

Course 3: Finance for Non-Finance People

Module 1: Understanding Your Numbers

- What “profit”, “margin”, and “cashflow” actually mean
- The difference between revenue and profit
- Why cashflow matters more than you think

Module 2: Cost Breakdown of a Cook Stars Class

- Ingredients, craft, venue, labour, travel
- How to calculate your true cost per class
- Spotting hidden costs

Module 3: Pricing With Confidence

- How Cook Stars pricing works
- When discounts help vs. when they hurt
- How to communicate value without apologising for your price

Module 4: Managing Cashflow Like a Pro

- Planning for termly peaks and troughs
- How to avoid “end of month panic”
- Simple cashflow tracking tools

Module 5: Reading Your Financial Reports

- Understanding your Franscape reports
- What to look at weekly, monthly, termly
- Red flags and green flags

Module 6: Financial Habits of High-Performing Franchisees

- Systems that keep you organised
- How to make financial decisions without stress

Course 4: Customer Journey & Retention Strategy

Module 1: What Makes a Parent Rebook

- The psychology of trust
- Why consistency beats perfection

- The “Cook Stars feeling”

Module 2: Mapping the Customer Journey

- Enquiry → Booking → Class → Follow-up → Rebook
- Identifying friction points
- Creating a seamless experience

Module 3: Communication That Builds Loyalty

- Tone of voice
- Handling tricky conversations
- Setting boundaries kindly

Module 4: Creating Superfans

- How to encourage word-of-mouth
- Referral incentives
- Turning happy parents into advocates

Module 5: Retention Systems

- Rebooking strategies
- Email sequences
- How to track retention and spot patterns

Module 6: Handling Complaints & Negative Feedback

- Staying calm and professional
- Turning a complaint into a win
- When to escalate

Course 7: Time Management & Productivity for Franchisees

Module 1: The Franchisee Workload Reality Check

- What actually takes time
- What can be automated
- What can be delegated

Module 2: Weekly Planning for Sanity

- Creating a weekly rhythm

- Batching tasks
- Using templates to save hours

Module 3: Systems That Keep You Organised

- Email management
- Booking system hacks
- Checklists for classes, parties, and admin

Module 4: Avoiding Burnout

- Recognising early signs
- Setting boundaries
- Creating a sustainable schedule

Module 5: Productivity Tools & Tricks

- Simple digital tools
- How to streamline communication
- Reducing decision fatigue

Module 6: Time Management for Growth

- Making space for marketing
- Making space for team management
- Planning for expansion

Course 14: Confidence & Mindset for Business Owners

Module 1: Understanding Your Business Identity

- From “class leader” to “business owner”
- Why mindset matters more than skillset

Module 2: Imposter Syndrome in Franchisees

- Why it shows up
- How to recognise it
- Practical tools to quiet the inner critic

Module 3: Decision-Making With Confidence

- How to make decisions without overthinking

- When to trust your gut
- When to ask for help

Module 4: Building Resilience

- Handling slow terms
- Handling cancellations
- Staying motivated when things wobble

Module 5: Celebrating Wins & Tracking Progress

- How to measure success beyond money
- Creating a “success log”
- Building confidence through evidence

Module 6: The Confident Franchisee Toolkit

- Scripts, templates, and habits
- How to show up with calm authority

Bonus Course: Business Review & Growth Planning (For Franchisees Who Feel Stuck)

A supportive, non-judgemental course designed to help franchisees who feel they’re “not making enough” or “not doing well”—without shaming them.

Module 1: Honest but Kind Business Self-Assessment

- What’s actually working
- What’s not working
- Removing emotion from the review

Module 2: Understanding Your Numbers (Without Panic)

- What your revenue *really* means
- Where money is leaking
- How to identify your most profitable activities

Module 3: Diagnosing the Problem

- Low bookings?
- Low retention?

- High costs?
- Not enough classes?
- Not enough marketing?
- A simple diagnostic tool to pinpoint the issue

Module 4: Fixing the Foundations

- Improving class quality
- Improving communication
- Improving consistency
- Improving visibility

Module 5: Building a Realistic Growth Plan

- Setting achievable goals
- Choosing the right actions
- Creating a 12-week plan

Module 6: Accountability & Momentum

- How to stay on track
- When to ask for support
- How to measure improvement

★ Course: Business Review & Growth Planning for Franchisees

A course designed for franchisees who feel they're not making enough, not growing fast enough, or simply unsure what to do next. The tone is supportive, realistic, and focused on small, achievable wins.

■ Module 1: Understanding Where You Are Right Now

A calm, honest business check-in

- How to review your business without emotion or self-criticism
- What “normal” looks like in a Cook Stars business
- Identifying your strengths and wins (even if they feel small)
- A guided self-assessment worksheet

Outcome: Franchisees feel grounded, not panicked, and ready to look at their business objectively.

✿ Section 1: Why This Review Matters

- Running a franchise is a marathon, not a sprint.
- Every franchisee hits a “wobble point” — it’s normal.
- You can’t fix what you can’t see, and clarity is the first step to confidence.
- This review is not about blame; it’s about understanding.

Key message:

You are not behind. You are simply at a point where a reset will help you move forward.

