



DNAsix[®]

Franchise Opportunity

**BUSINESS CONSULTANCY
FOR THE DIGITAL AGE**

WHAT IS DNAsix®?

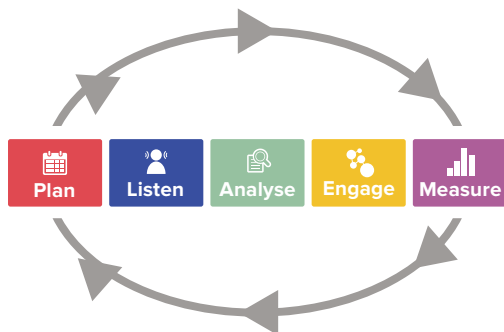
DNAsix® is a digital coaching franchise business set up in 2017. It aims to provide specialist digital support to both SMEs and organisations who want to embrace change and engage with modern methods of communications. It is founded on six basic principles – strategy, culture, content, community, advertising and data – which are then used within a model to diagnose where the challenges and opportunities lie within businesses, particularly around digital transformation.

1. ASSESSMENT

To understand fully where a business is heading, we need to analyse where it is at the present time.

Using the DNAsix® digital assessment tool you can simply diagnose where the strengths and weaknesses lie, based around 6 steps and 20 key areas.

This can also be supplemented by a wide range of additional questions designed to help you understand exactly how best to consult with your client.



2. STRATEGY

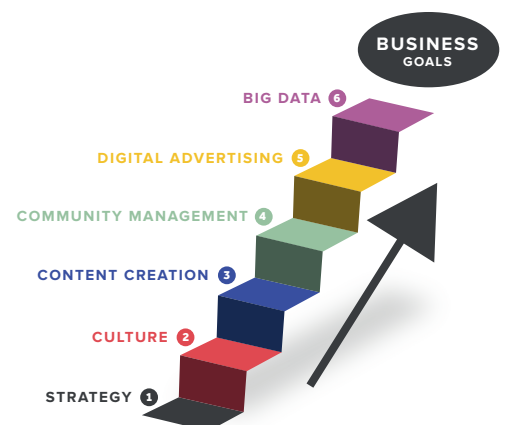
Once you have a 360-degree view of your client, you will then be able to put together an in-depth digital strategy encompassing all areas of their business including sales, marketing, PR, HR, IT, recruitment, financing, internal communications and product development.

This document will contain a series of practical and realistic recommendations, both at a micro and a macro level, forming the basis of an implementation plan.

3. IMPLEMENTATION

The final phase of the DNAsix® process involves ensuring that the recommendations are implemented fully by the client’s senior management or leadership team.

This may involve follow-up calls or meetings. Alternatively, you may wish to sign up your client on a monthly retainer to ensure they meet their strategic objectives and consistently adapt their business to the changing, digital marketplace.



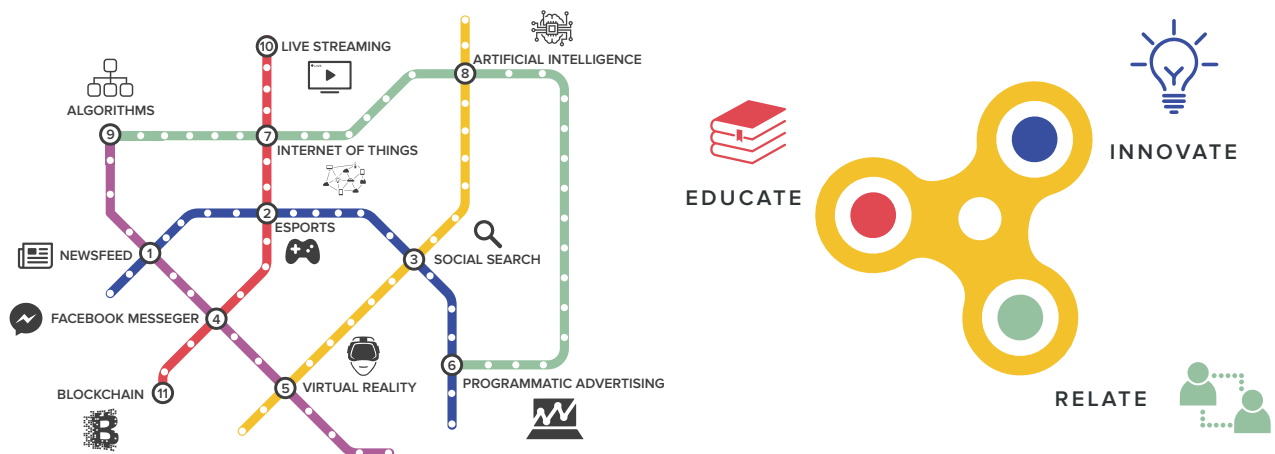
WHY DNAsix®?

