

### Noteworthy Events

#### Labor Day



September 4, 2017



#### **IFA's VetFran Program Receives \$500,000 donation from Sport Clips Founder and CEO - Jenna Weisbord, IFA**

Washington, June 29 – IFA member, Founder & CEO of Sport Clips Gordon Logan has made a major investment in our nation's veterans by personally donating \$500,000 to the IFA's VetFran Program, ensuring the ongoing growth of the program. Vetfran, an initiative of IFA, has been working to foster the entry of veterans into the world of franchising since 1991.

Gordon Logan and Sport Clips have a long history of supporting the veteran's community and the IFA. A U.S. Air Force veteran himself, Logan understands first hand that the skills and experience of our nation's veterans are a perfect match for the franchise business model. Doing our part to encourage veterans to get into franchising is an imperative, and thanks to Sport Clips' generous contribution, the VetFran program is well-placed to continue its growth and success.

During today's signing, Logan said "The two defining parts of my professional life are my service in the United States Air Force and my career in franchising. I have experienced how military service feeds into franchise success and see it every day with franchisees in the Sport Clips system. Through my support of VetFran I want to share the dream of franchise ownership with even more of my fellow veterans."

VetFran member companies have grown into a large network of over 600 franchise brands that voluntarily offer financial discounts, mentorship, and training for aspiring veteran franchisees and veterans seeking employment. VetFran's most recent survey shows that over 238,000 veterans and military spouses found opportunities in the franchise industry as either employees or franchise owners. There are over 6,500 veterans that have become franchise business owners since 2011.

"VetFran is an outstanding example of volunteers coming together to serve and honor veterans who have gone above and beyond the call of duty to serve and protect our country," said John Reynolds, CFE, president of the IFA Foundation.

#### FRANCHISE EXPO WEST



November 2-4, 2017  
Los Angeles, CA



# Put Yourself in Your Customer's Shoes

**Gary Vaynerchuk**

I just don't understand salespeople. There's one trait they're all missing. It comes down to empathy. Are you able to put yourself in the other person's shoes? I know what I want. I know how I want it to be, but the reason VaynerMedia has been so successful is because I haven't been stubborn about forcing all of my clients, who are \$18 billion companies, to do it my way. I'm nothing, you know, me as a brand, as a person, as a human, I'm teeny tiny compared to them. So I have enormous empathy. VaynerMedia is small. 150 million is small. My client Pepsi is huge! You have to have some perspective.

And so I wanted to have this conversation about empathy, about putting yourself in your customer's shoes. It's a theme I think you will see me write more on over the next few months. I want to dig deep, and show you who I really am. Beyond the sales and beyond the business. As a human. As someone who really cares.

So as I sit here and think, I have really come to the incredible realization that empathy always wins. That doing the right thing is always the right thing. That deep down, what's driving me is not the dollars, but the impact. And I'm going to go much more in depth about that part of my truth. It really matters to me.

And so, we need to be empathetic. I know how YOU want it to be. I know when you're hitting me up for 15 minutes of my time, what *you* want out of it. But what do I want out of it? What do I get out of it? How am I getting value?

And, that's what I do 24/7, 365. I check all my wants and needs at the door when I go into sales mode, and that's the polar opposite of how most of you roll, so that's why I win.

This article is actually really strategic. It's an inside look and a 360 reverse of what most other salespeople do. It's the combination of running the greatest marathon and being massively empathetic. I don't need to sell right now. I'm patient, and I really give a shit about what you want! It's why you like me. It's why this content works. It's why all these things work, because I care about you. I don't try to win for myself.

And so, we need to deploy empathy. You think you're a good salesman? Show me by deploying massive empathy and awareness to the other person's needs. Have every decision you make be for the benefit of your client. Really try to understand what they want.

**They're not stupid.** They do understand something. That's why they've chosen to do business with you. They don't get it the way you want it, 'cause usually it's for you. They get it the way they want it because they are thinking of themselves!

So when you are trying to make a sale, consider what they actually need. Consider how they actually think. Are they a 70 year old conglomerate that has never done social? Are they more comfortable spending on banner ads? How can you have the best of both worlds? How can you become empathetic and understanding of their POV?