✿ Section 2: What “Normal” Looks Like in a Cook Stars Business

This section normalises the ups and downs so franchisees don’t feel like they’re failing.

- Seasonal dips (summer term, late December, early January)
- Variations in class numbers depending on area demographics
- Slow growth in the first 6–12 months
- The “dip” after initial excitement wears off
- The difference between a *busy* franchisee and a *profitable* one

Mini-exercise:

“Which of these normal patterns have you experienced?”

(Checkbox list)

Section 3: A Gentle Self-Assessment

A structured but friendly reflection activity.

Part A: What's Working Well?

Prompts:

- Which classes consistently fill?
- What feedback do parents give you?
- What tasks feel easy or enjoyable?
- What wins have you had recently (even tiny ones)?

This section is important because struggling franchisees often forget they *do* have strengths.

Part B: What Feels Hard Right Now?

Prompts:

- What tasks drain your energy?
- Where do you feel stuck or unsure?
- What do you avoid doing?
- What worries you most about your business?

Part C: What Would “Better” Look Like?

Prompts:

- More bookings?
- More income?
- More confidence?
- More time?
- More clarity?

This helps them define their own success rather than comparing themselves to others.

Section 4: Removing Emotion From the Review

This section teaches them how to separate *facts* from *feelings*.

Facts might be:

- “I have 6 children booked into my Wednesday class.”

- “I haven’t posted on social media for 3 weeks.”
- “My venue costs have increased.”

Feelings might be:

- “I’m failing.”
- “Everyone else is doing better.”
- “I’m not cut out for this.”

Mini-exercise:

A worksheet where they rewrite emotional statements into factual ones.

Example:

“I’m terrible at marketing” → “I haven’t been consistent with marketing recently.”

This shift is powerful — it turns shame into solvable problems.

Section 5: Your Business Snapshot

A simple, structured overview of where they are right now.

They fill in:

- Number of classes
- Average class size
- Retention rate (if known)
- Number of parties per month
- Monthly revenue
- Monthly costs
- Time spent on admin/marketing
- Confidence level (1–10)
- Stress level (1–10)

This creates a baseline for the rest of the course.

Section 6: Your Starting Point Summary

A short reflection to close the module.

Prompts:

- What surprised you during this review?

- What feels clearer now?
- What is one thing you're proud of?
- What is one thing you'd like to improve?

Outcome:

They finish the module feeling grounded, not overwhelmed — and ready to move into Module 2 with a clearer head.

Module 2: What the Numbers Are Really Telling You

A simple, friendly introduction to financial clarity

- Revenue vs. profit vs. cashflow
- Understanding your class profitability
- Spotting money leaks
- How to calculate your “minimum viable income”
- What healthy numbers look like for a Cook Stars franchise

Outcome: They understand their finances without fear and can see where the gaps are.

Module Purpose

To help franchisees understand the key financial elements of their business so they can make informed decisions, spot issues early, and feel more in control. This module removes the fear around “the numbers” and replaces it with clarity and confidence.

Section 1: Why Your Numbers Matter (And Why They're Not Scary)

Many franchisees avoid looking at their numbers because they're afraid of what they'll find. This section reframes financial awareness as a *tool*, not a threat.

Key ideas:

- Your numbers tell a story — they're not a verdict on your worth.
- You don't need to be “good at maths” to understand your business.
- Knowing your numbers helps you make better decisions, not feel bad about past ones.
- Small improvements in numbers can create big changes in income.

Mini-reflection:

“How do you currently feel about looking at your numbers?”

(Options: calm, nervous, confused, avoidant, curious, overwhelmed)

❖ **Section 2: The Three Numbers Every Franchisee Should Know**

This section breaks down the essentials in plain English.

1. Revenue

The total money coming in from classes, parties, clubs, and extras.

2. Costs

Everything you spend to run your business:

- Ingredients
- Craft
- Venue hire
- Travel
- Staff/class leaders
- Marketing
- Equipment
- Franchise fees

3. Profit

What's left after costs.

This is the number that matters most for your income and sustainability.

Simple formula:

Profit = Revenue – Costs

Mini-exercise:

“Which of these three numbers do you feel most confident about? Which feels the most confusing?”

❖ **Section 3: Understanding Class Profitability**

This is where franchisees often have their biggest “aha!” moment.

What goes into the cost of a class?

- Ingredients
- Craft materials

- Venue hire
- Your time
- Travel
- Staff wages (if applicable)

Why this matters:

A class with 10 children may be *less* profitable than a class with 6 children if costs aren't managed.

Activity:

A guided calculation:

- Cost per child
- Cost per class
- Break-even point
- Profit per class

This helps them see which classes are working well and which may need adjusting.

Section 4: Spotting Money Leaks

This section helps them identify where money quietly disappears.

Common leaks:

- Overbuying ingredients
- Craft overspend
- Venues that are too expensive
- Too many low-profit classes
- Driving long distances for small groups
- Underpricing parties
- Discounts given too freely
- Paying staff for more hours than needed

Worksheet prompt:

“Which of these might be happening in your business?”

Section 5: Understanding Your Minimum Viable Income

This is a powerful mindset shift.

