



LISA
ROSSMAN

AARON
MEYERS



YASMINE
EGOZI



KORY
ANGELIN



FITNESS BEAUTY WELLNESS FRANCHISE SUMMIT

PART 3



MADELEINE ZOOK

HOST

- **MULTI-UNIT & MULTI-BRAND FRANCHISEE, HOME SERVICES**
- **FORMER DIRECTOR OF BRANDS, THRESHOLD BRANDS**
- **DIRECTOR OF MARKETING, NETSERTIVE**
- **HOST, THE ART OF FRANCHISE MARKETING PODCAST**



THE ART OF
FRANCHISE MARKETING



**America's
MATTRESS**



netsertive[®]

verlo[®]
M A T T R E S S

threshold
BRANDS[™]

- LOCALIZED DIGITAL MARKETING: PAID MEDIA,
ORGANIC/SEO & WEB SOLUTIONS

FRANNET
YOUR TRUSTED FRANCHISE EXPERTS



- FACILITATED NEARLY \$2 BILLION IN MEDIA
SPEND THROUGH PROPRIETARY SOFTWARE

- AWARD-WINNING BRAND & LOCATION SUPPORT

RE•BATH[®]

WORLD'S LARGEST BATHROOM REMODELER

**PET SUPPLIES
PLUS**

- DRIVING SUCCESS FOR OVER
100 MULTI-LOCATION BRANDS