Do you really know their business? Do you really have any idea what this campaign means to them? Do you really know that if this ad doesn't convert, the CMO is going to get fired? Or that the company will lose millions of dollars or that the five other companies the CEO is friends with will never do business with you? You have to be massively empathetic. You don't know!... And unless you are coming from a genuine place of wanting to help someone, you are going to lose.

If you are able to have that conversation, you might actually convert. If you can put yourself in their shoes and understand their perspective, you might actually have a chance to sell. Even though you don't want to do banner ads, you have to start somewhere. You have to have that conversation and empathize with their POV. Then you can explain your perspective and show them why you think it is better. It's a constant conversation.

It's the same thing that goes for my fans. All of you are trying to sell me right now in the comments on Insta. I know what YOU want, but what do I get out of it?

If you really want something, you need to reverse engineer your customers' needs. You have to put yourself in someone else's shoes. It's the only way.

# Stretching Past Your Fear

Mary Jo Asmus

Very few leaders will claim that they are fearful of anything. Other words might be used because the word fear in itself is frightful. They might say that they “avoid” something, “mistrust” someone, or have “anxiety” – perhaps more acceptable terms to use.

In the end, if pressed, many good leaders will admit to being fearful of one or more of the following. Which of these resonate with you?

**Speaking truth to power**

**Giving critical feedback**

**Voicing an opinion that isn't popular**

**Failure**

**Success**

**Making mistakes**

**Being less than perfect**

**Asking for feedback**

**Allowing others to do things their way**

**Admitting your talents**

**Admitting your mistakes**

**Apologizing to others**



When you recognize, name, and work to overcome your fear(s), you also become a better leader and role model for others to follow. A side benefit is that you also become a better human being. I like to think of the work of overcoming these fears as “stretching your boundaries” because they will stretch you, and because once you have the determination to overcome them, you can refine your approach and stretch even further.

Once you admit your fear(s), you can start here to stretch yourself:

**Let others know** what you're working on. This may be difficult (requiring some vulnerability), but the wonderful thing is that through your willingness to be open about your fear, the people around you will want to help. You may want to let them know how they can help you, because this can be hard work. Try feedforward by letting them know what you are working on and asking them for one or two suggestions to help you.

**Get a partner to support you** and create a safe space for you to practice overcoming your fears. I can't overstate how important it is for you to have a trusted confidant to talk to while you experience moving beyond the fear. This might be a coach, therapist, spouse or friend. A “neutral” third party outside of your organization may help you to find unique ways to move ahead.

**Take a small step at a time** rather than just leap ahead with the biggest, hardest actions to begin with. Jumping in to speaking to your CEO about all the things he's doing wrong when you don't have direct contact with that person may not be the best strategy. You can start by speaking your truth to someone you have developed a good relationship with and is likely to welcome your feedback.

**Constantly evaluate** yourself in your quest to overcome your fears. Are you feeling stronger, more confident and courageous in the actions you're taking? What other steps might you need to take? Are you noticing progress in your ability to lead by stretching yourself? What's the next step you need to take?

**Celebrate success** along the way as you sense that you are becoming a better leader by stretching yourself and overcoming your fears. This “celebration” can be as small as letting someone know of your progress, buying yourself a latte, or as big as taking a “bucket list” vacation. The important thing is to acknowledge the progress you're making.

When you fully embrace your fear and move ahead to overcome it, you will become a better leader and human being. What frightens you and when will you begin to stretch yourself to move past it?