Minimum Viable Income (MVI)

The minimum amount your business needs to earn for you to feel stable and secure.

This includes:

- Personal income needs
- Business running costs
- Savings buffer
- Seasonal dips

Franchisees calculate:

- Their personal monthly needs
- Their business monthly costs
- Their target revenue
- Their target number of classes/parties

This gives them a realistic, personalised target.

Section 6: What Healthy Numbers Look Like in a Cook Stars Business

This section gives reassurance and benchmarks without comparison or pressure.

Examples (non-prescriptive):

- Average class size: 8–12
- Retention: 60–80%
- Parties: 2–4 per month
- Profit margin: varies by area, but clarity is key
- Marketing time: 2–4 hours per week

Important message:

Healthy numbers look different for every franchisee. What matters is *your* progress.

Section 7: Your Financial Snapshot (Guided Exercise)

Franchisees fill in:

- Monthly revenue
- Monthly costs

- Profit
- Average class size
- Most profitable class
- Least profitable class
- Party income
- Craft/ingredient spend
- Venue costs
- Staff costs (if applicable)

This becomes the foundation for Module 3's diagnostic work.

Section 8: Reflection — What Are Your Numbers Telling You?

Prompts:

- What surprised you?
- What feels clearer now?
- What number do you want to improve first?
- What support might you need?

This closes the module with clarity and calm.

Module 3: Diagnosing the Real Issue

A practical diagnostic tool to pinpoint the problem

Most struggling franchisees fall into one or more of these categories:

- Not enough bookings
- Not enough retention
- Too few classes
- Too much time spent on low-value tasks
- High costs
- Inconsistent marketing
- Lack of confidence or clarity

This module includes:

- A simple “What’s really going on?” quiz
- Case studies of common scenarios
- How to identify your biggest bottleneck

Outcome: They stop guessing and start understanding the root cause.

Module Purpose

To help franchisees identify the *root cause* of their challenges so they stop guessing, stop blaming themselves, and start focusing on the specific actions that will make the biggest difference.

This module is designed to feel like a calm, guided conversation — not a test.

Section 1: Why Diagnosis Matters

Many franchisees feel stuck because they’re trying to fix *everything* at once — or the wrong thing entirely.

This section explains:

- You can’t fix what you can’t see
- Most business problems fall into a few predictable categories
- Once you know the real issue, the path forward becomes simple
- Struggling doesn’t mean failing — it means something needs attention

Mini-reflection:

“What do you *think* your biggest challenge is right now?”

Section 2: The 6 Most Common Franchisee Bottlenecks

This is the heart of the module. Each bottleneck is explained in simple, relatable terms.

1. Not Enough Bookings

Signs:

- Classes not filling
- Low enquiries
- Parents say “I didn’t know you existed”

2. Low Retention

Signs:

- Children don’t rebook

- Lots of one-term families
- Parents seem unsure or disengaged

3. Too Few Classes Running

Signs:

- Only 1–2 classes per week
- No variety of age groups
- Not enough opportunities for income

4. High Costs Eating Profit

Signs:

- Good bookings but low profit
- Expensive venues
- Overspending on craft/ingredients

5. Inconsistent Marketing

Signs:

- Posting in bursts, then going quiet
- No clear marketing rhythm
- Relying only on social media

6. Confidence or Mindset Blocks

Signs:

- Avoiding certain tasks
- Feeling overwhelmed
- Struggling to make decisions

Reassurance:

Most franchisees experience *more than one* of these — and that's okay.

Section 3: The Cook Stars Diagnostic Quiz

A simple, friendly quiz that helps them identify their top bottleneck(s).

Example question style:

- “I feel confident promoting my classes.” (Yes/No/Sometimes)

- “I regularly have fewer than 6 children in a class.”
- “I know exactly what to post on social media each week.”
- “I understand my class profitability.”
- “I avoid certain business tasks because they feel uncomfortable.”

At the end, they tally their answers to see which category they fall into.

Outcome:

They get a clear, personalised diagnosis.

Section 4: Understanding Your Primary Bottleneck

This section explains how to interpret their quiz results.

For each bottleneck, they get:

- A short explanation
- Why it happens
- What it looks like in real life
- Why it's fixable

Example:

“If your main bottleneck is bookings...”

You don't have a business problem — you have a visibility problem. Parents can't book what they don't know exists.

Section 5: Secondary Bottlenecks

Most franchisees have a “main issue” and a “supporting issue.”

Examples:

- Low bookings + inconsistent marketing
- Good bookings + high costs
- Good retention + too few classes
- Good classes + low confidence in selling parties

This section helps them understand how issues connect.

Section 6: Your Personal Diagnosis Summary

A guided reflection page where they write:

- My primary bottleneck is: _____

- My secondary bottleneck is: _____
- How this shows up in my business: _____
- How this makes me feel: _____
- What I want to change first: _____

This becomes the foundation for Module 4 (Fixing the Foundations) and Module 5 (Growth Planning).

Section 7: Reassurance & Next Steps

A warm, supportive close to the module.

