

Podcast Intro

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Shawn Hill 00:32

Welcome to another episode of The Nice Job Podcast. I'm your host Shawny. Welcome back to our regular listeners and welcome in to our new listeners. We're glad that you are here and we hope you enjoy our conversation today. Be sure to check out any of the other episodes already posted. If you like what you hear, leave us a review and rate this podcast.com/nice Job Podcast. So our topic for this episode is the road to franchising your business. Cameron Carson is a member of the nice job community, and Owens unwearied bird out of Utah soon to be the newest franchise across North America, we dive into his history as an entrepreneur, and what went into the decision to franchise his business. Plenty of notes to take from this episode. So if you haven't had a paper handy, go ahead and jot them down. But if not, I'll be back at the end of the episode with a recap of our conversation. So let's get started. Here's my conversation with Cameron Carson. We're going to tell a story of an entrepreneur that's about to kind of take on a big endeavor, but he's also a part of the nice job community as well. So it's one of our own, that we love to see the success that he's having so far. But for you out there, the listeners from this episode, in particular, we just want you to hear our guests story, you know, take away some key takeaways, but also just to kind of let you know if you're embarking on the same type of journey, or you're thinking about doing so there's other people out there doing it. And whatever you can learn from members of your community will help you in the long run. Well, no one wants to hear about all I have to say in the intro. They want to hear what our guest has to say it is Cameron Carson Joining us now, Cameron, how are you this evening?

Cameron 2:17

Doing great. Shawn, thank you so much for having me. I'm super excited to be here.

Shawn 2:21

Yeah, it's our pleasure just to have you here. As I mentioned, you're part of the HR community, you're a nice job user, you're getting that reputation growing. And you got some big stuff ahead of you. But before we get to what's ahead, let's rewind it a bit and go into your your past so to speak a little bit of your history. Tell us when you first kind of caught the entrepreneurial bug was it wasn't in childhood, was it through grade school? When did you know that you had a little bit of knack for the business?

Cameron 2:49

Yeah, that's great question. When I was eight years old, my dad wanted us to learn how to sell and my dad was an entrepreneur. So it was my grandpa. And so we wanted to pay for Disneyland and Lake Powell vacations and stuff like that. So what we would do is my dad got us these gas caps. And it's a it's a gas cap basically goes in your car as a combination on it. And we'd go door to door in our neighborhood and sell these gas caps. And so from an early, early age, I was knocking on doors and selling stuff from gas caps to popsicles to you know, fundraising for Cub Scouts, when I was just a little kid, and then you know, I did scouts, even more and when I got a little bit older, and so and then I started my own landscaping business and just everything just kind of started from there. So just got the bug early on is in my family and all my uncles are entrepreneurs, my grandpa's, both my grandpa's are entrepreneurs. So it just was in my blood.

Shawn 4:09

Was there a little bit of pressure having so many entrepreneurial influences, because it's great, you kind of you know, you see what kind of they go through and it sounds like very early on it was instilled in you that the hard work is going to have results. He talked about, you know, having money for vacations and things like that, you know, extra spending change as a child, but having entrepreneurs around you, is there any pressure because you kind of want to almost live up to that billing so to speak.

Cameron 4:36

Totally, I mean, you know, you see what your your parents or your dad's doing and what your uncles are doing and you know, obviously as a kid, you just see them with their boats and you know, we had a house boat timeshare, we go down to Lake Powell every year and and I always wanted, you know, the ability to be able to do that for my own My family and for myself. And so I think there was pressure there to, you know, live up to the standards and impress and exceed expectations. You know, I definitely think that's

Shawn 5:15

okay. It's good. Gotta be a great resource as well. You know, it's always kind of someone to pick a brain, you know, or to share experiences with.

Cameron 5:24

That's huge. That's been huge. I think being able to bounce ideas off your own family members, you can talk business, and it's not like it's business talk. It's just how we talk, because it's just so commonplace.

Shawn 5:37

Yeah, it's an extra level of care, because they care about you as the individual, obviously, the family time, but usually business owners and entrepreneurs because it's such a special breed. There's that camaraderie there as well. So it's almost twofold when it when it's coming from from the family. That also brings up an interesting thing, though, is that is there ever, I don't say like conflict, but also when people are like, I do love my family, and I'm gonna work exactly with them has ever been some some big disagreements that's that's taken over a holiday dinner or anything like that?