## 10 Ways to Keep Your Business Running Smoothly While You're on Vacation

By YEC | In: Running the Office

**1. Work ahead before leaving:** Get as much stuff done as you can ahead of time. When you lighten the workload for your subordinates—possibly not having them to do any extra work at all—you'll be that much more likely to have a stress-free and enjoyable vacation. —*Andrew Schrage, Money Crashers Personal Finance*

**2. Have a team you can trust:** If you want to leave your business for a few days and have it run perfectly without you there, then it starts with the people you hire. You have to hire credible people who you can trust to do their jobs and prioritize the company and its customers at all times. Also, after hiring, you have to be able to recognize if there are employees who are not doing this—then promptly get rid of them! —*Zev Herman, Superior Lighting*

**3. Work sporadically to stay tuned in:** I found that unplugging is overrated and more stressful for business owners. If you're trying to unplug but, in reality, you're itching to check your email every hour, then you shouldn't unplug. I found my sweet spot is working for two hours every two days. I spend a couple hours making sure everything is running well in the morning, so I can take the next day and a half off. It's relaxing. —*Krish Chopra, Nurse Practitioner Clinical Rotations*

**4. Keep a great library of documented workflows:** Create a wiki, Google Doc or WordPress site that allows you and employees to document how things get done. Ideally, someone is in charge of managing and cleaning up this content and making sure it stays up-to-date. When you have things documented, vacations become as easy as creating a list of "do x for y" tasks, which lets you and your employees rest easy. —*Andrew Saladino, Kitchen Cabinet Kings*

**5. Use the vacation as a chance to help your senior team members grow:** Vacations are an excellent opportunity to give senior team members a chance to step up and take a turn at the helm. Make a trusted member of staff responsible for overseeing operations while you're away. You can be confident the business is in safe hands, and the team member in charge gains valuable experience. —*Justin Blanchard, ServerMania Inc.*

**6. Create an "emergency only" email address:** While it's nice to fully unplug while on vacation, you have to make yourself available in the event an emergency arises. If you have a solid team in place, there is a good chance you will be able to enjoy your time away without being bothered, but not all emergencies can be avoided. Create a separate "emergency only" email address (and disable all others), and only reply to those emails on vacation. —*Jonathan Long, Sexy Smile Kit*

**7. Use push notifications:** There are a few critical times that you know you will want an immediate notification (e.g., site downtime). Set up some type of push notification—such as an automated email or asking a member of your team to message you—for these moments so that you'll know that everything is fine unless you get this notification. Don't manually "pull" information by checking and worrying about things unnecessarily. —*Roger Lee, Captain401*

**8. Keep an eye on your analytics:** Check in from time to time and keep an eye on your analytics and daily performance indicators. As much as people would like to completely turn off the business world when they are on vacation, as a boss, that's not a luxury you get. You have a responsibility to your employees and the company you are managing to ensure that business is always running smoothly. —*Nicole Munoz, Start Ranking Now*

**9. Watch shared calendars:** We use shared digital calendars across our entire team. Spot-checking how my employees schedule their days during the time I am away offers more than sufficient transparency into how they plan to hit their targets. Strong leadership should render micromanagement unnecessary. As long as deadlines and expectations are clearly communicated, allowing your team to set their own timelines works great. —*Ryan Wilson, FiveFifty*

**10. Don't be indispensable:** If you're a single point of failure for your business, you have bigger problems than not being able to relax on your vacation. I hire, train, and organize my team so that no individual—including myself—is completely indispensable. When I'm on vacation, I'll check in now and then, but I trust my team to do the right thing. —*Vik Patel, Future Hosting*

# Test Your NFL Team Knowledge!



## NFC West:

- 1.
- 2.
- 3.
- 4.

## AFC West:

- 1.
- 2.
- 3.
- 4.

## NFC South:

- 1.
- 2.
- 3.
- 4.

## AFC South:

- 1.
- 2.
- 3.
- 4.

## NFC North:

- 1.
- 2.
- 3.
- 4.

## AFC North:

- 1.
- 2.
- 3.
- 4.

## NFC East:

- 1.
- 2.
- 3.
- 4.

## AFC East:

- 1.
- 2.
- 3.
- 4.

Answers: NFCW – Seahawks, 49ers, Rams, Cardinals  
NFCS – Saints, Panthers, Buccaneers, Falcons  
NFCN – Bears, Packers, Lions, Vikings  
NFCE – Giants, Cowboys, Eagles, Redskins  
AFCW – Raiders, Chargers, Chiefs, Broncos  
AFCN – Titans, Texans, Jaguars, Colts  
AFCN – Steelers, Ravens, Bengals, Browns  
AFCE – Patriots, Dolphins, Bills, Jets