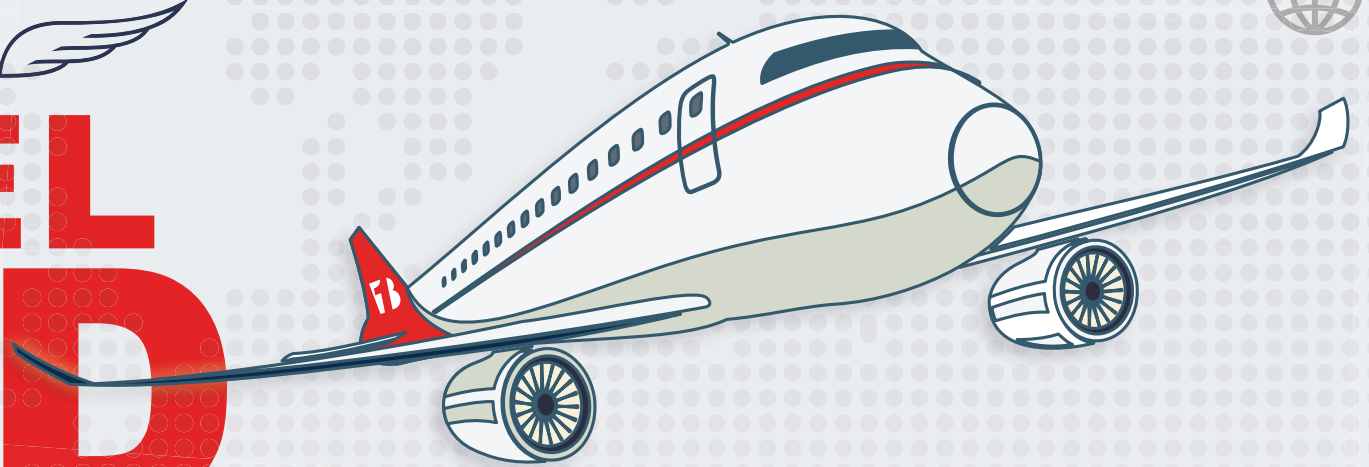




# Inside BrandONE with

# MICHAEL MUDD

## REACHING NEW HEIGHTS



A family man and business visionary, BrandONE partner Michael Mudd exudes confidence. In fact, he believes this attribute defines the through-line of his success. At every stage of life, Michael's grit to surpass expectations led the way to new heights. From high school – when he earned his pilot's license – to serving today as one of the industry's premier franchise development leaders, he's tapped into his unique inner poise to surge forward. For Michael, confidence is "the magic dust." It's the single element that can transform a stagnant franchise operation into a top performer. It's also the engine that's driven him to thrive from the outset of his career.

In 2006, Michael kicked off his franchise development push by helping *Relax the Back* – a brick-and-mortar concept offering ergonomic furniture, as well as pain relief products. Since then, Michael has claimed a substantial niche in the industry.

In one of his early wins, he grew *Menchie's Frozen Yogurt* from a 23-unit to a national brand with over 550 locations. Michael was responsible for taking the

brand to Universal Studios, airport venues and eleven international markets. Flash forward to 2019?? In just six months of development efforts, Michael catapulted *The Junkluggers* – an eco-friendly junk removal company with that number now increasing each month.

While meteoric growth is frequently the primary goal of emerging franchise operations, Michael's approach to scaling is multi-

faceted. "*The Junkluggers is a perfect case study of 'Smart Growth,'*" he explains. "*Building the appropriate infrastructure, scrutinizing brand partners, and identifying specific needs of each organization are all requisite steps. Yes, we grew the brand quickly, but we also drastically improved the quality of franchise owners in terms of professional experience and available capital.*"

In line with BrandONE's keystone model – with a focus on educating brands in every aspect of franchise development and recruitment – Michael's team implemented a host of changes.

These included:

- Helping the brand to provide more information in the franchise disclosure document
- Creating the entire franchise research process including automation, PowerPoint presentations, videos, email templates, email campaigns, and a virtual discovery day
- Tapping into personal relationships for introductions to an outstanding candidate pool

Like other brands in Michael's sights, this triumphant story is still unfolding. The common denominator for brands he takes on? "We find great companies that we like, trust, and respect. They must do good in the communities they serve."

This grounding in ethical values is crucial to BrandONE's corporate culture. "We seek brands with a social mission, because achieving sustained growth, earning supreme royalty margins, and improving people's lives are not mutually exclusive," says Michael. "We've proven you can accomplish all three."

Even so, these accolades are hard-earned. Michael touts BrandONE's candidate selection process as a standout feature from its competitors. Rather than relying exclusively on brokers and coaches, BrandONE takes a more organic approach. "We deploy a lead generation strategy that uses digital

response marketing to spark candidates' interest in learning more about a franchise opportunity." Digital marketing and social media campaigns, website portals, email blasts, and XM radio ads are all part of the mix.

"We also use DEEP relationships with consultants for introductions to an additional candidate pool. This lead source results in better qualified candidates who are more prepared to engage in the franchise research process." Combined, these strategies produce cost-effective, quality results.

With all these pieces in place, what happens when the stars align and you discover a brand that's set to take off? "Well, that's the exciting part," says Michael. "It's like a rocket ship when a brand is taking off. It's loud. It's shaking. I understand what that feels like and I'm ready to take the ride."