



EWIF

educates

Ready to inspire more women into your franchise?

It's never been a more exciting time to be a woman in franchising. How can you take advantage of the opportunities available to help you grow your network?

The bfa and NatWest Franchise Landscape Report, released in December 2017, showed a rise in women entering our industry. Especially among the under 30s. At Encouraging Women into Franchising (EWIF), this encourages us greatly, as we love to see women discovering the benefit of running their own business, supported by the right franchise.

The EWIF mandate is threefold: to **EDUCATE** women about the benefit of franchising, and businesses on how to encourage women to join their network; to **INSPIRE** women within the franchise industry to share their stories, to inspire others to achieve their own dream; and to **EMPOWER** women to achieve the goal of being their own boss. We believe they can!

We do this by celebrating the achievements of women across franchising – from franchisors, and franchisees, to women employed within franchising. Through sharing your stories on our website, and at our annual awards event – this year to be held on Wednesday 1st May in Central London. Over the last nine years, the EWIF awards has celebrated some incredible successes of women in franchising.



This year, we have received a phenomenal amount of entries, and can't wait to reveal our finalists on March 26th. In the meantime, here's our challenge to you, during the month of **International Women's Day**.

How can you attract more women into your network this year?

Here are five ideas for you:

1

Check your messaging: Have a look at your collateral. If it is too male-orientated, you might need to rethink how you're presenting your franchise to women. Some women like the challenge of breaking-down male-barriers, whilst others prefer being alongside other women.

2

If you are a member of EWIF: Send us stories of women in your network with whom our readers can connect with. When prospects see themselves in what you do, they're more likely to consider the opportunity you present.

3

Use a targeted campaign: Understand who your target audience is and create a campaign to attract them. Is your franchise aimed at mums raising their children? Is your franchise ideal for the older woman with an empty nest? Is your franchise perfect for the woman who knows she is as good – if not better than – any man? Aim a campaign at them.

4

If you're not an EWIF member: Why not! 😊 By letting people know you are committed to the EWIF mission to educate, inspire and empower more women into franchising, you make your franchise more appealing to women looking for the right franchise, where they know they would be welcome.

5

Let the women in your network speak for you: By giving a voice to women in your franchise, you can create quotes, videos, and case studies. These show potential franchisees what they want to know.

Are you ready to celebrate the success of women in franchising?

Join us for our awards ceremony on 1st May 2019.

Visit: <https://www.ewif.org/2019-natwest-ewif-awards> for further information and to book your ticket.



EWIF
ENCOURAGING WOMEN
INTO FRANCHISING

EDUCATE | INSPIRE | EMPOWER