Cameron 6:06

Um, I don't think so. I mean, we always have our differing opinions as far as like, you know, where the markets are going and the risks and the economy, and then it gets into politics. And then there's always arguments from that. But But no, I think, I mean, my dad was in my dad on an RV, an RV business, and my grandpa's were plumbers. So they're completely different markets. So there was never any, like, conflict there, you know. And I was doing my own thing, but I think it kind of just depends on where the conversation goes, and how, you know, we start talking about, you know, the, the economy, politics, and then it just goes down from there.

Shawn 6:52

And, like, always does, yeah, it does kind of lead to our main topic, which is talking about taking the journey of franchising your business, you know, you're you're, you're coming on to that step, you decide to make that decision. And a lot of things go into that decision, the first of which it's not necessarily, it's almost in no particular order, is determining is the market there for growth. So whether you're doing through a franchise model, or you're just looking to expand, perhaps by another business to add on to what you have, you have to see, you know, a market viability there. This decision is not something that happens rather quickly, as well. So as you started looking at the market, and then 2020 happens and rule start changing and things like that, that speed up your plan that slow down your plan, take us through the last little bit as you start to look at the viability.

Cameron 7:48

Yeah, um, I first started thinking about franchising my business like three or four years ago, and I was looking at national franchise chains that are in my industry, and looking at how they grow so much quicker, then somebody who's doing it in a corporate brand model like me, and they get the capital from their franchisees to be able to grow. And so they're creating a business that can be replicated by other franchisees. And so, to me, that started to appear more of a direction that I wanted to go, and then as far as viability went, you know, just doing research to find out, okay, who's in the area? Are there people doing this in my area? Or they're not, you know, why are they not? And so on, and you start asking all these questions. And really, truly, there's probably like, 10,000 questions that you got to

ask and get answers to really start to, like, get firm conviction into what you're going to do, you know, going down this road, but, but that's where it all started, you know, I read a book called franchise, your business. And that was like, so eye opening to me, about, you know, how this could potentially happen. And so I started dreaming of ideas. And it just, you know, kind of evolved from there just started really small, and then we're like, you know what, this, this has got to be a full on franchise. So that's what we started working toward.

Shawn 9:25

And did you find as you're kind of doing that research did you have to ensure that you are looking at it almost objectively and not just trying to convince yourself that was good or bad.

Cameron 9:35

bad? That's always a fear of mine, because you want it to work so, so badly, right? That You Are you automatically have this bias toward the data that you're looking at. And so you have to really, truly step out and go, Okay, either I'm going to, like call this quits or I'm Not and, you know, I can do this. And but you have to be able to step out of your own shoes and not be emotionally involved anymore. Because if you are still emotionally involved, you can't see, you know, the data like you need to be able to make that decision in a non biased way,

Shawn 10:21

especially when it comes to franchising, because it can be rapid growth. But if if you if you push too soon, or you're not kind of ready to make that shift, it could go up in flames. So yes.

Cameron 10:35

Yeah, I heard a statistic from the from a Franchise Group I follow that. I think it's like International Franchise Association, IFA. And they say that 3000 franchises start every year and 3000 fail every year. Wow, not the same 3000. But yeah, but you know, it's kind of a consistent amount of franchises that are actively in the in the franchise world. But there's tons that start, and there's tons of fail. And so there's really not a whole lot of like, you know, success stories. And so it's, it can be definitely risky, if you're not paying attention to small details, or, you know, if you're ready or not.

Shawn 11:22

Yeah, it's interesting, you talk about that, because it's, you know, one comes in one goes out when the ratio is like that. And I think oftentimes, if you have no familiarity with the franchise model in general, people think of those giant, big franchises, right, which a lot of

those is a combination of a franchising model, and then at when they get to a level of kind of bringing others underneath the franchise to kind of buying brands to then grow a brand, which is a unique sort of model in its own right. But it starts with that that core, you know, franchising model, in order to take on an effort like that, it's definitely not a solo venture, you have to have key players, you know, in your management team, you know, close to you that inner circle, you know, beyond the family of people that you're employing there was that something also three or four years ago that you started kind of taking stock of and saying, Okay, if I bring this person in this position, as things start to grow, you know, this person will be able to move on to do apps this person may want to do, why have you been looking when it came to recruiting and hiring over the past couple years in gearing up for this move?