Key messages:

- You're not behind — you're becoming more aware
- Every bottleneck is fixable
- You now know where to focus your energy
- Small, consistent changes will create big results

Module 4: Fixing the Foundations

Small changes that make a big difference

- Improving class quality and consistency
- Strengthening communication with parents
- Creating a smooth customer journey
- Quick wins for visibility and trust
- How to present yourself confidently online and in person

Outcome: They build a stronger base that supports growth.

Module Purpose

To help franchisees strengthen the core elements of their business — class quality, communication, consistency, and visibility — so that bookings, retention, and confidence naturally improve.

This module is all about **quick wins**, **simple systems**, and **building momentum**.

Section 1: What “Strong Foundations” Look Like

Before fixing anything, franchisees need to know what a healthy, stable Cook Stars business looks like.

A strong foundation includes:

- Consistent, high-quality classes
- Clear, warm communication with parents
- A simple, repeatable marketing rhythm
- A tidy, organised back-end (admin, bookings, planning)
- A confident, calm franchisee who feels in control

Reassurance:

You don't need to be perfect — just consistent.

Section 2: Improving Class Quality & Consistency

This is the heart of the Cook Stars experience.

What parents notice:

- Warmth and confidence
- Smooth running of the class
- Clear instructions
- Calm, positive behaviour management
- A fun, engaging atmosphere
- Their child feeling proud of what they made

Quick wins:

- Arrive 10 minutes earlier than you think you need
- Lay out equipment in the same order each week
- Use a simple class checklist
- Keep recipes simple and achievable
- Add one “wow moment” per class (presentation, praise, photo, sticker, etc.)

Mini-exercise:

“What small change could make your classes feel smoother next week?”

Section 3: Strengthening Communication With Parents

Parents rebook when they feel:

- Informed
- Valued
- Confident in you
- Connected to the experience

Key communication touchpoints:

- Before the class (welcome message)
- During the class (warmth, praise, reassurance)
- After the class (photo, message, reminder to rebook)

Quick wins:

- Use a friendly, consistent tone
- Send a simple “thank you for coming” message
- Share photos promptly
- Remind parents of next term’s dates early

Script example:

“Hi! Thank you so much for coming today — the children were brilliant. I’ve popped a photo below. Rebooking for next term is now open if you’d like to secure your space.”

Section 4: Creating a Smooth Customer Journey

A parent’s experience should feel easy from start to finish.

Common friction points:

- Confusing booking links
- Slow replies
- Unclear class details
- No follow-up after enquiries
- No reminders about rebooking

Quick wins:

- Save your booking link in your phone for instant replies
- Use message templates

- Add FAQs to your social media
- Create a simple enquiry → booking → follow-up flow

Mini-exercise:

“What part of your customer journey feels clunky or slow?”

Section 5: Visibility & Marketing Basics

This is where many franchisees struggle — but it doesn’t need to be complicated.

The 3 types of marketing you need:

1. **Visibility marketing** (so people know you exist)
2. **Trust-building marketing** (so people feel confident booking)
3. **Conversion marketing** (so people actually book)

Quick wins:

- Post 3 times a week (simple, not fancy)
- Share class photos
- Share parent testimonials
- Share behind-the-scenes prep
- Share reminders about spaces

Partnership ideas:

- Schools
- Nurseries
- Libraries
- Community groups
- Local Facebook groups

Mini-exercise:

“What is one marketing action you can commit to weekly?”

Section 6: Reducing Costs Without Reducing Quality

This section helps franchisees improve profitability without compromising the experience.

Quick wins:

- Choose venues that are affordable *and* suitable
- Batch-buy ingredients
- Use craft suppliers with better pricing
- Reuse equipment where possible
- Track ingredient and craft spend weekly

Mini-exercise:

“What is one cost you could reduce without affecting class quality?”

Section 7: Building Simple Systems That Save Time

Systems reduce stress and increase consistency.

Examples of helpful systems:

- Weekly planning routine
- Class prep checklist
- Party prep checklist
- Social media batching
- Monthly financial review
- Email templates
- Rebooking reminders

Quick wins:

- Create a “Friday reset” routine
- Use a single notebook or digital tool for planning
- Save your most-used messages as templates

Section 8: Your Foundations Action Plan

A guided reflection to close the module.

Prompts:

- The biggest foundation I need to strengthen is: _____
- One small change I will make this week: _____
- One system I want to put in place: _____
- One thing I will stop doing: _____

- How I want my business to feel in 3 months: _____

Module 5: Building a Realistic Growth Plan

A step-by-step plan tailored to their situation

- Setting achievable goals (not fantasy goals)
- Choosing the right actions for your bottleneck
- How to plan for the next 12 weeks
- Balancing classes, parties, marketing, and admin
- How to track progress without overwhelm

Outcome: They leave with a personalised 12-week plan they can actually stick to.

Absolutely — Module 5 is where everything starts to come together.

Your franchisees have:

- Reflected (Module 1)
- Understood their numbers (Module 2)
- Diagnosed their bottlenecks (Module 3)
- Strengthened their foundations (Module 4)

Now they're ready for the big one:

A realistic, achievable growth plan they can actually stick to.

This module should feel empowering, structured, and hopeful — not overwhelming. It's about *clarity, focus, and momentum*.

