



# CONTENT SAMPLE



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# TESTIMONIALS

## Leading Franchisors have benefited from putting insights into action



The Franchisee Recruitment Report provided by 10 THOUSAND FEET was exceptional and very professional. We have used the report to identify better strategies of recruiting higher quality franchisees. In the current market, it is about quality and not quantity and this has really helped us."

**Damian Kay | Managing Director | Telcoinabox  
No 1 BRW Fastest Growing Franchises By Revenue 2008**



The report helped to refocus our efforts on recruitment and we have since put in place various activities that I'm sure have played a role in Franchisee Recruitment picking up."

**Brent McDonald | Group Franchise Operations Manager | Mortgage Choice**



The 10 THOUSAND FEET Recruitment Report helps to identify the key touch points and behavioural drivers for companies to focus on."

**Peter Rich | Group Franchise Operations Manager | The Athletes Foot**



We've reviewed our entire marketing and advertising strategy based on the report. Looking at the demographic information, we've started to cater to women and Generation X. Knowing that younger people are considering becoming Franchisees changed our whole thought process."

**Graham England | Franchise Development Manager | Kwik Kopy**



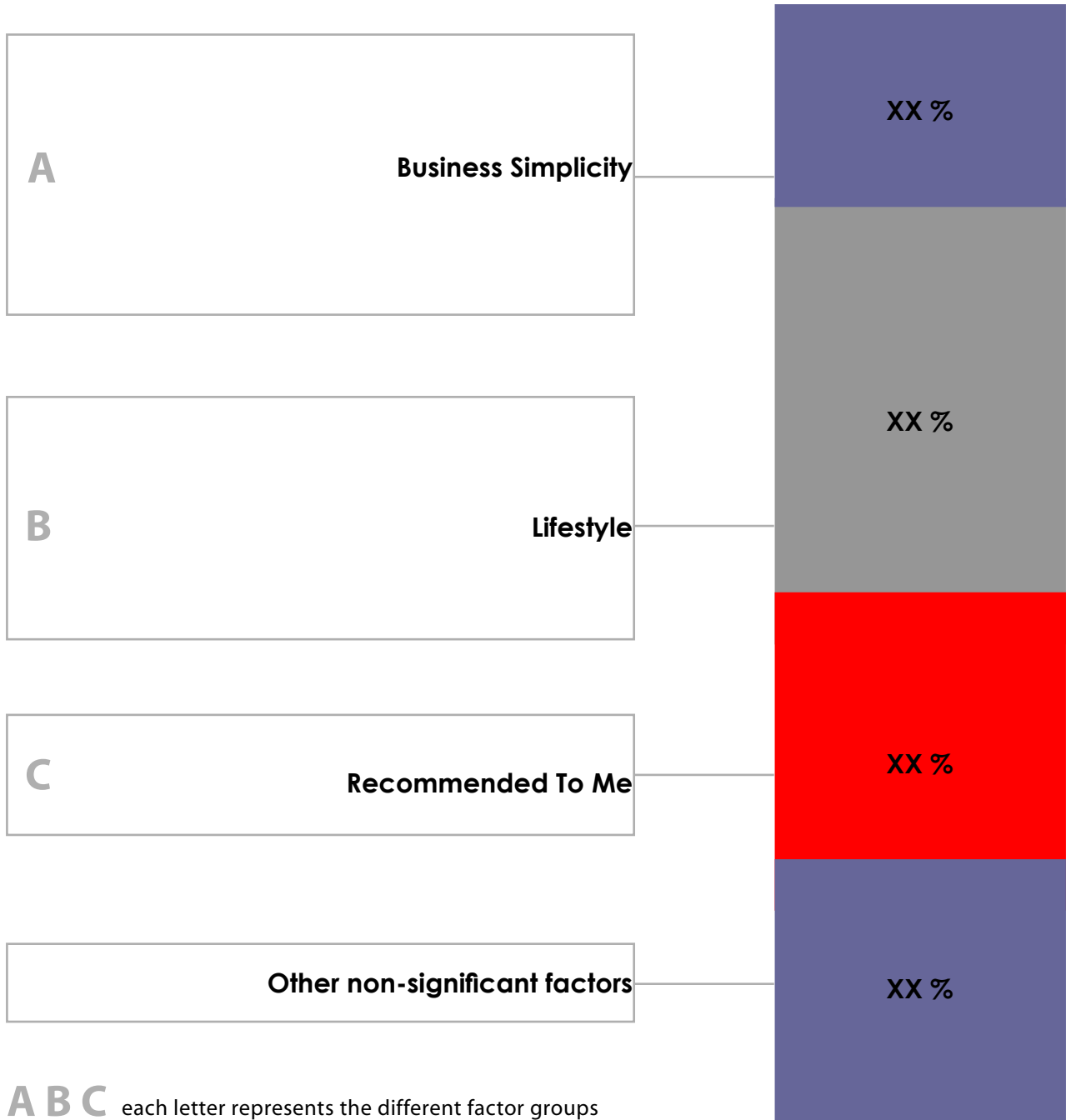
We used the Franchisee Recruitment Report extensively to frame our sales process. It's a great report which encapsulates why people make decisions. Through understanding motivations of prospective franchisees we gain better outcomes."

**Walter Raspopin | National Franchise Development Manager | Freeman Fox**

# SAMPLE GRAPH

**“I would rather own a Franchise than set up my own business”**

The factors driving people to agree with this statement



A B C each letter represents the different factor groups

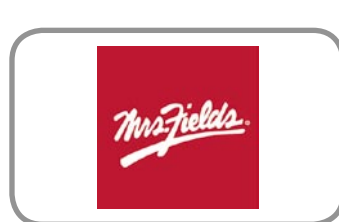
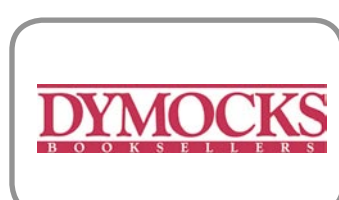
## DRIVERS CHART

This graph is for example purposes only. The results shown are purely hypothetical.

## OUR CLIENTS



- MORE CLIENTS
- Ali Baba
  - ANZ
  - BBQ's Galore
  - Beaumont Tiles
  - Bonds
  - Chocolateria Sanchurro
  - Chooks Fresh & Tasty
  - City Pacific Finance
  - Contours
  - David Reid Homes
  - Doggywash
  - Freedom Furniture
  - Gloria Jean's Coffees
  - Home Ice Cream
  - JaxQuickfit
  - Just Cuts
  - Kwik Kopy
  - Multiplex
  - Muzz Buzz
  - Oportos
  - Pack & Send
  - Poolwerx
  - Retail Food Group
  - Sleepys
  - Snap-on-Tools
  - The Coffee Club
  - Trios
  - TT Group
  - Vodafone
  - Wendy's
  - Wokinabox
  - Xquisito



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