

# Franchise Prospectus

“THE  
BIGGEST  
RISK YOU  
CAN TAKE  
IS TO DO  
NOTHING.”

*BRAD STUBBS*

## WHY BUSINESS COACHING

Business coaching is booming, and you can reap the rewards of your business experience. Business Coaching with **ActionCOACH** places you in elite company, supported by a strong and vibrant global community. Business coaching is the second fastest growing industry, behind IT in the business-to-business sector according to *Forbes Magazine* and is estimated to be a \$2 billion global industry. Companies realize that adding a business coach to their list of necessary resources is vital to their livelihood and long-term success.

Business coaching and mentoring are seen as a necessary service, like having an accountant or legal representation. One-size-fits all training programs no longer suit the rapid growth of business and technology. Customized personal solutions are in demand. Only what a certified business coach provides can fill that gap.

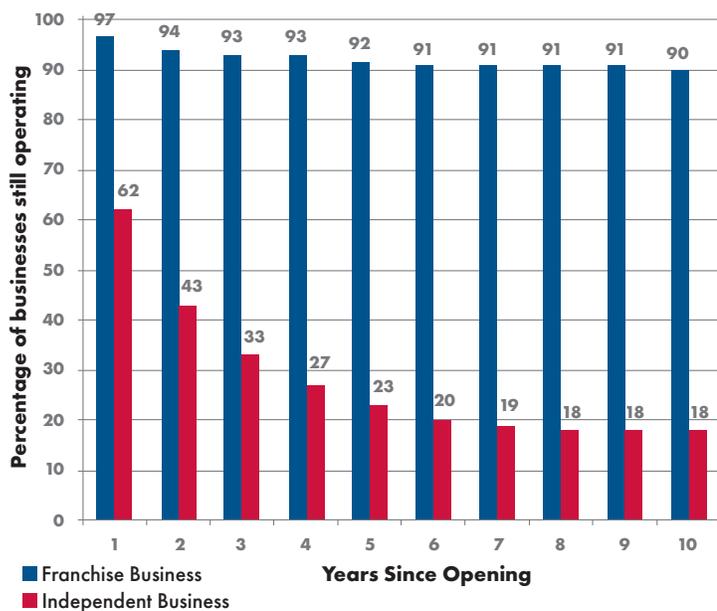
**No other business coaching franchise offers the opportunities that ActionCOACH offers you. It is time to take control of your own destiny and investigate business ownership.**

It's time to turn your business knowledge into business profits, choose the clients you want to work with, and use your network to grow your revenue monthly. It's time to own a business that works for you.

*Harvard Business School reports that 86% of companies said they used coaching to sharpen the skills of individuals identified as future organizational leaders.*

You do not need any previous coaching or consulting experience to start your business coaching franchise. You will have access to proven systems, methods, and tools which have been tested on tens of thousands of businesses worldwide. During your Business Coaching Certification Training, you will learn how to use the proprietary **ActionCOACH** system to propel your business forward. This world-class training will position you as a business coach expert and equip you to hit the ground running on your first day.

## BENEFITS OF OWNING YOUR ActionCOACH FRANCHISE



SOURCE: <https://www.visafranchise.com/blog/the-fastest-growing-entrepreneur-visa-e-2-visa/>

- Choosing a franchise gives you the confidence of working with an established leader in the industry who has created the systems, materials and processes to make your start-up easy and efficient
- A global community of more than 1,000 coaches providing insight and expertise in approaching your clients' challenges
- Work-life balance, giving you the freedom to live the life you always dreamed you wanted
- Low overheads and high profit margins working in a B2B market
- Profit by helping other business owners succeed and thrive in your community
- Supported by more than 3,500 proprietary proven, tested systems, processes, and resources
- State-of-the-art technology support, giving you a turnkey business from day one

## BEING AN ActionCOACH FRANCHISE PARTNER

If your ideal lifestyle is to operate a professional business, spend more time with **YOUR FAMILY**, have more **LEISURE TIME**, and generate a **GREAT RETURN ON YOUR INVESTMENT**, you're in the right place. **ActionCOACH** can deliver this and

# MORE.

**Flexible hours, flexible work spaces** and the **freedom to decide who you work with** are only a few of the perks of being a successful **ActionCOACH**. Starting any business can be daunting; the training, resources and support you get from the **ActionCOACH** Global Headquarters and the entire community is unmatched.

