



Inside BrandONE with

ANGIE SHAW

DESIGN YOUR FUTURE

Angie Shaw – BrandONE Franchise Development Specialist – knows what it takes to showcase a brand in front of the right audience. After all, much of her early career revolved around the power of function and style. Angie spent some 18 years as a corporate leader in the fashion industry before becoming a franchise owner with The Entrepreneur’s Source. In both worlds, she learned the importance of looking the part and backing it up with results.

After a decade of shining the spotlight on her own franchise venture, she wanted to give back. Angie decided to turn her knowledge to franchise development, allowing her to guide others toward the same success she experienced.

She joined forces with major concepts like Menchie’s and MidiCi Pizza, bringing on more than 120 new franchises. Throughout, she stayed true to her principals, matching only candidates that made sense for the brands. At the same time, she steered potential franchisees on what to consider before jumping aboard – all based on her own history in ownership.

While Angie made stellar strides in this role for each concept, she continued to keep coming back to two questions: “What’s missing? What more can I do?”

There seemed to be another calling for her in the franchise development space – something that would allow her to broaden her impact.

“I know myself,” Angie says. “I’m a winner. I was very successful in sales. My first career taught me that, but I knew there had to be more.”

She craved fresh, fulfilling work. She wanted to be part of a team that represented

many emerging brands...each with a unique makeup and purpose, each seeking franchise family members from all walks of life.

She quickly found this in BrandONE.

“It’s typical for us to draw successful corporate executives as candidates,” Angie explains. “But even with their success, so many of them are miserable in their work. We’re in a position to really help improve their lives. We have options for them.”

With many of its brand partners, B1 provides turn-key packages that are built for absentee ownership. Angie says these

concepts are the ideal choice for people nearing retirement, someone making a transition, or seeking additional income.

“The candidate could be a working mom looking for more flexibility,” she notes. “For instance, look at some of our restaurant brands. You might be surprised, but very few of our owners come in with food service experience. They don’t need it because we’ve packaged these concepts to fit the buyer’s needs. The marketing, the real estate – we provide absolutely everything they need. We have all the right tools.”

Beyond partnering only with brands that have wonderful product, strong sales and a robust operational infrastructure, B1 also prefers concepts that support a greater cause. This means everything to Angie.

“I get excited about brands that make it their business to include a social mission,” says Angie. “So, when I connect a like-minded candidate to the right franchise opportunity, it’s perfect. I’m changing their lives for the better. And then owners get to do the same. They’re making donations, giving people jobs, really making an impact in their communities.”

