

Steady Income, Prestige, Work-Life Balance.

This is Your TAB Franchise.

Imagine yourself as a business leader in your community helping business owners achieve success. As a TAB Franchisee you will control your work-life balance, create a recurring revenue stream and become a leader in your business community.



Join the TAB Success. Leverage Your Expertise to Obtain a More Predictable Cash Flow and Increase Personal and Financial Rewards.

The Alternative Board (TAB) offers you the opportunity to facilitate executive advisory boards and coach local business owners – providing real-world solutions to their challenges while helping them develop a strategic vision to gain control and grow their business.

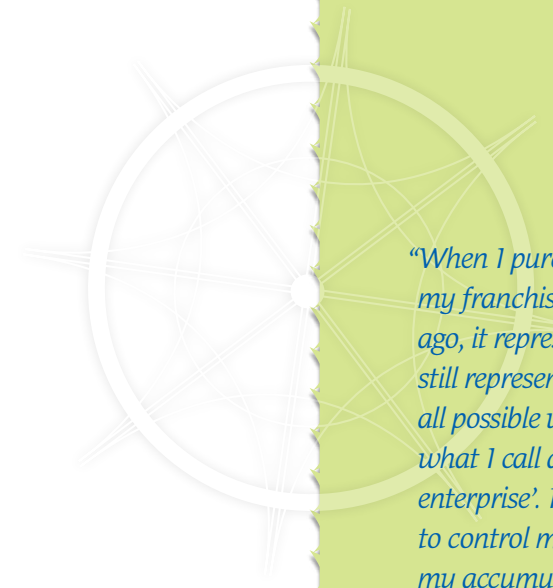
For nearly 20 years, TAB facilitators and coaches have been and are enjoying success as a result of TAB's depth of intellectual resources, training on proven processes and model for profitability.

Now is the time to invest in yourself.



THE ALTERNATIVE BOARD®

Change Perspective. Improve Business. Enjoy Life.



“When I purchased my franchise four years ago, it represented, and still represents, the best of all possible ways to create what I call a ‘lifestyle enterprise’. It enables me to control my hours; to use my accumulated expertise to the benefit of others (a very important part of my Personal Vision); to earn a very solid monthly income to supplement and (of necessity) strengthen my “retirement” accounts. Most importantly, it challenges my mind and my competitive spirit on a daily basis. It gives me freedom without boredom.”

~ Bernie Moscovitz
Franchise Owner
The Alternative Board®
Beaufort, SC



Leading Business Owners with the World's Top Peer Advisory and Business Coaching Franchise.

Being a part of The Alternative Board® community, you have the ability to control your hours, work from home and be part of the most respected group of business coaches in the industry.

Member Board Meetings

As a TAB-Certified Facilitator and Coach, you lead monthly peer advisory board meetings. At the meetings, members discuss issues they face in their businesses and get practical, real-world advice based on the collective experience of the board. Each board is comprised of up to 10 members who are typically local, non-competing CEOs and presidents.

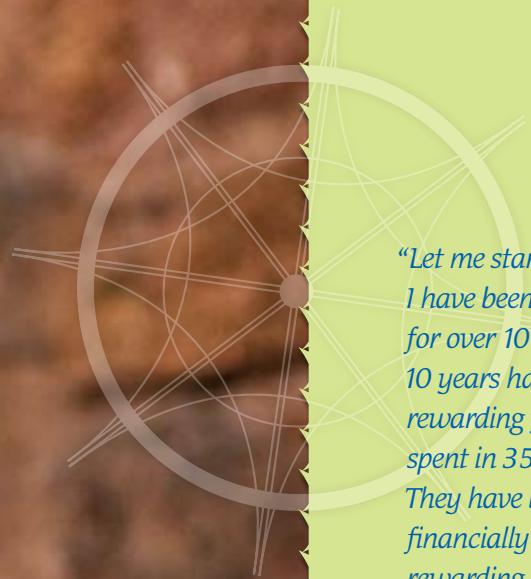
Private Coaching

In addition to facilitating your boards, you will also provide private coaching to your board members using TAB's proven proprietary tools and strategic processes. You'll provide the expertise they need and enjoy more opportunities for business consulting and supplemental income. With your help, owners will define their personal and professional visions. You will be a guide in strategically leading their businesses to greater success.



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“Let me start by saying that I have been a TAB Facilitator for over 10 years. And those 10 years have been the most rewarding years I have spent in 35 years of business. They have been both financially and personally rewarding. Being a TAB Facilitator has allowed me to do the things I enjoy most, and that is helping business owners succeed, while allowing me the freedom and flexibility to have a wonderful personal life as well. Being able to plan my own schedule and be the ruler of my own time and destiny has been priceless.”

~ John Keener
Franchise Owner
The Alternative Board®
St. Louis, MO



TAB is the World's Largest Franchisor of Peer Advisory Services and Business Coaching. TAB has been featured in *Entrepreneur* magazine's Franchise 500 for the past seven years, as well as been listed in *Entrepreneur's* Top 60 Home-Based Businesses.



Our Extensive Support System Combined with Your Expertise and Talent.

The Alternative Board® is dedicated to helping you grow your franchise to a level that achieves your personal and financial goals. Our proven system is focused on developing new solutions so you can continuously deliver value to your board.

Comprehensive Training

Franchisees receive in depth training at our world headquarters outside Denver, Colo. Here you will learn all that you need to know about forming TAB Boards, the TAB marketing and sales processes, facilitation and private coaching methods. These tools will help you in delivering on TAB's mission to help business owners change perspective, improve business and enjoy life.