Your experience, confidence, and leadership skills will be tested, but the rewards are endless. When you see a business owner's life change because they listened and implemented the real-world recommendations you presented, the power of the **ActionCOACH** model will be clear. As you impact one company, word-of-mouth and referrals will become the fastest way to grow your client base, which will be fueled by the rave reviews of your existing clients.

Your role is to help business owners with their sales, marketing, management, team building, direction, and goal setting.

***You will be a sounding board, a confidant, trainer, mentor, consultant, and coach.***

Within months you will reap the fruits of your labor and may consider adding staff and support to keep up with your networking, sales, and marketing. But don't get ahead of yourself. One day at a time, one client at a time, you will be spreading the vision of **ActionCOACH** and positively impacting your community.



We will provide you with the tools and knowledge to dramatically improve your clients' businesses and their lives.

You will receive comprehensive training and support as soon as your franchise agreement is completed. Depending on what level of investment you make, training at the **ActionCOACH** Global Headquarters will vary from 5-12 days. This intensive, fully immersive training experience will equip you with knowledge and tools required to succeed.

Once your agreement is finalized, you will receive 3-months of pre-training to prepare you for the classroom experience at Headquarters. These educational readings, videos and assignments will prepare you for discussions and enable you to fully participate.

- **Master Licensee candidates receive 10 days of comprehensive training plus two additional days of business development and operations trainings**
- **Senior Partners received 10 days of in-depth training and two additional days to assist them in team building and business development**
- **Partners and Coaches receive our 10 day certification training**
- **Employee Business Coaches (EBC) will receive 5 days of training and Local Area Managers (LAM) participate in a specialized 7-day sales training**

After the formal intensive classroom experience, the training continues with 90 days of post-training, 1:1 sessions with an accountability/launch coach, and access to weekly webinars on a variety of topics, monthly regional meetings, and access to MasterCLASS training opportunities to further hone your expertise.

The Annual Global Conference, the Regional Coach Conferences and the BizX Awards & Conferences give you a chance to connect with the community face-to-face and strengthen your **ActionCOACH** bonds while attending valuable, educational sessions and network.

*We have several Gala award nights throughout the year which are a culmination and celebration of achievements for the work you did all year, and you can share the experience with your clients!*

## WE HELP YOU GROW

Training is not the only type of support that **ActionCOACH** franchise partners and coaches receive. The vast **ActionCOACH** video library, volumes of sales and marketing strategies and ready to implement revenue generating products are at your disposal to grow your business.

Ownership of an **ActionCOACH** franchise gives you access to a suite of best-practice, coaching products and intellectual property unmatched in the industry. Our proprietary "Ladder of Services" offers you revenue generating programs from executive leadership coaching to seminars that suit any client's budget.

*These products provide you a ready-made portfolio of options to grow your business revenue and help you cultivate client relationships.*

Lead generations strategies are also at your disposal to assist you in finding clients. **ActionCOACH** provides your direct mail resources, seminars templates, press releases, referral strategies, brochures and flyers, a fully-functioning website, and advice on how to keep you social media sites up-to-date and relevant.

Your marketing needs to launch your business are in place when you step out of training as a certified business coach or master licensee.

ActionCOACH

ActionCLUB

seminarCLUB

businessRICH

growthCLUB

ProfitCLUB

PlanningCLUB

AssessmentsONLINE

LEVERAGE  
THE GAME OF BUSINESS

BookCLUB



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## OUR VISION

# WORLD ABUNDANCE

through business re-education.



