

A leaf out of the franchisor's **MAGIC** book

Penny Hopkinson explains how to harness the magic of successful franchise models to enhance any business

Pretend I handed you a book and told you it was a magic book. Everyone who reads and acts on its content develops a successful and profitable business. This book's formula has been proven time and time again. Of course, you'd read that book!

By following the principles and strategies in *Manual Magic: Create the Operations Manual Your Franchisees Need to Succeed*, you can honour the passion and dedication that inspired your business and create your own 'magic book'.

The M-A-G-I-C

My system is a customisable solution to meet the needs and goals of your business:

Master your Business System:

Empower your employees to replicate your proven system effectively.

Achieve consistent brand

standards: Define your expectations to ensure a perfect customer experience.

Generate profits: Your operations manual equips your employees with the tools and strategies to maximise profitability.

Implement best practices: Skill up your employees by sharing your extensive experience and expertise.

Comply with business processes and policies:

Provide detailed instructions on every aspect of operations.

“WHILE WORKING ON THE EDEN PROJECT SYSTEM AND OPERATIONS MANUALS, I HAVE FOUND THE 3-STEP PRINCIPLES IN *MANUAL MAGIC* TO BE INCREDIBLY VALUABLE. THESE PRINCIPLES HAVE BEEN SUCCESSFULLY APPLIED WITH MULTIPLE CLIENTS”

JOANNA K DAWSON,
CONSULTANT & COACH



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ABOVE: Penny Hopkinson explains how to harness the magic of successful franchise models to enhance any business. Visit manualmagic.club to hear more.

Manual Magic reveals the secrets of iconic franchisors. They develop expertly crafted operations manuals for their franchisees, who run their own independently operated businesses. While inspired by the success of franchise models, *Manual Magic* is flexible enough to help businesses of all types.

With my unique three-step approach, developed over 35 years, gone are the days of dull, text-heavy tomes that no one reads. Now you can create an engaging, empowering knowledge-sharing environment that sets your business apart from the competition.

To get your copy, scan the QR code (also gaining access to the super-secret online library of tools & resources included in the book!). Or for more information, call +44 7956 315750, email penny@manual-writers.com or visit manual-writers.com



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DOCUMENTING KNOW-HOW & SYSTEMS

