

Jo's Question Time!



Jo Jingles Peterhead



Kaitlin Wallace



Jo: Can you tell us what led you to become a Jo Jingles franchisee?

Kaitlin: Sure! After having my third child, I was looking for something that would fit around my home life and children. Just as I was due to go back to work, I learned that the previous Jo Jingles franchisee was selling. Given my background as a primary school teacher specializing in Early Years, it seemed like the perfect opportunity. Jo Jingles allowed me to continue working with children while having the flexibility to manage my family's needs.

Jo: What attracted you to the Jo Jingles brand specifically?

Kaitlin: Head office's passion for the Jo Jingles brand was truly inspiring. Their enthusiasm and the supportive network they created made me want to be part of it. Jo Jingles is a strong, reputable brand that aligned well with my values and gave me a chance to bring my own creativity to the table.

Jo: How did you manage the financial aspect of buying the franchise?

Kaitlin: I used my savings and took a loan from my family to finance the purchase. One important piece of advice I'd give to anyone considering this path is to have a solicitor review the contract with you. Franchise agreements can sometimes be heavily weighted in Favor of the franchisor, so it's crucial to understand all the terms, especially those that might affect your business if you decide to sell. Also, consult with an accountant to go over any previous financial figures to ensure the business can provide a sustainable income.



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Questions & Answers...

Jo: What other advice would you give to potential franchisees?

Kaitlin: Be prepared for market fluctuations and unforeseen events, like global pandemics. Talk to existing franchisees to get honest feedback about the franchise and their confidence in its future. Thoroughly research your area to see how the franchise will fit in your market and what kind of support you'll get with marketing and business operations.

Jo: How has your experience been with Jo Jingles so far?

Kaitlin: It's been fantastic! Jo Jingles is an amazing brand, and I'm proud to be part of it. It's been wonderful to see it grow and provide children and parents with a fun, educational introduction to music for Early Years. This journey has allowed me to balance my professional aspirations with my family life, and I'm excited to continue being part of something so impactful.



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