Here's a fully fleshed-out version of **Module 5: Building a Realistic Growth Plan**.

Module 5: Building a Realistic Growth Plan

A simple, supportive framework for creating a 12-week plan that actually works.

Module Purpose

To help franchisees create a personalised, achievable growth plan based on their diagnosis and foundations. This plan focuses on small, consistent actions that lead to meaningful improvements in bookings, retention, confidence, and income.

Section 1: Why a 12-Week Plan Works

Most franchisees try to plan too far ahead or set vague goals like “grow my business.”

This section explains:

- 12 weeks is long enough to see results but short enough to stay focused
- It prevents overwhelm
- It creates urgency without pressure
- It builds confidence through quick wins
- It helps them track progress clearly

Mini-reflection:

“How do you usually plan your business? What works? What doesn’t?”

Section 2: Setting Your Big 12-Week Goal

This is the anchor for the whole plan.

Examples:

- Increase average class size from 6 to 10
- Add one new weekly class
- Increase retention by 20%
- Book 3 parties per month
- Reduce costs by £100 per month
- Improve confidence with marketing

Guidance:

The goal should be:

- Clear
- Measurable
- Achievable
- Relevant to their bottleneck
- Time-bound

Prompt:

“My big 12-week goal is: _____”

Section 3: Choosing Your 3 Focus Areas

To avoid overwhelm, franchisees choose **three** areas to focus on.

Examples:

- Visibility & marketing
- Class quality
- Customer communication
- Retention
- Parties
- Costs
- Confidence
- Systems & organisation

Prompt:

“My three focus areas are: _____, _____, _____”

Section 4: Breaking Your Goal Into Weekly Actions

This is where the plan becomes practical.

Examples of weekly actions:

If the bottleneck is bookings:

- Post 3 times a week
- Contact 2 local groups
- Share class photos
- Promote next term early

If the bottleneck is retention:

- Send follow-up messages
- Improve class flow
- Add a “wow moment”
- Share weekly photos

If the bottleneck is costs:

- Review ingredient spend
- Compare venue options
- Batch-buy craft supplies

If the bottleneck is confidence:

- Use message templates
- Practice scripts
- Do one “scary” task per week

Prompt:

“What 1–3 small actions will I take each week?”

Section 5: Creating Your 12-Week Roadmap

A simple structure:

Weeks 1–4: Foundations & Quick Wins

- Fix the basics
- Improve class flow
- Start consistent marketing
- Reduce obvious costs

Weeks 5–8: Building Momentum

- Add a new class
- Improve retention
- Strengthen partnerships
- Increase visibility

Weeks 9–12: Growth & Review

- Push for rebookings
- Promote parties
- Review numbers
- Celebrate wins

Prompt:

“What will I focus on in each phase?”

Section 6: Tracking Progress Without Overwhelm

This section teaches simple tracking.

Track weekly:

- Class numbers

- Enquiries
- Rebookings
- Parties booked
- Marketing consistency
- Confidence level

Track monthly:

- Revenue
- Costs
- Profit
- Retention

Prompt:

“How will I track my progress?”

 **Section 7: Staying Motivated & Accountable**

This section helps them stay on track.

Ideas:

- Weekly check-ins
- Accountability buddy
- Monthly review
- Reward milestones
- Use templates and systems
- Celebrate small wins

Prompt:

“What will help me stay consistent?”

 **Section 8: Your 12-Week Growth Plan (Guided Template)**

A final structured page where they write:

- My big 12-week goal
- My 3 focus areas
- My weekly actions

- My phase plan (Weeks 1–4, 5–8, 9–12)
- How I'll track progress
- How I'll stay motivated
- What success will look like

Module 6: Marketing That Actually Works

Simple, repeatable marketing for busy franchisees

- The 3 types of marketing every franchisee needs
- How to build a weekly marketing rhythm
- Partnerships that bring in bookings
- How to increase visibility without spending money
- What to do when you feel “stuck” with social media

Outcome: They know exactly what to do each week to attract new customers.

Module Purpose

To help franchisees understand what *actually* drives bookings at Cook Stars, and to give them a simple, sustainable marketing rhythm they can stick to. This module removes the pressure to “be good at marketing” and replaces it with clarity, confidence, and consistency.

Section 1: Why Marketing Feels Hard (And Why It Doesn’t Have To Be)

Many franchisees feel:

- overwhelmed
- unsure what to post
- inconsistent
- like everyone else is doing it better
- afraid of being “salesy”

This section reframes marketing as:

- sharing what you do
- helping parents understand the value
- showing the joy of your classes

- building trust through consistency

Mini-reflection:

“How do you currently feel about marketing?”

Section 2: The 3 Types of Marketing Every Franchisee Needs

This is the core framework — simple, memorable, and actionable.

1. Visibility Marketing

So people know you exist.

Examples:

- Posting class photos
- Sharing behind-the-scenes prep
- Posting in local groups
- Flyers in schools/nurseries

2. Trust-Building Marketing

So people feel confident booking.

Examples:

- Testimonials
- Photos of happy children
- Your warm, friendly tone
- Consistent presence

3. Conversion Marketing

So people actually book.

