

**Welcome to**



Hosted By:  
**Toni Harris Taylor**





**Virtual Meeting Administrator**

**Morgan Batiste**  
*High Energy  
Virtual Meetings*





# Zoom Rules!

## **Cameras On!** **(Unless you're driving or sleeping)**

- Keep yourself muted unless talking
- Engage – Use your reactions if you hear something you like!
- Use the Chat to participate and keep conversations flowing
- Take notes and limit distractions as much as possible.





**Franchise Leadership & Culture Coach  
Speaker | Educator | Facilitator**

**Maliesa Cadogan,**  
*Hot PeCspEctives*  
*Break Facilitator*





# Breakout Room Monitors



**Patrika Romano**  
MFC Advisory Board Member  
BHG Printing



**Scott Bigley**  
MFC Advisory Board Member  
4Ever Forward Financial



**Maliesa  
Cadogan**  
MFC Advisory Board Member  
HOT Perspectives

# Stay Until the End for a Giftcard Drawing



# UPGRADE TO VIP!

Don't Miss a Minute of  
this Summit!

- 🎥 **Full Access to Event Recordings**
- 🗺️ **Zorakle Franchise-Ready Assessment**
- 📁 **Franchise Starter Toolkit**
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- 📄 **VIP Digital Workbook + Action Journal**
- ✓ **VIP Q&A for Monday, November 24, 2025**  
**@ 5:30 p.m.**



[FranchiseConnectLive.com/VIP](https://FranchiseConnectLive.com/VIP)

**Only \$97\***

*\*Proceeds to go Multicultural Franchise Connectors 501c3*





**DRASTIC RESULTS**  
MARKETING & SALES COACHING

**NIA**  
NETWORK IN ACTION  
GLOBAL PARTNERS



# Who is Toni Harris Taylor?



- ✓ Award Winning Marketing and Sales Coach with Drastic Results Marketing and Sales Coaching
- ✓ Multi-Unit, Award Winning Franchise Owner with Network in Action
- ✓ Founder and Executive Director for Multicultural Franchise Connectors
- ✓ The Coach that Connects™ & Networking Queen™
- ✓ 13X Amazon Best Selling Author
- ✓ AI Certified Marketing Consultant



# Who are the Multicultural Franchise Connectors?

MFC is a 501(c)(3) organization dedicated to educating underserved multicultural communities about franchising by providing them with the essential knowledge, resources, and connections to explore franchising opportunities confidently.

Our mission is to increase multicultural representation in the franchising industry, focusing on economic empowerment within diverse communities.





# THREE PATHS TO FRANCHISING

1

## BECOME A FRANCHISOR

Support and guide successful business owners in franchising their operations.

2

## BECOME A FRANCHISEE

Provide education and resources for potential franchisees interested in purchasing and operating franchise units.

3

## SUPPLY SERVICES TO THE FRANCHISE INDUSTRY

Support and guide business owners to niche their services in franchising.





# **What is a Franchise, Really?**

A simple guide for first-time franchise buyers



# #1 The Simple Definition

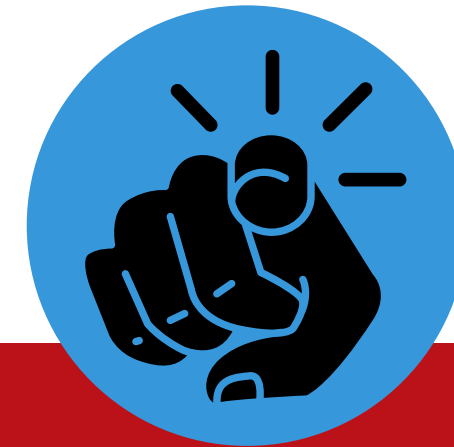
A franchise is a business model where you (the franchisee) buy the right to use someone else's proven brand, systems, and support to run your own location.

# #2 The Two Key Players



## Franchisor:

- Owns the brand and business system
- Creates the playbook
- Provides training, marketing, and support



## Franchisee (You):

- Owns and operates the local business
- Follows the proven playbook
- Invests money and time to grow the location



# **#3 How the Franchise Relationship Works**

## **1. You invest**

- Pay an initial franchise fee
- Invest in build out, equipment, and start-up costs



# #3 How the Franchise Relationship Works

## 2. You open and run the business

- Follow the franchisor's systems
- Hire the team, serve customers, manage operations





# #3 How the Franchise Relationship Works

## 3. You share revenue

- Pay ongoing royalties (a percentage of sales or flat fee)
- Often contribute to a national or regional marketing fund







# #4 What You Get vs What You Bring





# What You Get From the Franchisor:

- Brand name and reputation
- Proven business model and operations manual
- Initial training and ongoing support
- Marketing tools and materials
- Technology and systems



# What You Bring to the Table:

- Capital to start and sustain the business
- Local market hustle and relationship building
- Leadership and people skills
- Commitment to follow the system





# #5 Why Many Buyers Like Franchises



## Proven concept

- you are not guessing at a business idea.