**DUDAN
GROUP**



**Inc.
Power
Partner**



500+ LOCATIONS

MASSAGE INDUSTRY

LISA ROSSMAN

CBO



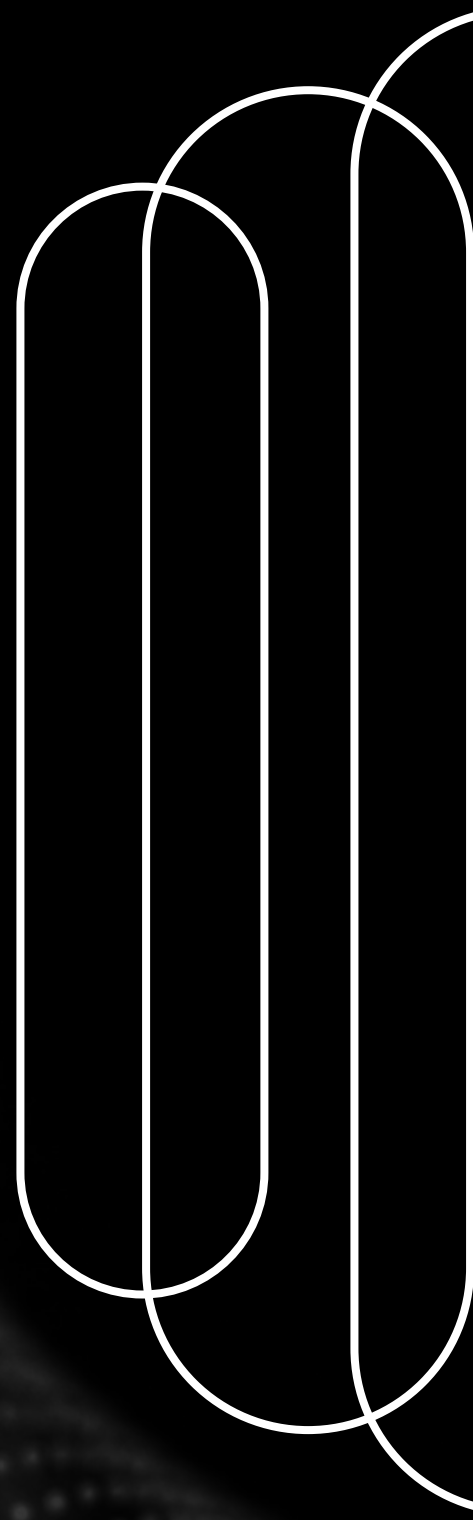
HAND & STONE
MASSAGE AND FACIAL SPA

50+ LOCATIONS

BARBERSHOP INDUSTRY

AARON MEYERS

CEO

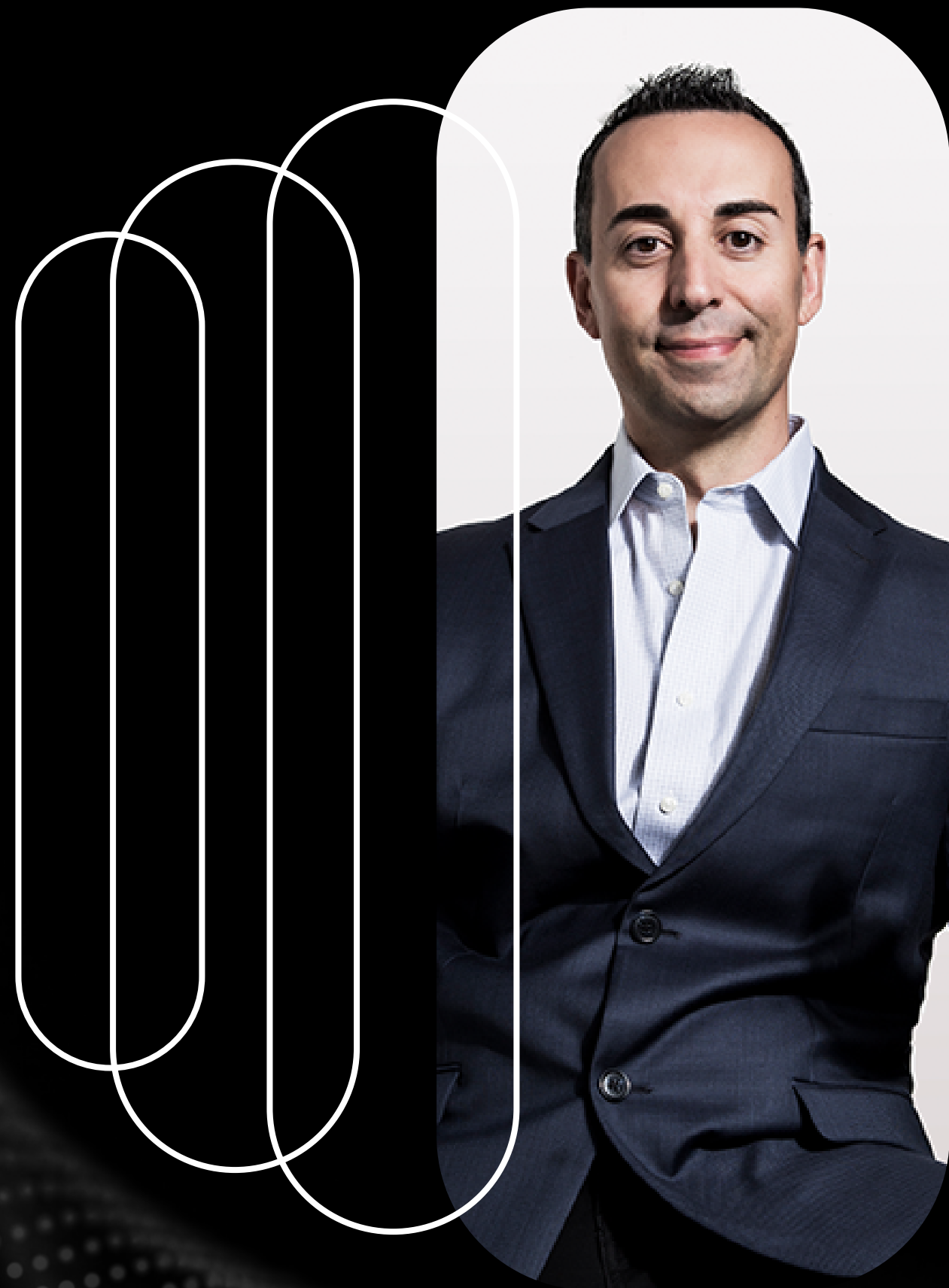




NEW CONCEPT
CANNABIS INDUSTRY
YASMINE EGOZI
FOUNDER



Planta
PRODUCTS THAT HEAL 



200+ LOCATIONS
IV INDUSTRY

KORY ANGELIN
PRESIDENT



THE
DRIP BAR
VITAMIN THERAPY

***DOMINATING THE WELLNESS MARKET:
LOCAL LEVEL -> SERVICE TO THE CONSUMER
NATIONAL LEVEL -> FRANCHISE TO THE CANDIDATE***

***WHAT NEEDS TO EVOLVE TO
STAY DOMINANT IN THE FUTURE?***





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FITNESS BEAUTY WELLNESS FRANCHISE SUMMIT

PART 3



PART 4

NEXT WEEK:

GYM GUYS

THRIVEMORE
BRANDS

XPONENTIALTM
FITNESS

MY SALON
Suite®