

Manual Makers Brand Brief

This is the foundational document of the brand and should provide shared understanding and focus to all initiatives.

Market



Influencer Segments

- Franchise Community
- Franchise Attorneys
- Franchise Business Consultants

Core Purpose

Provide beautiful documentation that helps our franchise industry clients get started, scale, grow and increase their user engagement.

Vision

To be the number one brand and digital-first leader in creating usable manuals in the franchise industry.

Key Services

- Fran Ops Manual Build
- Specialty Manual Build
- Manual Rebuild
- MyDocPort

Attributes

- Innovative
- Experienced
- Efficient
- Polished
- Detailed

Value Proposition

Clear, concise, open communication between Zee/Zor is critical for trust and franchise system growth. We provide the technical writing expertise, digital first tools and consultation on knowledge content so that franchises have manuals that communicate effectively.

Stakeholders

- Founder/CEO
- COO/VP of Ops
- Director of Ops
- General Manager



Similar Companies

- FranMan
- MSA Worldwide
- iFranchise Group
- DCV Franchise Group



Positioning

We're the leading experts in franchise knowledge content. Our Ops Manual services provide a comprehensive solution for franchisors at every growth stage. We create, publish and manage operations content with a user-first, digital-first approach.

Primary

Impromptu Builder

We've grown without a plan; we recognize we have lots of things in different places and need to consolidate logins, topics, and manuals; we did this quickly so we could sell franchises, but now want to be thoughtful; no one reads our manuals We did this so long ago, we need to update what we have, bring it on-brand

Secondary

Strategic Remodeler

We want to ensure our current processes and tools are scalable to handle rapid growth; we have several tools, but want to be sure they all work together (and if they don't, find new tools); how do we make information useful instead of sitting on a shelf

Tertiary

Transition Team

We were purchased/getting sued/got investors/have new leadership/are looking to exit and need to up our game