

# FranDestiny

**FranDestiny** was born out of Linda and Marc Cayle's two decades of franchise coaching experience and a passion for making the dreams of business ownership a reality for others. We were founded on the idea that a lack of knowledge creates fear. By guiding you past this fear and the preconceived notions around franchising, you will sail into franchise success!

Our free, proven investigative process goes something like this:

## 1. Information Gathering

During the information-gathering stage, we will gather pertinent details about you, such as your experience, goals, and desires for franchise ownership. This is the first step to exploring exciting franchise business opportunities and understanding what you want and need as an entrepreneur.

## 2. Personal Franchise Consultation

In the personal franchise consultation stage, we will arrange a confidential consultation and develop a personalized model for use in evaluating franchise opportunities. This process will identify the attributes you feel are important and provides a simple tool to determine your ideal franchise match.

## 3. Franchise Selection

Franchise selection is the last stage of our proven process. We examine a pre-screened inventory of franchises to see which opportunities fit your model. We will also provide the tools and experience to guide you during the investigation process as you seek to find a compatible franchise opportunity.

## 4. Due Diligence

Following a systematic, proven technique, we will investigate each business model step-by-step uncovering key factors about each franchise brand to make an informed and well-educated decision in the end. This process involves answering all of your questions, guiding you to the final steps, and offering the resources needed to make a decision. We will be right by your side every step of the way.