Cameron 12:35

That's a great question. Um, in the, in the short answer, yes. But at the, at the same time, it was not my most important It wasn't on the top of my mind. And because I wanted to get the cookie cutter, I liken it to a cookie cutter, right, like you're building a cookie cutter, so that you can essentially just stamp and make more cookies with and or more franchises, right. And so you're building this cookie cutter, and people are obviously going to be involved, there's no doubt I've had such great help in doing this. And, but the systems all have to be in place before you can before you can do anything, you know, and so it's really like, I focused in on systematizing the business and systematizing literally everything, so that it can be written down and then passed on to a new franchisee as they come in. And now and then, and then the personnel side basically training them to take on these systems that that need to be in place.

Shawn 14:03

I know this is asking a little bit about choosing between your children because all systems are very important. But is there one in particular you can think of that's doing most of the heavy lifting, or there's one of hay like once this system got going, This feeds so many other of my systems, that it's kind of the core system among among this systematizing

Cameron 14:24

Yeah, no doubt. Our CRM is 100% the core system that's in place and it is amazing, we use Java and Java you know, integrates with a lot of different platforms including Nice job and so it acts as a trigger whenever we mark job complete, you know, it acts as a trigger for nice job and sends out a review. Invite, the moment their their payment has been paid, you know, and it just does a Some of this stuff for us, it handles all of our billing, all of our dispatching all of our, like, the logistics, you know, I can open up a map and see every crew and anywhere, you know, it's just incredible. The power of the system like that has and,

and getting that to, to work hasn't been as hard as I thought it would be. But it's, it's like the backbone of everything.

Shawn 15:29

And it takes so much off your plate as well. Because if you just try to just recreate the physical sense what a CRM is gonna do for you, like just put into paperwork, yeah, just alone. There's no physical sense.

Cameron 15:39

Well, people say, Oh, I just use QuickBooks. No, no, no, no. If you compare QuickBooks, QuickBooks and Java are completely different categories. And they don't even do the same things. They overlap a tiny, tiny bit. But if you're running your business off of QuickBooks, then you're doing a lot more work than you need to. That's just the bottom line.

Shawn 16:04

And we often get this in our position in that ecosystem, as you mentioned, you know, nice job integrates with job integrates with with QuickBooks as well. Yeah. And we get this question on our in our ecosystem of okay, what do I add in when, and our general sort of philosophy is, if you have a good CRM, that's going to cover a lot of your bases? Yeah, then you can start using things for their particular need. And so when people ask, like, oh, what's the first tool I usually could use on a job, like, well, for example, if you have a screwdriver, you could screw something, and you could turn it over and use it to hammer something, but it'll work but not quite. But you know, when you start getting multiple tools there, so your situation you have jobber a ton of great resources there, you talked about, you know, seeing the crews out there, but then you currently are running through Nice job. So now you have that dedicated, you know, Reputation Marketing Software that that's that's handling that element. And then I don't know if you're doing the general but like, you could integrate like a QuickBooks to kind of add on to it, you can do something on the front end of bidding software, and then run all the way through. And this all leads to now you have something and you hit it right on the head. And if anyone's studied systems, this is a takeaway that everyone hears but don't know what always registers is, that's the thing you are passing on that is proven, tested. Next person. So when it comes to franchising that, I think will now position you as someone that is not, you know, you're fully distributing the systems, obviously, but you'll have sure a small layer underneath its handling that. But it now kind of puts you in a position to almost sell what you are doing like you now how the system works, that people are going to sell franchises. How that's it that's not overly dramatic, but it's kind of a bigger shift, perhaps in someone's used to the day to day of being on a truck and doing jobs. Is that something you're excited about from the challenge sets are excited about? Because you're finally at that level?