## Built-in support

- you are in business for yourself but not by yourself.



## Brand power

- customers may recognize the name from day one.

**Note:** Franchising does not guarantee success, but it can lower some of the risks of starting from scratch.

# #6 Common Franchise Myths

**Myth:** *"The franchisor does everything for me."*

**Truth:** *You must still run the business day to day.*

**Myth:** *"All franchises are fast food."*

**Truth:** *Franchises exist in almost every industry: education, home services, fitness, senior care, and more.*

**Myth:** *"Franchising is only for millionaires."*

**Truth:** *Investment levels vary widely. Some concepts are closer to the cost of starting a small independent business. Funding is available too.*

# Ready to Explore Franchising?

**Before you sign anything, make sure you:**

- Understand the business model
- Read the Franchise Disclosure Document (FDD)
- Talk to existing franchisees
- Get professional advice from a franchise broker

Want help figuring out if  
franchising is right for you?  
**Let's talk.**





# Want to Learn More?

## **PATHWAYS TO OWNERSHIP: THE FRANCHISE READY ACCELERATOR**

Where Ambitious Entrepreneurs Become Franchise-Ready

**Become Franchise-Ready in Just 6 Weeks**  
**Starts Mon. Jan. 5-Feb. 9 | 5:30 – 7 p.m. CT**

A transformational accelerator designed to educate, equip, and empower multicultural entrepreneurs to confidently choose the right franchise pathway.

- ✓ Personalized Franchise Readiness Plan
- ✓ Weekly Live Virtual Workshops + Self-Paced Modules
- ✓ MFC Mentor Circles & Resource Toolkit

**TAKE YOUR NEXT STEP**

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**JOIN  
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**Only \$497  
per person\***



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***BOOK TONI TODAY:***



**832.479.2088**



Toni@ToniHarrisTaylor.com



MeetWithToniHarrisTaylor.com

Franchise success  
begins with drastic  
actions.

SCAN ME!







**2025 SPEAKERS**



**SPEAKER**

**Rachel Poulin**  
***The Cleaning Authority***







**SPEAKER**

**Walter Nunez**  
***A&P Paint and Flooring***





**SPEAKER**

**Chad Harrison**  
***Doody Calls***







**SPEAKER**

**Dan Bish**  
***EatGatherLove***



# COMPLETE<sup>®</sup>



## PEST SOLUTIONS

**SPEAKER**

**Anthony Farell**  
***Complete Pest Solutions***







**SPEAKER**

**Clyde Rucker**  
***Owns 95 Denny's &***  
***Jack in the Box***





**SPEAKER**

**LaVonna Williams**  
*Dryer Vent Wizard*





# JUNK<sup>®</sup>KING<sup>®</sup>

a Neighborly<sup>®</sup> company

**SPEAKER**

**Julie Davis**  
*Junk King*





**SPEAKER**

**James Calabrese**  
*Mr. Handyman*







**SPEAKER**

**Samantha Wallace**  
*Homewatch Caregivers*





**SPEAKER**

**Mike Dang**  
***SBA Lending Requirements***





# The Buyer Experience



**Aaron Mullens**  
Realtor



**Roy Quezada**  
Trucking



**Katie Nelson**  
Sales Trainer



**Benedict Amoo**  
Corp. Finance Professional



**SPEAKER**

**Hao Lam**  
***Best in Class Tutoring***







**SPEAKER**

**Mike Bahun**  
*Fundraising University*





**SPEAKER**

**Sal Longo**  
***Busy Bee Jumpers***







**SPEAKER**

**Kenny Crump**  
*Gym Skills (NRA)*







**SPEAKER**

**Verena Arus**  
***Acai Brasil (NRA)***





# **BOWL'D Masala**

Freshly Bowl'd & Roll'd

**SPEAKER**

**Pankaj Kumar**  
***Bowl'd Masala (NRA)***





**SPEAKER**

**Jami Stigliano**  
***DivaDance® (NRA)***







BEE ORGANIZED  
— Simplify Your Hive —

**SPEAKER**

**Kristen Christian**  
*Bee Organized*





**SPEAKER**

**Earsa Jackson**  
*Legal*





# Wrap Up

**Thanks for staying!**

**Next Steps...**

- Get the VIP Upgrade
- Register for Pathways to Ownership 6-week cohort
- Share what you learned with your friends, family and network



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