We're now over a decade into the social media and digital revolution. Large brands, disruptors and forward-thinking companies have been using sites like Facebook, Twitter, Instagram and YouTube successfully for years now to engage with their audiences.

Yet stubbornly a majority of organisations – both large and small - have been very slow in waking up to the fact that the world has gone digital and there have been drastic changes in media consumption by today's increasingly socially-savvy customers.

Many business owners are very confused by this new digital landscape. They don't know whether to seek help from social media 'gurus', marketing consultants, business coaches or sales professionals.

Fortunately DNAsix® combines elements of all these disciplines to provide ambitious and forward-thinking companies with the expert digital consultancy they need to compete and grow.



The DNAsix® concept has been honed and developed over many years by founder David Taylor through a 25-year career in communications, hundreds of training courses and consultancy sessions.

It has been used successfully on a variety of organisations, from small charities and SMEs to independent schools, large corporate companies, local authorities and national member bodies.

DNAsix® offers five key benefits to businesses:

- *Increased profits*
- *Access to new and diverse audiences*
- *Brand building*
- *Reduction in costs*
- *Long term profitability and future-proofing*

And because it is built around achieving strategic business objectives, it is naturally geared towards achieving positive results.

THE DNAsix® PACKAGE

We are now looking for like-minded people to become a partner in this exciting new franchise business.

In return we can offer you an excellent package including:

- *5-year renewable Licence Fee*
- *Access to the full range of DNAsix® documentation and marketing collateral including videos, exclusive infographics and articles*
- *Comprehensive Operations Manual*
- *A microsite on the DNAsix® website*
- *Thousands of pounds worth of high quality, start-up training*
- *Full social media support and digital training*
- *A range of high quality affiliates*
- *Regular on-going mentoring, training and support*
- *Access to one of the UK's leading social media experts*
- *The opportunity to become part of a dynamic, forward-thinking consultancy business with global aspirations*

WHAT IS FRANCHISING

"Franchise businesses across the country are reporting not just survival stories, within this time of economic uncertainty, but real success stories; further underpinning the belief in the industry that franchising is one of the most successful and resilient business models in the UK."

