Why Join the Max Muscle Sports Nutrition Team?

A Franchisee's Perspective

By Scott LeCates

My wife and I have been asked a number of times why we made the choice to invest in a Max Muscle Sports Nutrition franchise. The answer is not simple. It was a complex decision. When we decided to throw our energy and passion into the nutrition industry, we looked at a number of retail opportunities. Some were nationwide franchises, one was a local franchise, and we even contemplated going solo.

We did not simply want to sell product. We wanted to have input into product development, as well as have the best products available for our consumers. Few retailers actually offer a product line, so that narrowed the list substantially. Of the ones that did, we looked into the products and their sources and the ability to have input into their development. Max Muscle far surpassed the others. When we met with Max Muscle's CEO Joe Wells, President Sean Greene, and Director of Franchise Development Patrick Sanders, we left knowing there was only one choice – Max Muscle.

Max Muscle definitely has a family atmosphere where our input is appreciated and sought after. We are very connected with product development and implementation.

Another reason we chose Max Muscle is the company's impressive commitment to quality. In today's market and current economic conditions, it would be very tempting to introduce an inferior product that is more cost effective. But Max Muscle insists on delivering products that are of the highest quality available.

Lastly, the most important factor in our decision was the company's commitment to making Max Muscle products in the United States. It's cheaper to import products manufactured in other countries, but Max Muscle's philosophy is to support the U.S. economy. "Made with Pride in the U.S.A." is on every product Max Muscle makes and that meant a great deal to us.

And, at Max Muscle, you truly get excellent results because of the quality of the products. Time and again our customers walk off the stage with trophies, lose 10 percent body fat in four months, and set personal records in their sport of choice. You don't get exceptional results without exceptional products and advice. That's what Max Muscle is all about and the message is spreading quickly: Max Muscle is the authority in sports nutrition.

HOW TO JOIN THE MAX MUSCLE TEAM

Becoming a Max Muscle franchisee is a simple 3-step process. First, call Max Muscle at (888) MAX-MUSCLE. An initial consultation will be set up with a franchisee specialist at which time basic information is exchanged. You can expect to be asked questions concerning your passion about the fitness industry, your background, and, of course, if you have thought through the monetary needs for opening a business. In return, you can expect to be informed of the direction of Max Muscle, the vision of the CEO, the commitments Max Muscle gives to their franchisees, and what Max Muscle looks for in franchisees. Along with that, the franchisee will be given information to allow them to conduct due process on existing locations.

Max Muscle is looking for qualified, high-energy candidates with a passion for health and fitness, great people skills, the commitment to outstanding customer service, and the drive to excel. Previous management or leadership experience is helpful, but not required. If you think this sounds like you, here's how to find out more: Franchise candidates must complete a comprehensive qualifying process before being selected. Call our Franchise Development Team at (800) 530-3539 x230, or log on to www.maxmusclefranchise.com and fill in the form under "contact us." There has never been a better time than right now to get started, so what are you waiting for? **MS&F**