



The Master Licensee (ML)

A visionary leader in a country, state or region who brings **ActionCOACH®** to the marketplace and uses its proprietary proven systems to improve lives and communities.

This is **ActionCOACH's** ultimate franchise opportunity. The Master Licensee has the power to develop, grow and sell **ActionCOACH** franchisees in an entire region, state or country. This is not like the other typical franchise models – instead of being in charge of a single firm or team, you'll be in charge of an entire organization of **ActionCOACH** franchisees all operating under your supervision and guidance.

The Master Licensee has the power to take any business and develop it into a successful, self-sustaining franchise in the region. Additionally, you are given the opportunity to develop franchises and business coaches at every step along the way, giving you an unmatched opportunity to grow your assets.

But it gets better – a Master Licensee enjoys both steady income as well as substantial commissions on every franchise sold. Yes, that's right, you wouldn't have to choose. Your steady income comes from the

royalty's franchisees pay you each month, while your commissions come from the many franchises you'll buy develop and sell. Few franchisor programs offer this kind of dual income stream potential.

The Master Licensee is an investment of a lifetime but you don't have to go it alone. You have at your disposal the support a global community which spans more than 80 countries and the depth and breadth of the **ActionCOACH** system. The more than 25 years of experience and proprietary intellectual property available to you is vast and unique. The **ActionCOACH** brand continues to expand and evolve and you will reap the benefits of this dynamic brand as it grows and thrives.

The Master Licensee commitment is not for the faint of heart. Starting at approximately \$1 million the opportunity has unlimited potential for a visionary who has the foresight to build a legacy.