Source: BFA website

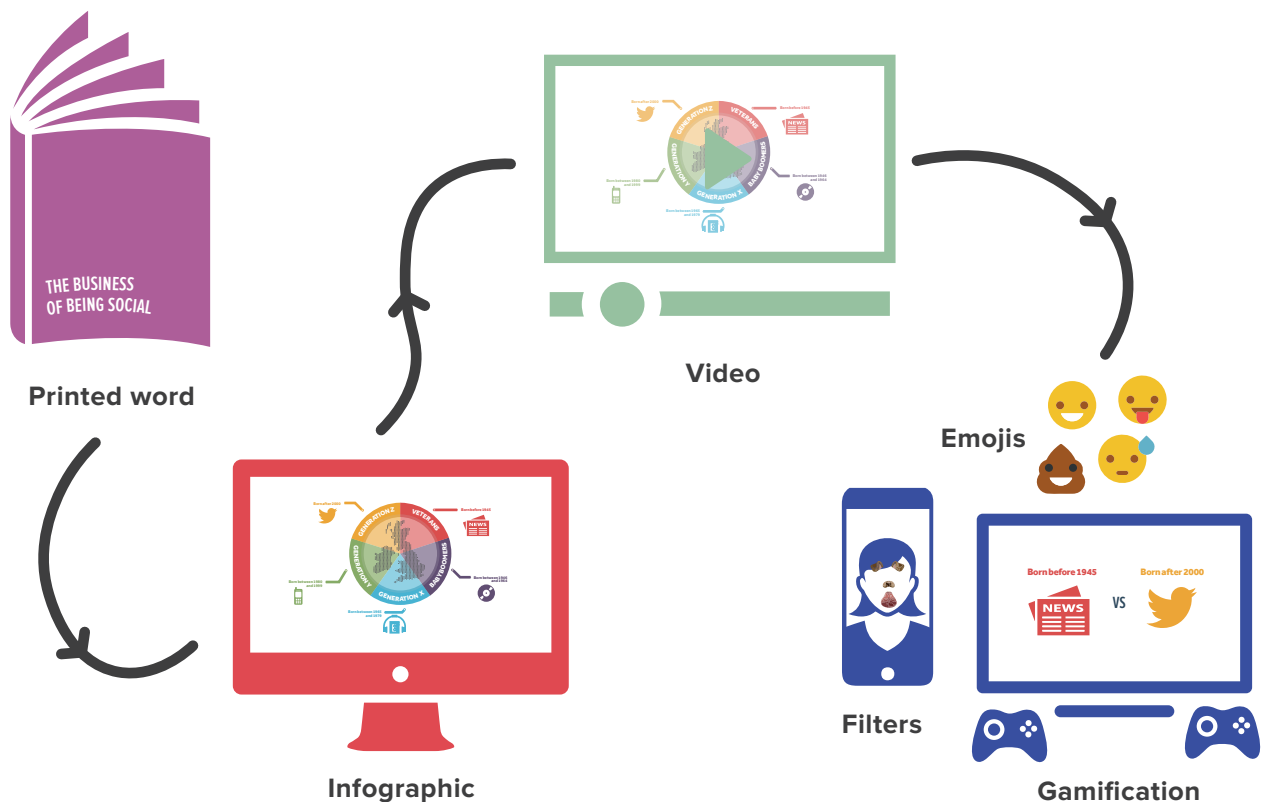
The term 'Franchising' has been used to describe many different forms of business relationships, including franchising, distributor and agency arrangements. The more popular use of the term has arisen from the development of what is called 'Business Format Franchising'.

Business Format Franchising is the granting of a Franchise by one person (the Company) to another (the Franchisee), which entitles the Franchisee to trade under the trademark/trade name of the Company and to make use of an entire package, comprising all the elements necessary to establish a previously untrained person in the business and to run it with continual assistance on a pre-determined basis.

The principle is simple - some companies choose to grow, not by developing in the conventional way, but by granting a Franchise to others to sell their product or service.

There are clear advantages to this:

- *You don't have to come up with a new idea - someone else has had it and tested it too!*
- *Larger, well-established Franchise operations will often have national advertising campaigns and a solid trading name*
- *If aware that you are running a Franchise, customers will also understand that you will be offering the best possible value for money and service – although you run your 'own show', you are part of a much larger organisation*
- *A recognised and trusted brand*
- *Use your entrepreneurial and motivational skills*
- *Owning your own business with support of a successful organisation*
- *Professional national and local advertising and promotional campaigns.*
- *Group purchasing power*
- *A national supply and distribution network*
- *Proven systems and procedures*



THE DNAsix® TEAM

David Taylor: Founder and Managing Director:

David is a digital business consultant with almost 25 years' experience of the UK media scene garnered from a career in journalism, in-house media relations, PR, marketing, social media training and digital management consultancy. He is the co-author of two books on social media - Fusion The New Way of Marketing and The Business of Being Social. He has run hundreds of digital and social media training courses for over 3,500 professionals in the UK as well as in the US, France, Switzerland, Cyprus and Italy. Unusually he has worked with charities and micro-SMEs, right up to global multinationals including BNP Paribas, Reckitt Benckiser and PwC. His passion is to help organisations adapt, compete and ultimately prosper in today's increasingly digital world. His aim is to make DNAsix® the world's leading digital coaching company.

