OVERTIME ATHLETICS – What’s Next (Preliminary Exercises)

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

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**

*NOTE: in addition to the below, OTF and our Contacts are a part of your support network*

Business Mentor:

Legal Expertise:

Insurance Expertise:

Accounting and Tax Preparation Expertise:

Banking Expertise:

Payroll Expertise:

Technology Expertise:

Marketing and Graphic Design Expertise:

1. One of the biggest representations of a business in todays 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**

*NOTE: Make sure you have the Log Ins for TABS that require a password*

1. What tabs are at the top of the Home Page?
2. What are the 5 categories of OTA Service (what we do)?
3. What are the 4 Log Ins for Employees?
4. Where can you find a description of the “OTA Way”?
5. What information can be found in the “programming sections”?
6. Recognizing where to find essential documents, tools, and materials for conducting business is very important when getting to know a new system. One of the tools Franchisees have access to and must become familiar with is the Sharefile (cloud).

**SHAREFILE FAMILIARITY**

*NOTE: DO NOT ALTER or REMOVE ANY DOCUMENT IN THE SHAREFILE*

1. What Folders are in the sharefile (cloud)?
2. What file contains information about employee on-boarding?
3. What are PD Template Emails?
4. What Folder can I locate Staff Recruitment resources?
5. Can I alter any documents in the Operations Folder?

1. 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 exits and to set up a call with a Franchisee in order to cover the topics below.

**FRANCHISEE CONNECT**

*NOTE: Please confer with HQ to initiate the Franchisee Connect*

1. Where are OTA Franchise Territories?
2. Who have you connected with?
3. What are three notes/pieces of advice from your Franchisee Connect conversation?
4. Did you review the “Program Catalogue Notes” with your Franchisee Connect?
5. How did your Franchisee Connect describe the essential skill set of a Franchisee?