Currently, **ActionCOACH** is more than 1,000 coaches strong, operating in more than 60 countries globally, and growing.

A pioneer in the industry, **ActionCOACH** is the leading business coaching franchise in the world with more than **25 years of experience**.

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## OUR PHILOSOPHY & APPROACH

**ActionCOACH**'s local knowledge, expertise, and experience come from assisting thousands of businesses to create greater productivity. Our strength and market presence come from leveraging our vast array of systems and programs of delivery and customizing these to meet local market demands.

Our partners are selected on attitude rather than size and choose to work with us because we understand that people are critical to success.

We have expertise across diverse industries and work primarily with business owners, executives, leaders, and entrepreneurs.

We proactively update our knowledge of the latest trends, methodologies, and development techniques available.

*Through one-on-one coaching, group seminars, workshops and innovative training, we help deliver the latest business best practices to assist our clients in exceeding their business aspirations.*

## HISTORY & MISSION

**ActionCOACH** emerged as an overnight success in 1993 when our founder, Brad Sugars began conducting seminars and workshops for business owners throughout Australia and New Zealand. Today, it is the leader in business coaching globally. **ActionCOACH** business coaches work with more than 15,000 businesses weekly and are changing lives worldwide.

**ActionCOACH** is a team of committed, positive, and successful people who are always striving to be balanced, integral, and honest. We work within our “14 Points of Culture” to make sure that everyone who touches, or is touched by the **ActionCOACH** team, will benefit greatly and in some way move closer to becoming the person they want to be or achieve the goals they want to achieve.

We will always work in “co-opetition” with all those who believe they are in competition with us. We are in the business of “Edu-tainment”. We will educate ourselves, our clients, and all those we work with, while we entertain them and create a fun learning environment. We will educate our clients in world-class sales, marketing, management, leadership, and business development techniques through 1-to-1 and group coaching, workshops, seminars, and other online and offline technologies.

*We inspire, encourage, and guide our clients to take new actions leading to new results, positive change, and the success they wish to achieve in business and life.*

Our products and services will be of the highest quality, value for money and, whether sourced from within the company or externally, will always add the most value and use the latest and most effective training methodologies available.

**ActionCOACH** clients, whether they be small, medium or large in size, will seek our counsel, in helping them achieve their business and life goals. They will commit to changing their actions and results through business coaching. They will be forward thinking, willing to learn and grow, and be willing to work as a team player in the development of an organization of “people”.

**We will give people back their spirit and freedom through business development.**



[actioncoach.com](http://actioncoach.com)

**ActionCOACH**es work along side their clients to find solutions and strategies to grow business profits.

Dr. Hartley of Austin, Texas in ACTION.

## 14 POINTS OF CULTURE

The foundation of **ActionCOACH**'s success is based on 14 fundamental truths. These pillars of our organization set the culture in which we operate everyday. As you continue in your journey, you will learn more about each of these important points of culture.

1. **Commitment**
2. **Ownership**
3. **Integrity**
4. **Excellence**
5. **Communication**
6. **Success**
7. **Education**
8. **Teamwork**
9. **Balance**
10. **Fun**
11. **Systems**
12. **Consistency**
13. **Gratitude**
14. **Abundance**

## FOUNDER

**Brad Sugars** came from humble beginnings but has built a life and a business that many would cite as the very definition of success. Sugars, a self-made multi-millionaire, is the founder of the global business coaching franchise **ActionCOACH**, an international business speaker, author, and entrepreneur.

**Sugars has written 17 business books, beginning with the “Instant Success” series, which were originally self-published.**

In 2006, when McGraw Hill bought the international publishing rights to the series, it was the largest multi-business book deal involving a single author.

Professionally, nobody has created a bigger impact in Sugars’ life than Jim Rohn. As a teen, he scrimped and saved his allowance in order to afford tickets to a Rohn seminar, and despite being the youngest person in the audience, what he learned there has informed his own business practices and philosophies on life.