Examples:

- Clear booking links
- Space reminders
- Term announcements
- Party promotions

Key message:

You don't need to be everywhere — you just need to be consistent.

Section 3: What Parents Actually Want to See

Parents book when they feel:

- their child will be safe
- their child will have fun
- the class is well-run
- the leader is warm and trustworthy
- the experience is worth the money

Content that works best:

- Smiling children
- Finished dishes
- Simple videos of mixing/stirring
- Your warm personality
- Clear information
- Testimonials
- Behind-the-scenes prep

Mini-exercise:

“What content do you already have that parents would love to see?”

Section 4: The Cook Stars Weekly Marketing Rhythm

A simple, repeatable structure that removes guesswork.

Weekly Rhythm Example:

- **Monday:** Class photo or testimonial
- **Wednesday:** Behind-the-scenes or ingredient prep
- **Friday:** Space reminder or booking link
- **Weekend:** Optional story/photo

Why this works:

- It's predictable
- It's manageable
- It builds trust
- It keeps you visible

- It doesn't require creativity every day

Prompt:

“What would your ideal weekly rhythm look like?”

 **Section 5: Local Visibility That Actually Works**

Cook Stars thrives on community presence.

High-impact local actions:

- Posting in local Facebook groups
- Partnering with nurseries and schools
- Attending community events
- Leaving flyers in libraries, cafés, soft plays
- Building relationships with local businesses

Mini-exercise:

“List 5 local places or groups you could connect with this month.”

 **Section 6: Messaging That Converts (Without Feeling Salesy)**

Parents respond to:

- warmth
- clarity
- confidence
- simplicity

Simple message formula:

Warm greeting + what's happening + who it's for + how to book

Example:

“Hi everyone! Our fun Cook Stars classes are now open for next term. Perfect for ages 2–11 who love getting hands-on in the kitchen. Spaces fill quickly — you can book your child’s spot here: [link].”

Mini-exercise:

Write your own version using the formula.

 **Section 7: Party Marketing Made Easy**

Parties are a huge income booster — but many franchisees under-promote them.

What works:

- Sharing party photos
- Posting a monthly party reminder
- Asking parents to leave party reviews
- Sharing a “What’s included” post
- Using a simple enquiry script

Party enquiry script example:

“Thanks so much for your enquiry! I’d love to help you plan a fun Cook Stars party. Here are the details... [info]. Let me know your date and I’ll check availability.”

Section 8: Overcoming Confidence Blocks

Common fears:

- “I don’t want to annoy people.”
- “I’m not good at marketing.”
- “I don’t know what to say.”

Reframes:

- You’re sharing something valuable
- Parents *want* to know what’s available
- You’re helping families find joyful experiences
- Consistency builds confidence

Prompt:

“What belief about marketing do you want to let go of?”

Section 9: Your Simple Marketing Plan

A guided reflection to close the module.

Prompts:

- My weekly marketing rhythm will be: _____
- My top 3 content types will be: _____
- My local visibility actions will be: _____
- One thing I will stop overthinking: _____

- One thing I will do consistently: _____

Module 7: Retention & Customer Loyalty

Because keeping customers is easier than finding new ones

- Why parents rebook
- How to create a “wow” experience
- Email sequences that nurture loyalty
- How to encourage referrals
- Handling complaints in a way that builds trust

Outcome: They learn how to turn one-off customers into long-term regulars.

Absolutely, Crissy — Module 7 is a big turning point in the programme.

By now, franchisees have:

- Reflected (Module 1)
- Understood their numbers (Module 2)
- Diagnosed their bottlenecks (Module 3)
- Strengthened their foundations (Module 4)
- Built a realistic growth plan (Module 5)
- Learned how to market consistently (Module 6)

Module 7 is where they finally **bring everything together** and start turning their business into a smooth, confident, well-run operation.

Below is a fully fleshed-out version of **Module 7: Systems, Confidence & Consistency** — designed to feel empowering, practical, and achievable.

Module 7: Systems, Confidence & Consistency

A calm, structured approach to running your business without overwhelm.

Module Purpose

To help franchisees build simple systems, routines, and confidence habits that make their business feel easier, more organised, and more predictable — so they can maintain momentum long after the programme ends.

This module is about **sustainability**, not perfection.

❖ Section 1: Why Systems Matter More Than Motivation

Most franchisees rely on motivation — but motivation is inconsistent.

This section explains:

- Systems reduce stress
- Systems create consistency
- Systems save time
- Systems prevent decision fatigue
- Systems make the business feel lighter

Mini-reflection:

“What part of my business feels the most chaotic or unpredictable?”

❖ Section 2: The 5 Core Systems Every Franchisee Needs

These are the essential building blocks of a smooth Cook Stars business.

1. Weekly Planning System

A simple routine for planning classes, marketing, and admin.

2. Class Prep System

A repeatable checklist for ingredients, equipment, craft, and setup.

3. Customer Communication System

Templates and routines for enquiries, follow-ups, and rebooking.

4. Marketing Rhythm System

The weekly posting rhythm from Module 6.

5. Monthly Review System

A short, structured check-in with numbers, wins, and improvements.