Cameron 18:06

Yeah, that's a great question. I think the most important, like, task that I've completed, or achievement I've done, over the last seven years we've been in business is built building this IT infrastructure that handles everything that we do, you know, Java does all of this stuff for us. And then we integrate, we use QuickBooks, you know, we use QuickBooks and Java, and they talk to each other. And then we use nice job. And then we use another one that sends out postcards and emails and stuff for us, you know, and so we and that our job or the job or CRM, and it works great for what it does, but it's terrible for managing a sales pipeline. So we use another one for tracking our sales and our prospects and sending out emails and tracking phone calls and doing all that stuff, you know, and so, I'm super stoked to be able to say, hey, look, this is what we've built. You can't see it. I mean, but but the moment I start showing you on a computer, it's going to blow your mind, you know, I mean, we send out, I don't know, like 150 200 postcards every single day. And we don't even think about it just because the system is doing it on the backend for us, you know, just managing all these customers. I mean, we've got I think 3000 customers, you know, like, they're all being managed at scale without even thinking about it. And so this machine that we've built, like, I'm super pumped to be able to come to a franchisee and go hey, here you go, you know, and we duplicate it for them and for every other franchisee after that.

Shawn 19:55

I mean this goes on cheesy but that allows you to kind of get back to it. To dreaming instead of surviving, because you have a system that's replicating and now your day to day, I mean, look, it's business every so often, you know, someone gets sick, or there's some weird thing that's, that's going to throw a little ripple that might make it all the way up the chain. But, you know, it sounds like once you start getting a lot of these things in place, that gave you the, the opportunity to without any sort of, you know, regret or weary, look forward and decide what your next step is going to be that peace of mind has to have to, you know, just kind of feel good for lack of a better term.

Cameron 20:29

Oh, for sure. And for any new business owner, who doesn't know how, like, how to run a business, or who has never owned a business or done anything like this, like, all they gotta do is just go into the system and start turning knobs and pushing buttons that, you know, we've built this huge machine that's, you know, functioning beautifully. And it's purring like a baby. And it's just like, I mean, that is gold for any new business owner to be able to come in and be able to have be able to do this without a ton of administrative work, you know? And go ahead.

Shawn 21:06

Yeah, so I'm saying, well, one, so now that you kind of have that, that that's, that's part one of what makes a good buying proposition for someone that wants to, you know, join and you know, that that you want to sell a franchise to and in that sense, the other part of it, when I think of franchising, it is reputation, it is what you're known for, because that that branding, you know, from the look to the type of people you hire to the type of services you provide, all comes together. I know from a little bit of a pre interview that you know, your reputation now, it's never quality and things like that. But you had a couple of hiccups not due to your own doing along the way. Yeah. Would you mind sharing the audience kind of journey because I think it's very important to kind of discuss this part. Because I think when people think franchising, they think it's like the star athlete that, you know, was good in junior good in college, and then start through, but there's ups along the way.

Cameron 22:05

Yeah, there's, it's definitely been a roller coaster ride, I'll tell you that. So we started in 2013. Just me. And then we started growing like crazy. So I hired some technicians to go do the work. And then we'll hire some more and hire some more. And then we started just growing by I mean, we are like exploding, you know, we're doing, like 50 60,000 a month in like recurring revenue. And we're just having a blast, you know, but then we had a couple of employees commit fraud, essentially, and we lost a whole bunch of business, a lot of our business, it really set us back. And, you know, obviously, that is not what you want to have happen. It's, you know, discouraging to say the least. And, you know, we had to, we had to downsize and move into a smaller place and get serious about getting profitable, because if we didn't, we were gonna die. You know, there's, there's just no doubt. And so, as far as that reputation piece goes, we lost. I mean, we lost so many clients, but we got so many negative reviews. Our reviews went from, like, I think we were 4.8 stars, on average, down to 3.7. So we dropped an entire point, a little over an entire point. And like, you work so hard for for all these years to maintain this good reputation. Because that's all you have. Right? That's all Yeah, at the end of the day, like that's your that's who you are, it's what your reputation is. So you work so hard, and then a couple of employees can like really screw it up. And so we got real serious about trying to get that back. And so we got nice job on board. And we started just inviting everybody to do a review for us, you know, and focused on fixing that personnel problem.

Shawn 24:32

And you talk about you start inviting everybody honestly surprised, but you know, you think you might be a little gun shy, so to speak, when something bad happens and the feedback starts coming in. I was important to you to keep asking and I try to get try to get that reputation back by constantly asking for feedback as opposed to waiting it out. Maybe trying to see me around maybe changing a name. Why did you get on?

