (unless you want to grow into these later). Gotcha Covered has a powerful business management software that saves time and hassle, and creates efficiencies in running the business.

All of this means that you can spend more time doing the things that generate revenue and that I think you would be really good at, which is simply building relationships in your territory.

GOOD UNIT ECONOMICS — This is a high-demand, high-margin business with a flat rate royalty structure that is a real incentive and profit contributor to strong operators; the higher the revenue, the lower the effective royalty percentage.

MULTIPLE SEGMENT OPPORTUNITIES — Gotcha Covered franchisees have multi-revenue channels in both consumer and commercial segments. This allows franchise owners to fully capitalize in both markets and maintain stability with swings in the market that often affect each segment differently.

LOW INVESTMENT — The approach I take with all of my clients is to find the right fit for the least investment. Few

clients are comfortable with outbound prospecting, and therefore migrate to the brick and mortar models that often breaches their investment level. Gotcha Covered is a terrific low-cost alternative that is not about door knocking. Rather, business is driven by effective offline and online marketing and community-based networking strategies. Therefore you can generate revenue without cold calling while paying a fraction of the investment of a brick and mortar operation.

STRONG CORPORATE LEADERSHIP — Finally, I look for great franchisor leadership, strong support and training, and a culture that is team-oriented. Gotcha Covered excels in these areas. Going into business for yourself is scary stuff, and I tell all of my clients that this process is about finding the right model AND the right partner. You will learn more about this in the process, and especially when you start talking with some of their franchisees. Make sure to ask them about the culture, because I know that it is very positive, and was an important part of their decision to join Gotcha Covered.

NO EXPERIENCE REQUESTED — My last point about Gotcha Covered is that although they do make exceptions, they prefer people without any industry background. You do not have to be an interior designer, or to have any innate design skills to be very successful in this business. They will teach you everything you need to know. Also, you should know that you will not be doing your own installations, so you don't need to be a handyman. Successful Gotcha Covered franchisees come from all walks of life, including corporate managers, teachers, engineers, veterinary techs, sales, marketing, homemakers, the military- and the list goes on.

4

REFER *Send your candidate's information to Gotcha Covered!*

What I've just gone through with you was only the start, and you have a lot more to learn about Gotcha Covered. They have a formal process that they will take you through that educates you about the industry, their company, the technology and marketing resources they make available to you. I would strongly encourage you to attend the first webinar with their CEO, Vic Yosha, who will give you a more comprehensive overview. He and I will work with you through the process to ultimately determine if Gotcha Covered is right for you.