**Sugars has a dynamic stage presence and enjoys motivating and educating other business owners through his online content (videos, podcasts), books and real-world interactions including classes, seminars, and speaking engagements.**

His straightforward Aussie-style has branded him as a thought leader that will tell you what you need to hear, not necessarily what you want to hear—and for more than two decades, millions of people worldwide have been listening.

Sugars is equally as passionate about his family as he is about business. He is a husband and father of five children and lives in Las Vegas, Nevada.

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**Brad Sugars**

Founder and CEO of **ActionCOACH**  
[bragsugars.com](http://bragsugars.com)



## TESTIMONIALS

**ActionCoach** guarantees its service and stands behind its products. Our Franchise partners uphold our corporate guarantee because they understand and believe in the power of **ActionCOACH**'s system. Here are a few testimonials from some of our most tenured and most trusted partners.



I was a business coach prior to joining **ActionCOACH**, so I thought I already had a lot of things figured out. **ActionCOACH** not only helped me to expand my vision of what is possible with my business, but it has equipped me to fully pursue it. The systems, tools and trainings are world class, but the most valuable part of all is the community. The relationships, knowledge-sharing and spirit of abundance amongst the coaches is invaluable, and makes this business even more fun.

– **Karie Kaufmann** Franchise Partner



“Becoming an **ActionCOACH** franchisee provided me with additional tools and methodologies in a large repository of best practices to use with my clients. Additionally, I became a part of a supportive, powerful community of like-minded individuals who are dedicated to helping business owners with personal and business success! My success has been hand-in-hand with those of this great community and my clients. A fulfilling success story for all!”

– **Dan Holstien** Franchise Partner



“I’m proud because what I teach transcends generations. Several clients have brought their teenage kids to sessions, where they learn concepts that I didn’t learn until I was 42 years old. Things like having ownership, accountability and being responsible in every area of their lives.”

– **Doug Winnie** Franchise Partner



In 2014 I acquired the **ActionCOACH** franchise and it was the most impactful decision affecting our future that my husband I have ever made. Since acquiring the **ActionCOACH** franchise we have not only impacted the lives of our clients, their employees and their communities but we have grown so much personally. I now have a team of four, my income is double what I made in the corporate world, we are building our own personal wealth and I work when I want to work and I travel when I want to travel. My only regret, is that I didn’t do it sooner.

– **Heather Yates** Franchise Partner

**REAL PEOPLE.  
REAL RESULTS.**

## OUR FRANCHISE OPPORTUNITIES

### The Master Licensee (ML)

is 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.

A Master Licensee enjoys a steady income and substantial commissions on every franchise sold. Your steady income comes from the royalties franchisees pay you each month. Your commissions come from the 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'll have the support of a global community which spans more than 60 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 as it grows and thrives.

The Master Licensee commitment starts at approximately \$1 million, and the opportunity has unlimited potential for a visionary who has the foresight to build a legacy.

### The FIRM/Senior Franchise Partner

builds and develops a team of professional coaches, while owning a tangible business asset that increases in value over time.

If you want to be a part of the business coaching industry, you want to do it with a partner and franchisor who is at the top of the game. **ActionCOACH** is the best in the business. We are the #1 business coaching franchise in the world.

The FIRM is the best option for the entrepreneur who wants to take advantage of the ultimate leadership opportunity. The FIRM lets you hire an unlimited number of business coaches. Your Firm can grow as much as you want, as fast as you want. Leaders and visionaries will have an unparalleled opportunity to impact lives of business owners as they grow within their exclusive territory.

Your FIRM will be recognized as the exclusive provider of professional business coaching services in your designated territory using the **ActionCOACH** system. Offering a wide variety of products, your team of coaches and your FIRM will have multiple streams of revenue available to grow and develop. Your territory is carefully mapped to include a rich density of businesses to make your return on investment quantifiable and attainable.

