

Franchisee Support TIMELINE

Immediately After Signing FDD

- Receive: Pre-Opening Manual, Brand Standards Manual, Operations Manual
- Launch Call with Ann (Founder) and Angelo (Director of Franchise Relations)
 - Review Pre-Opening Checklist and schedule follow-up call
- Connect with Resolut RE (real estate broker) and UniFi (accounting – free until opening)

Weeks 2–8 (Weekly → Biweekly)

- Business Review Calls w/ Ann/Angelo (metrics, memberships, utilization)
- Staff Coaching Guidance w/ Angelo (training you to coach & hold your team accountable)
- Marketing Optimization Call with Christine (ROI, lead conversion, community engagement)

2 Weeks After Signing

- Follow-up call with Ann and Angelo to resolve startup questions (insurance, licensing, etc.)
- Progress check on real estate and entity setup



Month 2: Membership Growth & Team Confidence

- Sales Coaching with Angelo on client conversion scripts
- KPI Review (clients, rebookings, memberships, ticket average) w/ Ann/Angelo
- Marketing Refresh Call with Christine – transition from awareness → conversion
- Operational Refinement Call with Ann and Angelo (evaluate staff schedules and labor ratios)

Once Location Is Secured

- Intro call with Architect
- Brand Standards & Design Call with Ann (Founder) and Christine (Marketing Director)
- Discuss design, furniture, fixtures, signage, and grand opening plan
- Begin vendor relationships for equipment setup

Month 3: Community Reach & Client Experience

- Partnership Strategy call with Christine (gyms, studios, co-marketing)
- Introduce Mini-Training Refreshers for providers & front desk
- Marketing Review with Christine (ads, SEO, listings)
- Quarterly KPI Review with Ann (identify growth opportunities, member retention & feedback systems)



During Construction

- Operations Call with Angelo on Connecteam & Boulevard setup
- Receive access to TherAnnu's Online Brand Training Modules
- Staffing Call with Ann and Angelo to review hiring criteria

Month 4: Refinement & Retention

- Operations Call w/ Angelo (billing, booking flow, inventory management)
- Retention Strategy session w/ Ann & Christine (nurture campaigns, referral perks)
- Team Motivation coaching with Angelo (token/bonus systems)
- Seasonal Marketing Refresh from Christine

6–8 Weeks Prior to Opening

- One week of on-site training at corporate location (for up to 3 people)
- Marketing Call with Christine to finalize launch plan



Month 5: Growth & Leadership

- Leadership Coaching Call with Ann and Angelo (communication, accountability, morale)
- Profitability Review Call with Ann (labor, revenue per client, membership margins)
- Event Support Call and templates from Christine

Grand Opening Support

- Angelo will be onsite for 10 days around opening
 - Confirm facility, equipment, and staff readiness
- Grand Opening Readiness Call with Christine and Ann

Month 6: Strategic Review & Long-Term Planning

- Six-Month Business Review Meeting with Ann and Angelo (In person meeting to fully evaluate your first 6 months: identify strengths, challenges and goals)
- Staff Growth Planning and evaluations
- Strategic Planning (growth, expansion, multi-unit potential)
- Marketing Calendar for Months 7–12 from Christine

1 Week After Opening

- Debrief Call with Ann and Angelo to review client flow, scheduling, and performance
- Daily text/Basecamp check-ins for quick troubleshooting

Month 7+: Continued Growth & Partnership

- Monthly Business Reviews with Angelo
- Quarterly Strategy Calls with Ann
- Marketing Optimization with Christine
- Leadership Development & Training Refreshers
- Continued Community Engagement