Cameron 24:59

Because here's The thing, we were either gonna die or we were going to come roaring back. And so like we had a really great reputation all the way up until these few months with these few employees, right. And so like, we had to fix that labor problem for one, we had to fix some internal issues to like, address that culture issue to begin with. And then we had to just invite everybody who had to ask every single but every single person, and not just once I mean, nice job, we can we can we ask them five times. Like we send them a text message, and then it sends them an email if they don't open another email, and then another email, and then finally, right. And all those touches, I mean, I've seen people give me a review, like three or four months after the service is done, you know, because we kept bugging them. And we're so grateful that they were able to do it, and half the people go, Oh, I didn't even see these, you know. And so, the important for us was asking, and just getting more at bats, because people automatically expect. So what I've come to learn, customers automatically expect, expect a good experience. So if you if they have a good experience, they don't feel an obligation to tell the world unless it's an extra ordinary experience, right? Because they're just expecting a good one. In their eyes, they go great, you did your job, right? Why would I go above and beyond to tell the world about you unless it was an above and beyond experience?

Shawn 26:42

And you mentioned that not only are they going to do that it's above and beyond experience, but when it's above and beyond, they'll go out of their way to do it? Oh, yeah. Well, that that's part of the reason. And I don't want to as much as this is, you know, a rubbish marketing podcast and as your podcasts not valid, but that's where those follow ups come in, you go back to Systemising. So it's not follow ups that you have to do. But that's where they come in, because you've made it so easy for them to give them feedback. And sometimes the longer they get away, the more it kind of resonates of why it was above and beyond. So maybe at the key moment, you know, the moment of peak happiness, right is that that first text message hits, that's always most successful, because if you're extroverted, they're all about it. But even if in their mind, they have really high standards, and they don't think that you want above and beyond, because they're so happy and it's so easy, they'll they'll tend to leave it. But when it goes down the line, it's almost like a little bit further out. Now you appreciate it. So I always I was just saying to my wife the other day, like sometimes when you clean your own home, you straighten up a little bit. The first realization is you didn't realize how sloppy it got. But then two days after you realize like, man, like it's a pretty cool place we're in because it's nice and cool. So you almost get refreshed, you realize how above and beyond it was, but just like go back was you by asking everybody, you're able to kind of take the temperature of the audience out there, you know, you're getting real time feedback, I doubt when you first, you know, made just a couple changes, right after, you know, getting rid of the personnel that it was, oh my god,

we're back on top again. But I'm sure that allowed you to evaluate along the way, if you were able to refill key roles, and even heard about like systematic changes, perhaps what needed to be closed to prevent, you know, fraud from occurring and, or have more checks and balances, and that sort of nature. So you, you grow, you kind of come back. So it's a little bit of a comeback, and now you're kind of on to the next chapter. It sounds I know, it's gonna be very early to kind of ask, but you know, we're Where do you want to go from here? Do you want to be the I mean, obviously, you're gonna be successful as possible. But for you is, is there's two types of entrepreneurs, I kind of feel those that love the challenges at certain stages. So some that will start a franchise model kind of go about it, and then in a couple of years, want to go back to the beginning and see if they can do it again. And there's other ones that are just bigger, bigger, bigger, bigger, what type of what type of journey Do you think you'll be on?

Cameron 29:09

Yeah, that's great question. You know, I thought a lot about this. And, you know, this is this, this very question actually comes into play as you're strategizing launching a franchise because if you're going to launch it to sell, then you're going to launch it a different way. If you're going to, if you're going to launch it to, to grow to like expand, you know, over over a years, maybe even decades, then, you know, that's got to be your your strategy from the very beginning. You know, and so, for, for me in particular, I think we are going to, we're going to try and be in every single state, and we want to go as big as we can. And I just want to at the end of the day, the reason I am doing this is because I want to help people be able to stop Hold meant or supplement their income or just take control of their income, right? We, we had a massive year of unemployment, especially here in the US, I'm not sure about Canada, I'm sure you guys experienced some, some similar things, but like, millions and millions of people were laid off this year, including me, I had, I had a sales career in tech at a tech company. And I was laid off. And, and I had this business, obviously, that was going on its own that didn't really need me. And so I just stepped right back into it. But like, the whole reason why we're doing this is so that we can give people that the ability to, like, take control of their own situation, and, and, you know, become business owners and you know, have a little bit more security in their, in their life, you know.