As a Firm owner and senior franchise partner you will have the depth and breadth of the **ActionCOACH** system and our proven methodologies at your disposal to serve all the businesses in your territory. Ongoing training and support for yourself and your coaches is available and the global **ActionCOACH** community is accessible to you as you grow and develop your firm. You will be a part of a collective of professionals that is unmatched in the industry.

The FIRM is perfectly suited for business executives looking for an opportunity that has unlimited potential. Firm investment starts at approximately \$70k and territory availability varies.

The **COACH** is an extraordinary individual changing the lives of business people every day as their own boss or as part of a larger team dedicated to the **ActionCOACH** vision.

If you are a business professional, corporate executive, or entrepreneur, becoming an **ActionCOACH** Business Coach can open a world of possibilities. Whether choosing to go out on your own as the owner of a PRACTICE, PRACTICE Pro, or PRACTICE Premium franchise, you will be part of the global **ActionCOACH** community and part of one of the fastest growing industries in the world.

As an **ActionCOACH** Business Coach you will be trained to assist business owners and companies in your community to reach new levels of growth and performance. The full complement of **ActionCOACH**'s proven systems and resources are at your disposal to help you guide your clients to overcome obstacles, reach new sales goals and build more effective teams. It doesn't matter what your business background is, **ActionCOACH**'s certified training equips you with tools and techniques that are unmatched in the industry.

Becoming an **ActionCOACH** offers you a flexible schedule, an office anywhere approach and a chance to select the clients you want to work with.

As an **ActionCOACH** you will have the backing of an organization with more than 25 years of experience. You will also become a part of an organization whose unique culture provides a nurturing and inspiring environment in which to grow and thrive.



## PRICING

**THE FIRM** Franchise fee is \$70K for an exclusive territory with approximately \$10K businesses and the ability to hire an unlimited number of coaches with a Training fee of \$25K for a total investment of \$95,000.

**Practice(Premium)** Franchise Fee is \$74,500 with \$25K training fee for a total investment of \$99,500. This option allows you to hire up to three coaches but does not offer exclusive territory rights.

**Practice\*** Franchise Fee is \$44,500 with \$25K training fee for a total investment of \$69,500.

**Practice (PRO)\*** Franchise fee \$15k with \$25K Training Fee for a total investment of \$40K.

\*These options are single coach franchises and do not come with territory exclusivity.

*Additional details are available in the Franchise Disclosure Documents.*

### Ways to Fund Your Business Coaching Franchise

- Signature Loans through 3rd Party approved vendors
- Converting funds from your 401k or IRA
- Apply and qualify for an SBA-Small Business Administration Loan
- Cash Value Life Insurance loans
- Loans against marketable securities
- Angel Investors
- Home Equity Line of Credit (HELOC)



## NEXT STEPS

1. Complete Franchise Application, and Non-Disclosure Agreement
2. Complete DISC Profile
3. Meet with Coaches or Master Licensees to discuss opportunity at length and get to know **ActionCOACH** more in depth
4. Discovery Day to give you a deeper look at the **ActionCOACH** system and our business coaching process
5. Tool Box Tour offers you a more in depth review of our intellectual property and resources available as an **ActionCOACH** Franchise, Coach, or Master Licensee
6. Due Diligence Process allows you to review the Franchise Agreement. We also provide you with a cash flow template and a business plan format to save you time. During this time we encourage you to reach out to our community of franchise partners and coaches to help you in making your decision
7. Sign Franchise Agreement
8. Pay Fees, as applicable
9. Sign-up for Training

**Become an ActionCOACH and start the most rewarding career you will ever have.**



## AWARDS & RECOGNITION

Since 2002, **ActionCOACH** has been recognized for excellence in franchising and business coaching, both domestically and internationally. Here are some of the prestigious organizations that have award **ActionCOACH** with distinctions over the course of almost 20 years.



## CONTACT INFORMATION

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