Ongoing Support

After initial training, a TAB Membership Developer will be in your territory, for up to four weeks, for additional private training. A member of TAB's support team will attend and review one of your first TAB Board meetings for on-site coaching on running your board. You'll also have an experienced facilitator and coach on monthly telephone coaching sessions to reinforce the skills learned at training and to answer your questions. You'll have access to your peers online via our message boards, plus opportunities to meet in small group settings with other franchisees at our semi-annual conferences.



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Valuable Tools

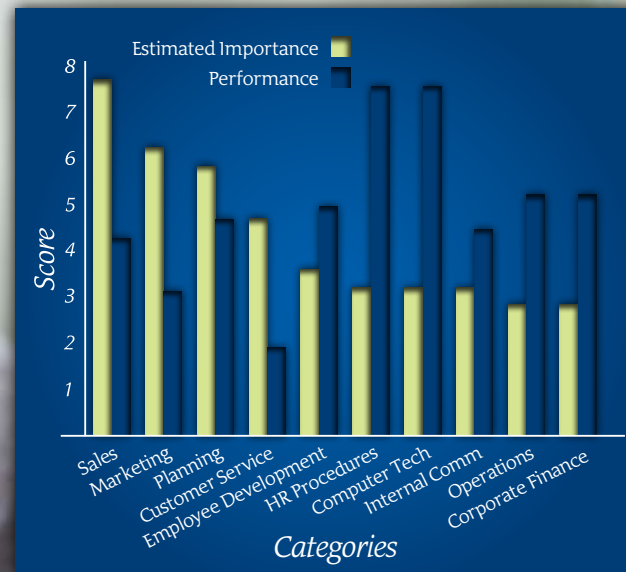
Strategic Business Leadership® (SBL)

SBL is a continuous strategic process designed to help you lead your board members to greater levels of success by increasing their businesses' momentum. With SBL, you and your board members create a written plan that will form a leadership style and direction best suited to that member's business by aligning personal and professional goals.



TAB Business Vantage®

TAB Business Vantage is a 360-degree business operations assessment comprised of more than 300 questions about your members' businesses. It benchmarks the business against all other TAB member companies in the same industry type. TAB Business Vantage identifies actual performance versus an owner's expectations and can be plugged into SBL to further guide the development of goals and tactics.



With TAB, You Gain a Competitive Edge.

TAB's extensive training, ongoing support and vast resources give you a distinct edge, allowing you to grow your franchise to a level that achieves your goals.

The TAB international franchise system offers you a number of competitive advantages, including:

- An affordable investment that lets you control your business and maximize your ROI
- A predictable, consistent income
- The opportunity to use your expertise and talents for a rewarding career
- The ability to increase your consulting opportunities and provide more value to your clients
- Proprietary tools and processes that increase franchisee and member success rates
- Proven marketing tools and sales processes
- Flexibility that allows you to balance your personal and professional lives
- Exclusive territories available in sizes that fit your goals
- Extensive franchisee training, in-territory training and ongoing support
- Work from your home office to minimize overhead

Historically, TAB Board members increase business growth, revenue and profitability.

This is because of the effectiveness of the resources available that help you confidently lead your members with proven tactics and sound advice.

*Simply put, there is no better investment than
The Alternative Board.*



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“The opportunity afforded to me by The Alternative Board has changed over the past 12 years. Initially it provided a steady, livable income while I was developing my consulting practice. Eventually the Boards became so lucrative and enjoyable that I went to seven Boards and cut back on my consulting. Now, in my waning years, I run five Boards and only take on the best of consulting opportunities. This has been my most enjoyable time in business.”

~ Bill Vrettos
Franchise Owner
The Alternative Board®
Western Colorado



Now is the Time to Invest in Yourself.

Do you have the drive to succeed? Do you have vision where others do not and the confidence to follow your instinct as you strive to meet your goals? If so, use these skills in a useful and satisfying way and run a profitable and rewarding business. The TAB international franchise system is the only choice for your next business investment.

With comprehensive training tools, industry-leading marketing support and our unique proprietary tools that give you a competitive edge over all others, it's no wonder TAB is the world's largest franchisor of peer advisory services and business coaching.

If you are ready to truly succeed on your own terms,
call 1-800-727-0126 or visit TheAlternativeBoard.com today.



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“I joined TAB four years ago having spent more than 20 years as a business executive and three years as an independent business consultant. I was looking for an opportunity to leverage my business experience, reduce my travel, and build an annuity income stream. I could not have picked a more gratifying way to do all three. My TAB Board members have become my friends through shared experiences, which have been truly financially and emotionally rewarding. The TAB business model is compelling for many business owners, and it really works. So, I know that I can grow as much as I need to achieve my personal vision. I could not ask for more.”

~ Stephen Swanson
Franchise Owner
The Alternative Board®
Pittsburgh, PA





Additional Resources

- International facilitator conferences for knowledge-sharing and best practices
- Strategic prospect identification in your protected territory with TAB's marketing tactics
- Compelling marketing collateral and templates to bolster your franchise in a variety of media
- Web presence via TAB's corporate site and a customizable satellite site for your territory
- Over 100 PowerPoint presentations covering a variety of business topics
- Monthly newsletters to keep you informed on sales and marketing tips and ideas for facilitating boards and operating coaching sessions
- Online support tool to share the collective wisdom of the TAB community

Learn from the Master

With a world-class organization like TAB, you get specialized tools and business expertise to help you become a better coach. Allen E. Fishman, TAB



Founder and Chairman, shares the experiences of TAB members in the form of best-selling books filled with checklists and hints, including “7 Secrets of Great Entrepreneurial Masters” and the *Wall Street Journal* best-seller, “9 Elements of Family Business Success”.