Shawn 30:55

There's been so much that's been unexpected, but at the very least, it's your hands on the wheel, you know, like the road may may change in front of you, not due to how you steer anything like that. But if you feel like you have your hands on the wheel, you know, life is unpredictable, but at least a small little semblance of, of not control but just of guidance, self guidance. Yeah. I mean, and you talk about it, like I'm, I'm working in Canada now. But you know, I'm American, and in my previous career, you know, almost 70% of people I worked with got laid off this year, you know, it was devastating to watch, you know, and a

lot of them came from a huge corporation that they have no business laying people off. But, you know, that's that sort of devastation honestly, for lack of a better term. You know, it's disheartening in some regard but it's, it's refreshing to hear that's part of your motive of what you're doing is to open up more opportunities to self sufficient.

Cameron 31:51

That's our core motivation. I mean, look at this, this the way I look at it, I don't know how other people look at this, but this is the way I look at it as a business owner, right. And I have personal experience with this. So I can say this. In all seriousness, as an employee, if you're not a business owner, you are more vulnerable to being laid off. Or having income interrupted, right. Two words can change your whole rolled your can, you're fired, or we're done or whatever combination, you want to say two words, and you're done. Right. And so if you don't have something to go back on, like I did, then you're starting over from scratch at a brand new company. And, I mean, it's just like, so discouraging. You know, like, as an employee, you work so hard to stand out, you don't take time off, like you do all these things to like, work your way up, and then all of a sudden, at no fault of your own, the company goes, Hey, by the way, you gotta go, you know. And so to us, it's like, that's not acceptable, like, people need the ability to, to fall back on to something, or to do it on their own, I mean, I can get fired by my, my customers, and a barely notice, you know, unless it's like a huge chunk of my customers. And so to me, that risk is spread out by the 3000 customers that you have.

Shawn 33:25

And you also you also can go and find new customers to come to, like the ones I'd be going on in forever reason or leaving, you know, it doesn't, it, instead of talking about in the business sense, you know, an employee being fired. It's not always because the employee was bad, it was HR or something like that. And same thing, sometimes with clients, it's, you know, it's not in their budget to continue hiring you or, you know, they're, they're making some different changes, and they're just gonna try something new or different direction. But it's, it's always fascinating. Every time I talk to guests here on the podcast, at different stages of their business, and even somewhat with different motivations, the ones that tend to come where I feel like you're coming from, where it's a, you know, I'm doing something for myself, but because there's gonna be so much other opportunity within it. It's, it's much as it's self motivated, it's almost a little bit of kind of like a pay it forward sort of obligation of, you know, what, I took my opportunities, and I'm making the most of it, and all I have to do is give someone else an opportunity. And who knows, if one of your next hires, becomes, you know, business owners, and goes and franchises using things that they do, or things like that, like, that's going to be almost as fulfilling as seeing your franchise name across a bunch of states.

Cameron 34:39

Totally, if not more, you know, like, just empower them so much more in really changed their life, you know, and so to us, that is like, what we're trying to do, we just want to help as many people as we can, you know, and there's so many people out there that can benefit from a system like ours, or, you know, just being a business owner. A lot of people are intimidated, and they don't feel like it's right for them, you know, but they Yeah, and, but they remain vulnerable. If, you know, if they continue down the road, they are and so And we've seen that just this year, with the millions of layoffs. And so that's that's what we're doing, that's why we're doing it, you know.

Shawn 35:22

Well, we Nice job shop podcast, and I know a whole listening audience is going to be eager to kind of watch the journey and see how it goes for you and rooting for your success. In season two, here, we've it's our sixth episode here in season two, we're ending every interview every conversation with the same question because we always bring experts on the podcast, there's a lot of knowledge that they have. But I think the true experts, as much as they are ready to share what they have. They're really excited about what they don't know. So the question we've been anything, every ending every episode with is, what do you not know now that you're either focused on or you're excited to learn about and to get into your expert knowledge bank? What's the next challenge for you?

