

OVERTIME ATHLETICS – What’s Next

Directions: Creating a foundation for a business to succeed is paramount in the entrepreneurial process. The following exercises will lay the groundwork for launching your company and the Overtime Athletics services that will drive your revenue streams.

These exercises are for you. There is no formal submittal for this training section (just a confirmation you have spent the amount of time you deem necessary at this stage of your launch process on the topics introduced here).

Think of these topics as CONSIDERATIONS all New Franchisees should ponder as they get their business underway.

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1. In establishing a network of individuals that can assist with your questions and provide advice as it relates to conducting and growing business, it’s important to identify people that would be willing to help in the below areas. First - List the names of anyone that you foresee as an option to reach out to in order to open a line of communication for when circumstances arise related to their areas of expertise. Second – contact these individuals to update them on your new venture and to gage their willingness to be a resource for you should you need trusted support in any of these areas.

| SUPPORT TEAM |
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| <i>NOTE: in addition to the below, OTF and our Contacts are a part of your support network</i> |
| Business Mentor: |
| Legal Expertise: |
| Insurance Expertise: |
| Accounting and Tax Preparation Expertise: |
| Banking Expertise: |
| Payroll Expertise: |
| Technology Expertise: |
| Marketing and Graphic Design Expertise: |

2. One of the biggest representations of a business in today’s world is that of a company’s website. It establishes credibility, provides employees and customers information, and is often a vehicle for collecting revenue. You should become familiar with every feature, aspect, video, picture, text, tab, and user experience of the OTA Website. Click, Read, and View everything on the OTA Website (and each page).

| WEBSITE FAMILIARITY |
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| <i>NOTE: Make sure you have the Log Ins for TABS that require a password</i> |
| 1. What tabs are at the top of the Home Page? |
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| 2. What are the categories of OTA Service (what we do)? |
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| 3. What are the Log Ins TABS for Employees? |
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| 4. Where can you find a description of the “OTA Way”? |
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| 5. What information can be found in the “programming sections”? |
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| FRANCHISE PORTAL FAMILIARITY |
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| <i>NOTE: Make sure you have the Log Ins for TABS that require a password</i> |
| 1. What two tabs are on the Franchise Portal Landing Page? |
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| 2. What tabs are located in the Franchisee Support Section? |
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| 3. What tabs are located in the Franchisee Training Section? |
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3. A support system is so important in any venture getting off the ground. One of the advantages of our Franchise is that someone has already been and done what you are about to embark on. We believe in making sure that our Franchisees can connect with one and other and ultimately learn from each other. Be sure to investigate where OTA Franchisee locations exists, what programming they have going on, and how to contact.

| FRANCHISEE CONNECT | |
|---------------------------|---|
| 1. | Where on the website can I found out where OTA Territories are operating? |
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| 2. | Where are OTA Franchise Territories? |
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| 3. | How can I locate an OTA Franchisees Contact Info? |
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4. ***What do you do?*** Perhaps the most common question asked upon meeting someone. Now that you have embarked on this entrepreneurial experience, you need to make sure you can describe what you do. As elementary as that seems, it's important to hone and rehearse your answer to the question because you never know what a new introduction can lead to as it relates to the potential of supporting or enhancing your business.

| Your Job Description (what do you do for a living?) | |
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| <i>*NOTE: Business Owner/Franchisee/Program Director</i> | |
| 1. | Key point regarding Job Description? |
| | |
| 2. | Key point regarding Job Description? |
| | |
| 3. | Key point regarding Job Description? |
| | |
| 4. | Key point regarding Job Description? |
| | |

- Establishing good habits is paramount to starting a business. Spending some time establishing the “spaces” that you will be utilizing to work and conduct business is a part of creating good habits. OTA is a unique business with a lot of autonomy as it relates to how and where one does business. OTA doesn’t necessarily have traditional work environments for management and staff to interact, therefore spending some time considering how to navigate this flexibility is important to getting off on the right foot. Home Offices, Mobile or Remote Workspaces, and the Office Supplies one might need to work should be considered now so that when the time comes to go to work, you have already formulated a plan and acquired the supplies you think you will need.

NOTE: It is not uncommon for Franchisees to meet with applicants, staff, or partnership contacts at:

- College Campuses (Library, Student Union, Campus Café, Athletic Centers, etc.)
- Coffee Shops (Starbucks, Peet’s Coffee and Tea, The Coffee Bean, etc.)
- Eateries (Panera, Food Courts, Deli’s, etc.)
- Community Locations (Rec Centers, Libraries, Sports Facilities, etc.)

Office (and Mobile System)

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| Where is your office/desk? |
| <i>Answer:</i> |
| Can you identify meeting locations for Interviews, Training, Staff Meetings? |
| <i>Answer:</i> |
| What is your equipment storage strategy? |
| <i>Answer:</i> |

Office Supplies Considerations List:

| | | | |
|-----------------------|--|---------------------------|--|
| Business Cards | | Printer Paper | |
| Printer Copier | | Envelopes | |
| Ink | | Pads / Post Its | |
| White Board | | Folders | |
| Clip Board | | Files | |
| Stapler | | Paperclips / Rubber Bands | |
| Scissors | | Tape | |
| Hole Puncher | | Pens | |
| File Storage | | Highlighter | |
| Mobile “Bins” Carrier | | Dry Erase Markers | |
| Address Stamp | | Staples | |
| Stamps | | Thumbtacks | |

6. There is no getting around it, today's "paper trails" are often email threads and embracing good habits as it relates to email organization is so important for conducting successful business. Inbox "clutter" leads to missing deadlines, overlooking action items, and general disorganization. We have created a set of rules to manage emails and to archive exchanges in order to manage from a successful platform.

Outlook / Email: Franchisee/Program Director Inbox Organization

Rules:

1. The emails in your inbox should act as a "to do" list.
2. If there are emails in your inbox that you have already answered and dealt with, they should not be in your inbox (**They should be filed to the pertinent folder or deleted**)

Here are 4 examples:

Example 1: Email from HQ outlining a task/assignment. This email should remain in your inbox until the action has been completed. Once you have completed the project, you can delete the email or file it away in a folder.

Example 2: Email from ASP Coordinator. For example, if a coordinator emails you about a new dismissal procedure – make a note of it on the BOARD to review email about dismissal. Leave that email in the inbox until the morning of that class; once you have discussed the new dismissal with the instructors during their call in, file away the email in that particular school folder.

Example 3: Conference Call Agenda. That email should remain in your inbox until the meeting. Once the meeting is complete, you can file it away... (Unless of course there are things on the agenda that you need to complete)

Example 4: Email from School. For example, if a representative of a school sends an email with program feedback, share that with the instructors and Director, and then file away the email in that particular school folder.

Getting your Email organized is an important step to take in the launch of your business. You should create the following folders in your Outlook:

- Schools
- Summer Session
- Staff
- Insurance
- Legal
- Accounting
- Whelan
- Horich

7. Your business infrastructure will include BANKING. When it is time to cross off this action, be sure to consider the following:

Banking Arrangements

- Set Up Business Checking Account
- Set Up Business Savings Account
- Order Business Checks
- Order Business Credit Card
- Line of Credit Options