



ClassForKids®

ACADEMY

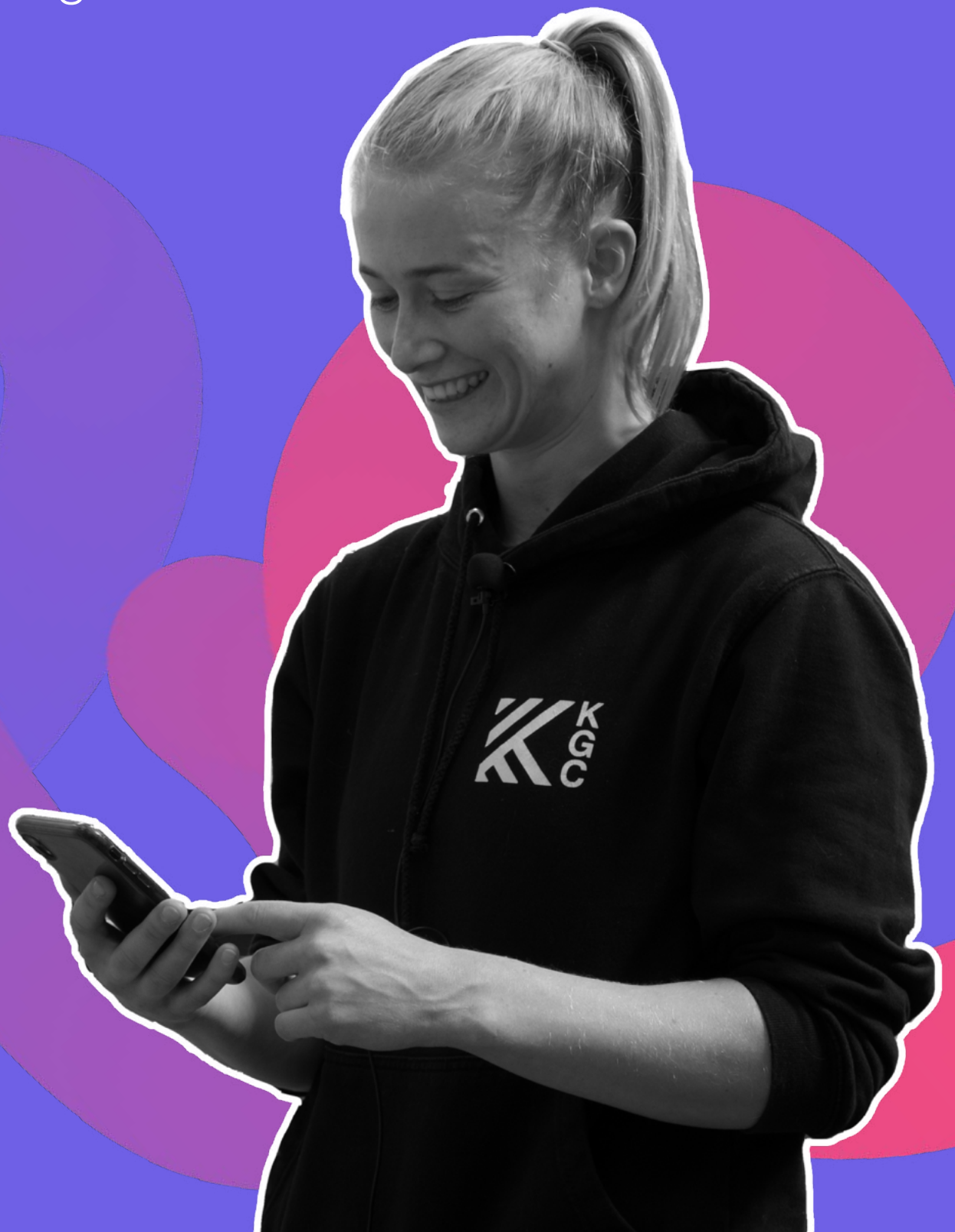
# Disruptive Franchising: A New Way to Grow Your Club



# What is Disruptive Franchising?

Your business is on fire: The classes of your kids activity club are a hit, and your culture is top-notch. It's time to take things to the next level and grow. For some clubs, that means opening new locations, but for others, the real growth comes through franchising.

Disruptive franchising is a great technique to grow your club, and one that's often overlooked. By combining innovation with established business models, it propels growth to new heights.



## Here's why disrupt franchising could be your next step to growth:

1. It offers a ready-to-go system, saving time and effort.
2. Franchisees benefit from a strong brand and support, boosting success.
3. It taps into new markets and reaches more parents.
4. Flexibility attracts diverse entrepreneurs, creating a dynamic network.
5. Innovation keeps clubs ahead in the competitive arena.