Prompt:

“Which of these systems do I already have? Which need attention?”

❖ Section 3: Building Your Weekly Routine

A calm, predictable weekly rhythm helps franchisees feel in control.

Example Weekly Routine:

- **Monday:** Marketing post + reply to enquiries

- **Tuesday:** Prep for classes
- **Wednesday:** Run classes
- **Thursday:** Follow-ups + admin
- **Friday:** Review numbers + plan next week

Mini-exercise:

“What would my ideal weekly routine look like?”

 **Section 4: Confidence Habits for Franchisees**

Confidence isn’t something you “have” — it’s something you build through action.

Confidence habits that work:

- Using scripts
- Preparing the night before
- Celebrating small wins
- Asking for help early
- Doing one “stretch task” each week
- Tracking progress
- Practising warm, friendly communication

Prompt:

“What confidence habit would make the biggest difference for me?”

 **Section 5: Overcoming Overwhelm**

This section normalises overwhelm and gives practical tools.

Common causes:

- Too many tasks
- No clear priorities
- Avoiding uncomfortable tasks
- Feeling behind
- Comparing to others

Tools to reduce overwhelm:

- The “Rule of 3” (choose 3 priorities per week)

- The 10-minute timer
- Templates and checklists
- Asking for support
- Breaking tasks into micro-steps

Prompt:

“What is one thing I can simplify this week?”

 **Section 6: Creating Your Personal Systems Toolkit**

This is where franchisees choose the systems that will support them long-term.

Examples:

- Class prep checklist
- Party prep checklist
- Weekly planning template
- Monthly review sheet
- Marketing rhythm
- Enquiry scripts
- Rebooking reminders
- Ingredient/craft tracking sheet

Prompt:

“What 3 systems will make my business feel easier?”

 **Section 7: Maintaining Consistency (Even When Life Gets Busy)**

Consistency is the secret to long-term success.

Strategies:

- Keep things simple
- Use templates
- Batch tasks
- Set reminders
- Plan ahead
- Accept “good enough”

- Celebrate progress

Prompt:

“What does consistency look like for me?”

 **Section 8: Your Systems & Confidence Action Plan**

A final reflection to close the module.

Prompts:

- The system I will implement first is: _____
- One confidence habit I will practise is: _____
- One thing I will stop doing is: _____
- How I want my business to feel in 3 months: _____

 **Module 8: Staying Motivated & Accountable**

The mindset and habits that keep momentum going

- How to stay consistent when you’re busy
- Building confidence through small wins
- How to avoid burnout
- When and how to ask for support
- Creating accountability systems that work for you

Outcome: They feel supported, capable, and ready to keep going.

Absolutely, Crissy — Module 8 is a beautiful point in the programme.

By now, your franchisees have:

- Built clarity
- Strengthened foundations
- Created a growth plan
- Learned sustainable marketing
- Developed systems and confidence

Module 8 is where they **step into their identity as business owners** and learn how to maintain momentum long-term. It’s about mindset, leadership, and the emotional side of running a Cook Stars franchise — the part that often gets overlooked but makes the biggest difference.

Here's a fully fleshed-out version of **Module 8: Becoming a Confident, Sustainable Business Owner**.

★ Module 8: Becoming a Confident, Sustainable Business Owner

A mindset, leadership, and long-term sustainability module.

⌚ Module Purpose

To help franchisees step into a confident, empowered business-owner mindset, understand their strengths, manage their energy, and build habits that support long-term success — without burnout.

This module is about identity, resilience, and sustainable leadership.

✳️ Section 1: The Identity Shift — From “Running Classes” to “Running a Business”

Many franchisees still see themselves as:

- “just running classes”
- “just doing something I love”
- “not a real business owner”

This section helps them shift into:

- I run a business
- I create joyful experiences for families
- I deserve to be paid well
- I am capable of growth
- I can learn anything I need

Mini-reflection:

“What part of being a business owner do I feel confident in? What part still feels uncomfortable?”

✳️ Section 2: Understanding Your Strengths as a Leader

Cook Stars franchisees are naturally:

- warm
- creative
- nurturing
- organised

- community-focused

This section helps them identify their unique strengths and how to use them.

Prompts:

- My top 3 strengths as a leader are:
- Parents appreciate me because:
- My classes are special because:

 **Section 3: Managing Energy, Not Just Time**

This is a powerful mindset shift.

Energy drains:

- Overthinking
- Last-minute prep
- Avoiding tasks
- Comparison
- Lack of boundaries

Energy boosters:

- Planning ahead
- Using templates
- Celebrating wins
- Asking for help
- Doing tasks in batches

Prompt:

“What drains my energy the most? What boosts it?”

 **Section 4: Boundaries That Protect Your Time & Wellbeing**

Franchisees often struggle with:

- replying instantly
- working late
- saying yes to everything
- feeling guilty for resting

This section teaches healthy boundaries.

Examples:

- Set enquiry reply hours
- Use templates to reduce emotional load
- Have a “no work after X time” rule
- Protect class prep time
- Take one full day off per week

Prompt:

“What boundary would make my business feel lighter?”

