

# BRANDFACE<sup>®</sup>

## CLIENT SPOTLIGHT

### Find Your FRANCHISE FIT

or FLIP Your  
Current Business  
Into One

Extensive Analysis:  
Hundreds of  
Franchise Fits



**GREG MOHR**

FRANCHISE CONSULTANT  
*WSJ Bestselling Author*

# WHY GREG BECAME A **BRANDFACE**



CLICK IMAGE TO WATCH BRIEF VIDEO  
Greg Stephens describe his BrandFace journey

## CHALLENGES / GOALS:

- Everything was disjointed, and needed to be streamlined
- Needed one main coherent 'theme' that everything revolved around and linked back to him
- Had appeared on podcasts with little to no ROI in the past, and needed a more defined presence
- Needed to promote his new book and wanted his brand to be dialed in while doing so

## OUTCOME:

- "Everything I had been ignoring has now been updated!"
- "I'm more clear on my messaging to attract ideal prospects."
- "This was a very well organized journey, with an easy to follow, step by step process."
- "All of my social media sites now have the same message & images."
- "It's easy to tell that I'm the same person and business everywhere you look."
- "Everything is in one place! My media package is all set, so all I have to do is send a link."

THE JOURNEY



# GREG'S HIGHLIGHTS

I help ambitious entrepreneurs and investors find a thriving franchise fit or flip their current business into one.

- Former corporate climber turned consultant who has achieved financial freedom through franchising
- Removes franchise system confusion with a focused approach and a streamlined process
- Specializes in extensive research and analysis of hundreds of franchises to find the perfect fit
- 15 years of experience in the restaurant industry including working alongside a Master Franchisor
- Author of Wall Street Journal bestselling book *Real Freedom* & host of *Franchise Maven Podcast*
- Twice named Franchise Consultant of the Year and four time Top 10 Franchise Consultant



# GREG'S STORY

For Greg Mohr, ambition became the key to creating a lasting legacy. From a young age, his parents taught him to work for everything he wanted. This created an industrious mindset, prompting Greg to start a Coke bottle and aluminum can collection business at the age of ten, followed by a paper route by age fourteen. He was a forward thinker who became easily bored, and advanced through high school early. In his junior year, he began working at Taco Bell, where he first noticed how a clear operating system could create a predictable, repeatable outcome, even across multiple locations. This led to 15 years in restaurant management, where he excelled at processes, systems and communication while working alongside a Master Franchisor. Despite this early peek into his franchise future, he went on to become an engineer and ended up working in the corporate world for another 15 years. It seemed he was destined for this path until, while studying for a Master's degree in Business, he read Robert Kiyosaki's *Rich Dad, Poor Dad* book. Recalling his prior experience at Taco Bell, he realized that the franchise world had so much more to offer, and he would never view the corporate world the same again. Since 2012, he has built a successful career as a franchise consultant, dedicated to helping his clients create a legacy of wealth and financial freedom through franchising.

Today, Greg helps ambitious entrepreneurs, investors, and corporate refugees find a thriving franchise fit or flip their current business into one. He specializes in extensive research and analysis of hundreds of franchises to help his clients find the perfect fit. He's most known for removing confusion that is common within the franchise system and replacing it with a focused approach and a streamlined process. He has been twice awarded Franchise Consultant of the Year and ranked in the Top 10 Franchise Consultants four times. He is also the author of the Wall Street Journal bestseller *Real Freedom: Why Franchises Are Worth Considering and How They Can Be Used for Building Wealth* and host of the *Franchise Maven Podcast*.





# CONTACT GREG



[Connect on LinkedIn](#)

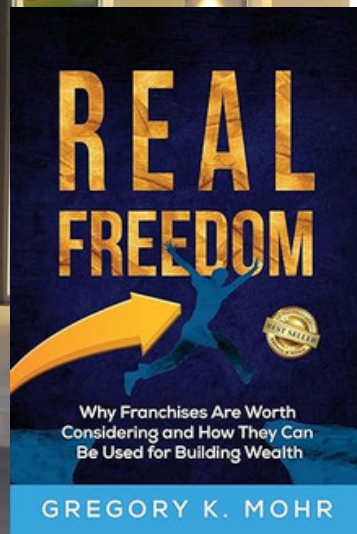


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[Book Your Freedom Call](#)

**GRAB  
GREG'S BOOK!**



# WHO WE ARE

**COACHES, CONSULTANTS & EXPERTS HIRE US TO BUILD A PROFITABLE PERSONAL BRAND  
SO THEY CAN 'CHANGE HOW THEY'RE SEEN & CHARGE WHAT THEY'RE WORTH'**

## Tonya Eberhart (Founder) & Michael Carr (COO)

- Creators of the most comprehensive personal brand building system across the globe
- Known for packaging and presenting authentic brands that turn purpose into profit
- Specializing in Coaches, Consultants & Experts who deserve to charge what they're worth
- Bestselling authors on personal branding and hosts of the Be BOLD Branding podcast
- Appeared 250+ times as expert guests and authorities on the subject of personal branding
- Recognized for their Define, Develop & Display formula for profitable personal branding

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