Cameron 36:08

Yeah, that's a great question. I think as a brand new franchisor, I think that the, where I'm headed, the knowledge I'm trying to acquire is, you know, how to build strategic partnerships with other franchises and, you know, become a leading franchisor and in the country, you know, that's what we want to do. And I don't know how to do that. I mean, I'm brand new at being a franchisor we launched as of December 21, that's in just like, three days from now, you know, and, and so that that's going to be a major challenge, and being able to scale up into a national franchise chain. That's, that's what we're headed for next. So we're, we're really pumped for for that. I mean, we look at challenges and we just get more excited, you know.

Shawn 37:00

So you're launching on the 21st of December as you said, as of this recording, it's the 17th now so coming up in just a couple of days. And I realized we want this whole time because I want to talk to you kind of individual and only mindset but we haven't given out the name or anything like that. So So Can Can you tell us here can you look at what's He will be looking out for coming to their state hopefully soon.

Cameron 37:24

That's right. Yep. We are called worried bird window washing. And we do obviously windows, power washing gutters, Christmas lights and screen repair. And yeah, we've been in business will be eight years next year. And so coming to a town near to you.

Shawn 37:44

Awesome. And Cameron if anyone wants to follow more your story or reach out to you, or just because you're up to is a way to get in touch with you.

Cameron 37:52

Yeah, LinkedIn is great. I'm just @Cameron Carson. Or you can find me at worried bird on Facebook. And at worried bird on Instagram too. So it's just past tense of worry. So, well.

Shawn 38:06

Cameron once again, continued success to you. We're glad to have you not only as part of the HR community, but the business community as a whole as well. And I truly do appreciate you taking the time to share your story and share knowledge here with us today.

Cameron 38:19

Yeah, thank you so much. I'm really glad to be here. So thank you.

Shawn 38:24

For all of you out there watching along, I appreciate you taking some time to make yourself a better business owner today. If you like what you heard in this episode, share it out with some friends, you know, you were alive on Facebook, you can only share it to any groups there and maybe drop it in email to another colleague or another fellow entrepreneur out there. But at the very least, if you don't want to do any of those things, just take something that you learned today. Think about it, marinate on it a little bit, and put it forth in your own world and see how it works out for you. Because that's what we're hoping to do with this podcast is to help give you tools to be better entrepreneur, better person. All that and more. We will be back next week with another episode of The Nice Job Podcast. But until then, we hope you're being healthy have been safe. Don't forget to have fun out there as well. Before we get to that fun, here's a recap of the business. Thank you once again to Cameron Carson for joining me here on the Nice Job Podcast. Share my key takeaways from the conversation. First, when deciding to go along the path of franchising your business, it is crucial to do some market research and make sure that not only is the market right that you are able to get a quick stronghold in key areas. Cameron mentioned a statistic that for every 3000 and franchises that begin there's 3000 fold. And while that metric can be a bit scary, if you have a properly built model, this success is available for

rapid growth. But if you aren't sure, the best bet might be to do a bit more market research and find when's the right time in the right area to launch your venture.

Shawn 40:13

My second key takeaway was the way that Carson talked about the systems that he implemented into his business to ensure it would be a viable franchise. Ultimately, someone looks to purchase a franchise model, they are looking for something quite turnkey for the very least plug and play. They want a proven system from training, recruiting execution. You should always be testing and improving your systems if you're looking to franchise to ensure that you're always a viable candidate to be bought. And finally, a big takeaway for me in this conversation with Cameron Carson, was the repair he did on his reputation and how he went about when he had some employees commit fraud and tarnish his reputation and really hindered his ability to grow within his market. He talked about the road back was asking everyone to leave review can he as much feedback as possible, he was able to determine if the changes he was making was building a company culture strong enough to prevent any sort of repeat fraud. But in addition, it allowed him to quickly build social proof of great reviews he was pulling in was gonna do quickly overshadow any bad reviews that might trickle through.

Shawn 41:39

It's a good story on redemption and dedication when it comes to your reputation. Was there a key takeaway I didn't mention? Let us know. Drop us an email @podcast.nicejob.com.

Shawn 41:56

That's all for this episode. Still two more to go here in 2020 Of course in 2021 will continue season two, and hopefully some great tips for you to grow your business. Thank you once again for making a decision to be a better business owner and a better person. I'm Shawny Hill, your host be healthy, be safe. Don't forget, it's all the fun out there as well. Take care.

Transcribed by <https://otter.ai>