

**EWiF**  
ENCOURAGING WOMEN  
INTO FRANCHISING



**EWiF Member Guide:**  
**How to share your  
news & get involved**



## At EWiF, we're committed to celebrating and promoting the achievements of our members.

Whether you have exciting news, a blog idea, or PR updates, we'd love to hear from you! This guide outlines how you can submit your content and maximise your involvement with the community.



Whether you have industry insights, an inspiring journey, or key business updates to share, we want to hear from you. Engaging with our platform is a great way to raise your profile, connect with others in the franchising community, and contribute to meaningful conversations.



# Themes for member contributions



Currently, we have four key themes we are focussing on to inspire, educate, and support women in franchising. We encourage all our members to contribute their insights, stories, and expertise to help shape these resources.

# Theme 1: Introduction to Franchising

## For Potential Franchisors

*Encouraging women to consider franchising their businesses.*

We are seeking insightful articles, blogs, and expert advice to inspire and support women considering franchising their businesses. We want to explore key topics such as **"What is franchising?"**, demystifying common misconceptions, and highlighting the benefits and opportunities franchising offers to business owners. Contributions could include step-by-step guides on getting started, insights on whether franchising is the right path, and practical advice on accessing funding—from grants and loans to securing investors.

We also welcome guest interviews with female franchisors on their franchising journey, as well as expert takes on legal considerations at every stage, including franchise agreements and compliance. If you have knowledge, experience, or a story to share on this theme, we'd love to feature your insights.

# Theme 2: Introduction to Franchising

## For Potential Franchisees

*Guiding women who are exploring buying a franchise.*

We are looking for content that educates and inspires women considering buying a franchise. We welcome articles, blogs, and expert insights exploring why franchising is a great opportunity, the different types of franchises, and how to find the right fit. Contributions could cover essential topics such as first steps into franchising, legal considerations, and financial planning, including budgeting, cash flow, and funding options. We'd love to feature personal stories, such as **"What I Wish I Knew Before Starting My Franchise,"** where experienced female franchisees share their top lessons and advice.

Other engaging content could include comparisons between franchising and starting an independent business, insights into why franchising is ideal for young entrepreneurs or career changers, and expert perspectives on managing franchise finances. If you have experience, knowledge, or stories to share, we'd love to showcase them.

# Theme 3: Foundation for **success**

*Providing essential skills and knowledge for new and existing franchisors and franchisees.*

We are looking for contributions that equip new franchisees and franchisors with the skills, knowledge, and confidence they need to thrive. We welcome leadership development insights, practical tips on scaling a franchise, and recommendations on technology tools that enhance efficiency. Content could explore the transition from owner to leader, with real-life case studies showcasing successful franchise growth strategies. We also want to highlight the personal side of franchising—from overcoming imposter syndrome and self-doubt to maintaining mental well-being and work-life balance. Stories of resilience, such as a blog series featuring women who have overcome challenges in franchising, would be incredibly valuable.

Other key topics include risk management strategies, guidance on building confidence as a franchise owner, and practical tips or resource lists to support women in business. If you have expertise, personal experiences, or advice to share, we'd love to feature you!

# Theme 4: Community & impact

*Strengthening relationships in franchising and building a supportive network.*

We are looking for contributions that highlight the power of relationships, networking, and mentorship in franchising. Franchising isn't just about running a business—it's about being part of a supportive network that helps women succeed. We welcome content on how to build meaningful connections, the benefits of mentorship, and real stories of support within the EWiF community.

We also want to showcase the broader impact of franchising—whether through community initiatives, charitable projects, or franchisees giving back. Stories of mentorship successes, friendships formed through EWiF, and franchisees making a difference would be great additions to our social media highlights, blogs, and interviews.

As we look ahead, we also want to celebrate the achievements of our members, so we encourage end-of-year recaps and impact stories that showcase the strength of our community.



# How to **share** your content with us

## 1. **Blogs, articles & thought leadership**

Contribute to our campaigns by sharing your insights on franchising, business growth, industry trends, or success stories. We welcome contributions in the following formats:

- **Articles:** Well-researched, informative, or opinion pieces that provide value to the audience.
- **Blogs:** Personal stories, tips, or reflections. Keep it informative, engaging, and around 400 words.
- **Vlogs:** Engaging videos on a topic you're passionate about, from how-to tutorials to thought-provoking discussions. Ensure your video is clear, well-lit, and easy to understand. Length: Aim for 3-7 minutes, keep it engaging and to the point!

Submitting blogs and articles

- Email your finished article or blog to [info@ewif.org](mailto:info@ewif.org) with the subject line: "*Blog/Article Submission – [Your Topic]*".
- Include a brief bio: Let our readers know who you are! A few lines about you and your expertise are always appreciated.





### Submitting vlogs

- Upload your vlog to a platform like YouTube or Vimeo.
- Send us the link to your vlog at [info@ewif.org](mailto:info@ewif.org) with a brief description of what it covers. Use the subject line: *"Vlog Submission – [Your Topic]"*.
- Include a bio: Just like with articles and blogs, let our audience know who you are!

## 2. Press releases & news

Have you won an award, expanded your business, or launched a new initiative? We can feature your news on our website and social media.

Submit your press release to [info@ewif.org](mailto:info@ewif.org) with the subject line: *"PR Submission – [Your Headline]"*.

Include a high-quality image (if available).

## Why contribute?

- Share your voice: This is a great opportunity to share your insights and experiences with a wider audience.
- Build your profile: Gain exposure as a thought leader in your field.
- Engage with the EWiF community: Your work could spark conversations and inspire others within our community.



# Ways to get more involved

- **Attend Regional Meetings**  
Connect with like-minded professionals and expand your network.
- **Upgrade your membership**  
Become an EWiF Supporter and gain extra membership benefits.
- **Become a speaker**  
Share your expertise at an upcoming EWiF event- email your regional chair to offer your time and expertise for an upcoming meeting.
- **Sponsor an award**  
Gain visibility and support the achievements of women in franchising.
- **Become a mentor**  
Offer guidance and encouragement to women entering franchising.





# Next steps

To explore any of these opportunities, email us at [info@ewif.org](mailto:info@ewif.org).

We look forward to showcasing your stories and contributions as we continue to support and inspire women in franchising.