Section 5: Building Confidence Through Action

Confidence grows through:

- doing small things consistently
- practising scripts
- celebrating progress
- learning from mistakes
- taking imperfect action

Prompt:

“What small action would build my confidence this week?”

Section 6: Handling Setbacks Without Losing Momentum

Setbacks are normal. This section normalises:

- low-booking weeks
- cancellations
- slow terms
- comparison
- dips in motivation

And teaches:

- how to review without spiralling
- how to adjust quickly

- how to stay grounded
- how to ask for support early

Prompt:

“What setback has taught me something valuable?”

 **Section 7: Celebrating Wins & Recognising Progress**

Franchisees often forget to celebrate themselves.

This section encourages:

- acknowledging growth
- recognising effort
- celebrating consistency
- sharing wins with the group

Prompt:

“My biggest win from the past month is...”

 **Section 8: Your Confident Business Owner Action Plan**

A final reflection to close the module.

Prompts:

- One belief I’m letting go of:
- One belief I’m stepping into:
- One habit that will support me:
- One boundary I will set:
- How I want my business to feel in 3 months:

 **Optional Add-On: 1:1 Business Review Template**

A guided worksheet they can complete and send to HQ for personalised feedback (if you want to offer that)

Brilliant choice, Crissy — **Option B** is a powerful way to close the programme. It keeps the focus on *real-world consistency, ongoing growth, and support*, which is exactly what franchisees need after completing such a deep, structured journey.

And adding a **guided worksheet they can send to Head Office for personalised feedback** is a fantastic touch. It gives them a safety net, reinforces that they're not alone, and helps you identify who needs extra support.

Here's a fully developed version of **Module 9: Staying Consistent & Growing With Confidence**, including the guided "Send to Head Office" worksheet at the end.

★ Module 9: Staying Consistent & Growing With Confidence

A practical, supportive module focused on maintaining momentum long-term.

🎯 Module Purpose

To help franchisees stay consistent with the systems, habits, and routines they've built — and to give them a clear plan for ongoing growth, accountability, and support.

This module is all about **sustainability, confidence, and continued progress**.

✳️ Section 1: Why Consistency Matters More Than Perfection

Franchisees often believe they need to:

- post every day
- be perfectly organised
- never fall behind
- always feel motivated

This section reframes consistency as:

- doing the basics well
- showing up regularly
- using systems to stay on track
- allowing for imperfect weeks
- trusting the process

Mini-reflection:

"What does consistency look like for *me* — not for anyone else?"

✳️ Section 2: The 4 Pillars of Long-Term Consistency

1. Weekly Rhythm

A predictable routine that reduces stress.

2. Systems That Support You

Templates, checklists, and habits that make things easier.

3. Confidence Through Action

Small steps that build belief and momentum.

4. Regular Review

Checking in with yourself and adjusting as needed.

Prompt:

“Which pillar do I need to strengthen most?”

Section 3: Your Consistency Safety Net

This section helps franchisees create a plan for when life gets busy.

Safety net ideas:

- A “minimum viable week” (the 3 things they’ll always do)
- A bank of ready-to-use posts
- A simple enquiry script
- A weekly reminder to check bookings
- A monthly review habit
- A list of quick wins

Prompt:

“What will my minimum viable week include?”

Section 4: Avoiding the Most Common Pitfalls

Franchisees often struggle with:

- losing momentum after a busy term
- comparing themselves to others
- slipping back into old habits
- avoiding tasks that feel uncomfortable
- forgetting to review their numbers

This section gives practical strategies to stay on track.

Prompt:

“What pitfall do I fall into most often, and how can I avoid it?”

Section 5: Staying Connected & Supported

Consistency is easier when you're not doing it alone.

Encourage franchisees to:

- stay active in the franchisee group
- share wins
- ask for help early
- attend check-ins
- use the resources provided
- reach out to Head Office when needed

Prompt:

“What kind of support helps me stay consistent?”

Section 6: Your 90-Day Consistency Plan

A simple, structured plan including:

- My weekly rhythm
- My top 3 habits
- My minimum viable week
- My monthly review routine
- My confidence-building action
- My support plan

Prompt:

“What do I want the next 90 days to look and feel like?”

Section 7: Celebrating Your Journey

This is the emotional close of the programme.

Prompts:

- My biggest transformation has been...
- The thing I'm most proud of is...
- One thing I didn't think I could do, but did...
- How I feel about my business now...

Section 8: Guided Worksheet — Request Personalised Feedback From Head Office

This is the part you requested — a structured worksheet they can complete and send to you for tailored support.

Worksheet: Personalised Business Feedback Request

1. My biggest win from the programme:

2. The area I still feel unsure about:

3. The system or habit I'm struggling to maintain:

4. My current biggest bottleneck:

5. What I've already tried:

6. What kind of support I'm looking for:

- Clarity on my numbers
- Marketing support
- Confidence coaching
- Systems & organisation
- Class quality
- Parties
- Something else: _____

7. My preferred way to receive feedback:

- Email
- Phone call
- Video call
- Voice note

8. Anything else I want Head Office to know:

Instructions:

“Please complete this page and email it to Head Office at:

 *[insert your preferred email]*

We will review your answers and provide personalised guidance within 7 days.”