But how do you go about this? And what are the first steps to get on the franchise ladder? In this guide, we have Jessica Hill, the owner of Showtime Circus to share some tips with all the franchisers on how she benefits from disruptive franchising! Let's delve into it!



# About Showtime Circus

Back in 2018, Showtime Circus burst onto the scene as a circus school for all ages – from kids to adults! Their whole ethos is about making everyone feel at home, no matter where they come from. It's like a big circus family, and they've got skills for everyone to try out.

Showtime Circus is all about celebrating differences and creating a place where everyone feels safe and included. The talented teachers know how to work their magic with each and every kid. No matter who you are, they'll make sure each kid has a blast while learning those awesome circus moves.

**With the passion of sharing the knowledge that has been building up, Jessica Hill, the owner of Showtime Circus implemented the disrupt franchising strategies that took her kids circus business to new heights!**



# Key Strategies of Disruptive Franchising

## 1. Be Creative with What You're Offering

With disruptive franchising, one size definitely doesn't fit all. Embracing versatility through various franchise packages isn't just smart – it's a game-changing strategy that propels your franchisees towards remarkable success. By offering different packages, you're giving your franchisees the power to choose what aligns best with their strengths, local market, and growth goals.

**Top Tips from Jess - You might want to offer different packages to different types of franchisees.**

### **Package A**

**Best for :** Club owners who are looking for business extension

**Offers:** 5-day training on circus knowledge, online business support, in-person professional trainings

### **Package B**

**Best for:** Kids circus owners who are looking to step back from managing

**Offers:** Helping franchisees step in into managing with a fully supportive team,

**- & monthly alternating in person/online training**

## 2. Your Staff are the Best Investment

### Sound Training Programs: Fueling Superheroes!

Imagine if your staff had superhero-level skills! A rock-solid training program turns ordinary team members into extraordinary champions. Equip them with everything from safety superheroes ensuring kids are safe and sound, to creative geniuses sparking imaginative play.

For example, regular training sessions on first aid, child psychology, and creative teaching techniques turn your staff into a powerhouse of knowledge.

### Investing in Teaching Staff: Unleash the Masters!

**Top Tips from Jess: Happy staff = ecstatic kids and parents = your club standing in the spotlight.**

Teachers are the heart of your club – they sculpt unforgettable experiences. Invest in their growth by supporting them to specialise. Picture having a master artist leading painting classes or a dance guru teaching with finesse. By sponsoring their certifications in specialised areas, you're creating a magnet for families seeking top-notch expertise.



### 3. Running Your Franchise with the Right Booking Software

Empowering your franchisees with intuitive booking software is like giving them a launchpad for success. They'll manage their locations efficiently, handle registrations seamlessly, and focus on what they do best: creating joyful experiences for kids.

#### **What does a franchises-friendly booking software look like?**

**Bookings and attendance tracking** - A good booking software like ClassForKids will allow you to monitor class attendance, track popularity trends, and tailor marketing strategies for each franchise.

**Empowering franchisees** - Say goodbye to tedious manual tasks and endless spreadsheets! The right booking software automates class scheduling, and registrations, and even sends timely reminders to parents.

**Reducing Micro-managing** - Any booking software you investigate should allow you to gain real-time insights into class popularity, attendance trends, and revenue performance. Franchise headquarters enjoys macro-level control without stifling micro-management. seeking top-notch expertise.

# Key Takeaways

## **Unleash your creativity in what you offers to franchisees**

Your imaginative touch can elevate their experience, foster growth, and create a unique franchise journey that sets them up for remarkable success in the industry.

## **Investing in your staff reaps the greatest rewards**

They're not just employees; they're the dynamic force that propels your franchise to soaring heights. As you navigate the exciting world of franchising, remember that nurturing your staff is like planting seeds of success. Your staff – the true champions of franchise greatness!

## **Nailing Your Franchise with the Perfect Booking Software**

Elevate your franchise game by harnessing the magic of the ultimate booking software. It's not just about managing – it's about making every franchise location dance to the same awesome tune. With the right software, you're not just running franchises – you're orchestrating a symphony of success that leaves everyone cheering for an encore.



# Was this Helpful?

Our industry leading kids activity provider software will help your business processes and allow you to spend more time growing your dream business. See how we can help you transform your business today!

[Show Me!](#)

HEAR FROM OUR CUSTOMERS!



“ClassForKids is just brilliant because it is really franchise friendly. It’s not only helping me macro-manage franchisees, it is also helping the franchisees themselves grow.” - **Jessica Hill, Showtime Circus**