<https://www.linkedin.com/in/davidthaylorsocialmedia/>

David M Noble: Franchise Consultant:

David has spent the past 27 years in licensing and franchising both as a franchisor and a licensee. Over the past 12 years he has masterminded several company roll-outs in the UK, notably Texaco Fuels sites and Texaco Autocare businesses. He has worked with both mature and new businesses in the UK and can relate to the ever-changing Franchise & Licence marketplace. His consultancy firm has been instrumental in the growth of Franchisee recruitment in the UK and he now brings those skills to DNAsix®. David's focus is to ensure DNAsix® finds the very best Franchisees to operate within a highly motivated team and to help those professionals to become successful in the network.

<https://www.linkedin.com/in/david-noble-2513b21/>

Jeffrey Rafftree: Franchise Support Manager:

Jeff is a qualified accountant and has spent the last 18 years supporting franchisors, previously in sales both running his own company and managing large nationwide sales teams for a number of blue chip companies. His skills include recruitment, sales and management training and establishing growing networks of sales teams. Jeff specialises in Franchise support helping Franchisees develop their business through monitoring and mentoring and to ensure that they succeed in this enterprise.

<https://www.linkedin.com/in/jeff-rafftree-0609a125/>

Gavin Howard: Lead Software Engineer:

Gavin is an App Developer and Transmedia Producer. He has created interactive media and products for a wide range of clients in multiple industries and sectors. He will be running the website, database and digital side of DNAsix®.

<https://www.linkedin.com/in/gavin-howard-48695512/>

Tom Forbes: Designer:

Tom is a digital designer and filmmaker. He has created all the infographics for DNAsix® and will continue to create high quality graphics for the Franchise.

<https://www.linkedin.com/in/tom-forbes-23b28a96/>

RESOURCES

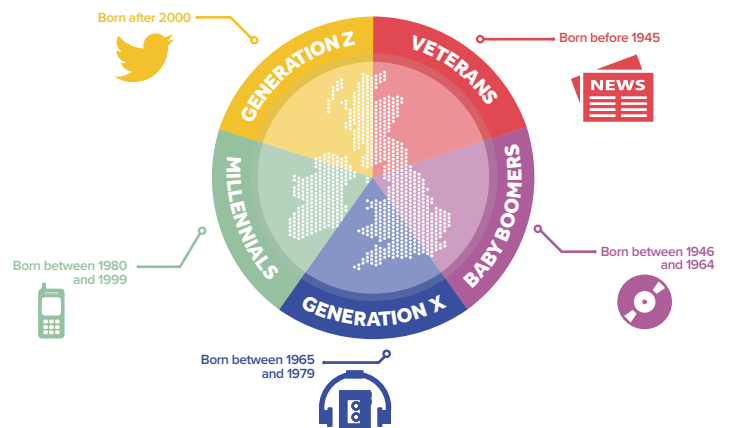
DNAsix® founder David Taylor has co-authored two books, both of which provide the foundation both for his training programme and the digital business model.

Fusion was published in 2011 and was designed to give the owners of SMEs an understanding of modern marketing.

The Business of Being Social was published in 2013 and was built around training courses he had been running for a range of organisations.

The second edition was published in 2015 and features a chapter which explores the DNAsix® model and how it can be implemented by a business.

David also has a large number of articles which cover all aspects of the DNAsix® journey as well as the background to today's digital landscape. These will be made available as an exclusive ebook.



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