



## A Typical Day of an i9 Sports Franchise Owner

Actually, there is no such thing because i9 Sports® is far from typical! Operating an i9 Sports franchise is an exciting business that is fun, rewarding, and offers a great deal of variety.

Meet Frank, an i9 Sports franchise owner. Like the GM of a pro sports team, he is a businessman whose primary role is to build a winning business and orchestrate the Monday-Friday front-office logistics, so that his customers and their families and friends all have a great experience at the field on game day.

**9:00AM** – Frank’s day starts at his computer. With a few key strokes, he can see everything he needs to know about the state of his business. First he logs in to his i9 Sports proprietary Franchise Manager software to see how many new registrations have come in from his website since last night. Then he reviews his “Systino” customer satisfaction results to gauge what his customers really like about his programs and a thing or two that might need improving. Next he replies to emails. One in particular, from a proud mom whose child was recognized with the sportsmanship medal, brought a smile to Frank’s face. She said her family loves i9 Sports and her son looks forward to this weekend’s game.

**9:30AM** – Mike, a part-time Site Coordinator calls Frank to let him know that the games went well this weekend. He reports that the games all started on-time, the amount of merchandise sold, and the number of registrations collected at the tent for a future season.

**10:30AM** – Frank stops by Kings Elementary School to inform the principal that i9 Sports will gladly participate in the upcoming school fundraiser and thanks her for the continued support of i9 Sports. Hundreds of registration flyers will be distributed in each student’s backpack tomorrow.

**11:30AM** – Frank meets the manager of Brody’s, a popular family-themed restaurant for lunch, to discuss a cross-promotion. Tuesday nights are “kids eat free” nights and the manager is seeking to pack the restaurant with families, Frank offers to promote the event through his regularly scheduled e-mail campaigns to his members and on his local i9 Sports website. The restaurant manager is thrilled and agrees to display i9 Sports info at the tables and allow Frank to host in-person registration events at the restaurant.

**1:00PM** – Frank gets a call from Jennifer in the i9 Sports Customer Service Center. She says that Bob Jones (a local photographer) is on-hold regarding team photo day. Frank has Jennifer transfer the call directly to him, so that he can talk with Bob to confirm the arrangements.

**1:30PM** – Frank visits a Pediatrician’s office to leave registration flyers throughout the office. Pediatricians are always glad to see Frank and recommend that their patients and families play with i9 Sports. What a great way for them to exercise and fight off childhood obesity. (Especially after “kids eat free” Tuesdays at Brody’s.)

**2:30PM** – Now back at his office, Frank quickly checks the number of new registrations that have come in online or through the Customer Service Center while he was out of the office and prepares for a scheduled call with his i9 Sports Franchise Business Coach, Kevin.

**3:00PM** – Frank and Kevin map out expansion plans for Franks' business, using his proprietary i9 Sports territory analysis program and cash-flow planner. As Franks' dedicated Franchise Business Coach, Kevin provides Frank with on-going business guidance, applicable to his situation. Frank is ahead of schedule and excited about the strategic growth plans of his business!

**4:30PM** – Checking his automated task list, Frank notes that today is the day to order trophies for the current season. He simply logs-in to the i9 Sports fulfillment center website and orders the awards online, scheduling them for delivery the next week.

**5:00PM** – With several marketing campaigns running simultaneously, Frank runs another i9 Sports report to analyze the effectiveness of his marketing efforts to date and schedules an email blast to his member base, promoting upcoming leagues.

**5:30PM** – Frank wraps up the day by confirming a lunch meeting tomorrow with nearby i9 Sports franchise owners and sends follow-up emails to those that he met with earlier today.

Because the i9 Sports Customer Service Center answers Frank's phone calls during the business day, taking registrations or answering questions, Frank is free to spend his days doing the important things that drive his business. Come Saturday, "Game Day," everything at the field runs smoothly, because Frank took care of business during the week.

\*As we review the "Winning Game Plan" we will discuss in greater detail the support of the Customer Service Center and the benefit of having this system.

\*\*Within "The Play Book" we will discuss the on-going support provided by your Franchise Business Coach and the important role he will play in the success of your business.