

The future belongs to those who believe in the beauty of their dreams. ~Eleanor Roosevelt

Your Own Self-Serve Frozen Yogurt Concept

🇺🇸 🇨🇦 *Long Live Freedom. Long Live Ambition.* 🇺🇸 🇨🇦

When you implement YSOTC Solution, a transformation happens...More Money...More Freedom...More Enjoyment

Avoid These Four Common Mistakes

- Don't make the mistake of going in alone and unprepared. Going in alone and unprepared is a recipe for disaster. You make one mistake and you are going to jeopardize the success of your entire business.
- Don't make the mistake of buying an expensive franchise (and be a modern day slave and pay royalties for the rest of your life).
- Don't make the mistake of spending tons of monies on bad layouts and designs that DON'T work. We give you proven self-serve frozen yogurt store layouts and designs from professionals with great track record.
- Don't make the mistake of buying high-priced soft-serve frozen yogurt equipment. There is a better option. We show you how and Save You Tens of Thousands of Dollars on top branded equipment. Guaranteed.



YSOTC's Training is a unique program designed for exceptionally talented entrepreneurs actively looking for exponential concept that will turbo-charge their lifestyle and take them to a higher orbit of profits, performance and accomplishment. YOBEP is simple, fair, friendly and straight forward. Our 100% "screw-up proof" operating system works for absolutely everyone, everywhere, every time. You can't screw it up. We look forward to serving you soon and for many years to come. Thank you.

To accomplish great things, we must not only act, but also dream;
not only plan, but also believe. ~Anatole France

Opportunities fly by while we sit regretting the chances we have lost, and the happiness that comes to us we heed not, because of the happiness that is gone. ~Jerome K. Jerome

Dear Yogurt Entrepreneur, Love Your Freedom. Love Your Business.

As an entrepreneur you cherish your freedom to create the business of your dreams. You enjoy making your own decisions and love self-empowerment. You **most definitely hate the suffocated rules and draconian franchise agreements** that not only force you to pay them your hard earned money indefinitely but also limit your ability to operate & grow your business the way you want.

If the above scenario describes you then you are at the right place with YDC's **YOBEP Yogurt Business Empire Program** exclusively created for freedom loving and ambitious entrepreneurs such as yourself. Why pay huge franchise fees and be a slave to franchise rules and have their hands in your till every month? You can create your own successful self-serve or full-serve frozen yogurt empire and your own premium frozen yogurt brand. All you need is **Direction, Clarity and Validity** of your own frozen yogurt store concept from an expert who has helped nation's top revenue generating frozen yogurt stores and multi-store chains worldwide.

At YDC, we have been very fortunate to help countless Smart American, Canadian and worldwide entrepreneurs **turn their yogurt business dreams into reality**. These entrepreneurs are enjoying total freedom and self-empowerment to run their own business without the constant fear of loss of their business due to franchisors ridiculous compliance rules and money demands not to mention the never ending royalties on your gross sales (whether you are profitable or not **they could care less** because when you fail, they will gladly resell your store to someone else for more profit and continue this vicious circle for their ongoing profits). This is how they make their money to pay for the fancy offices and hefty sales commissions for their aggressive franchise sales people. Our advice is to **by all means stay away from the franchise gimmicks with a ten-foot-pole**.

Go Big. Do Something Extraordinary.

Yogurt Business Empire training system is the real difference between an ordinary frozen yogurt store (gross sales of \$10k to \$15k per month) and an **Extraordinary Frozen Yogurt store** consistently generating gross sales of \$35K to \$95K & more per month. Be more profitable. **Always go for THE BEST. Never settle for the second best.**

Fortune favors the BOLD. Be BOLD and take immediate & massive action in the directions of your goals. YOBEP is perfect for freedom loving, ambitious entrepreneur who wants to **always be in FULL CONTROL** and to be truly his or her own boss. We hope you are that entrepreneur and look forward to helping you create your own yogurt business empire and success story.

Best of Frozen Yogurt Success and Prosperity,

Sam Haider, CE YO, Doctor Yogurt and Froyo Guru

info@ysotc.com

Write to us. We welcome your questions and comments.

Happiness does not come from doing easy work but from the afterglow of Satisfaction that comes after the achievement of a difficult task that Demanded our best. ~Theodore Rubin

There are no classes in life for beginners: right away you are always asked to deal with what is most difficult. ~Rainer Maria Rilke

About Yogurt Business Empire Program

No Franchise Fees. No Licensing Fees. No Royalties. No Kidding.
A Small Price to Pay for Your Freedom and Peace of Mind

YOBEP will save you thousands of dollars and countless sleepless nights. It will bring you absolute clarity, direction, validity and confidence to move fast to build your own self-serve frozen yogurt store. **YOBEP will help eliminate uncertainties, doubts and fear of the unknown.** It will help you avoid costly mistakes and will simplify the process of opening your own profitable frozen yogurt store. We have successfully helped launched wildly profitable frozen yogurt stores all across the USA, Canada and the world over for smart entrepreneurs who have leveraged our experience and advice to create freedom and wealth for themselves. These entrepreneurs **truly understand the value of our expertise** and how to deploy it for their own benefit to generate ongoing profits for themselves.

Here are the highlights of what you receive with YOBEP Package including the most amazing **FREE YOGURT MIX BONUS AND FREE MAGICAL FLAVORS BONUS SUPPLY valued at \$15,000 in retail sales revenue for you.** This BONUS alone is worth the cost of admission to the YOBEP program not to mention thousands of dollars in savings on branded soft-serve equipment and your custom store layout & design. **Our one-time training fee pays for itself over and over. Guaranteed.**

- (i) Your 2012 Self-Serve or Full-Serve Yogurt Store Business Plan with financial projections
- (ii) Custom Yogurt Store Floor Drawing (based on your own store floor plan)
- (iii) Your Customized Store Layout and Design Plan (based on your store)
- (iv) Customized MEP (Electrical, Mechanical and Plumbing) Requirements
- (v) Store Permit, Business License and Local Contractor info to build your store
- (vi) List of Equipment (soft-serve machines, iPad POS etc.) and Small wares
- (vii) Half price Brand Name soft-serve machines with warranty. This feature alone will save you tons of money and in itself worth the YOBEP Package.
- (viii) List of Trusted Vendors and Top Suppliers For Yogurt, Flavors, Toppings
- (ix) National volume discounts on equipment (we tell you where to get equipment with warranty that will save you thousands of \$\$\$)
- (x) Proprietary Product recipes, training and Top Yogurt recommendation
- (xi) Yogurt Store Operations Manual and Training (Your Store Operations Bible). This operations manual is valued at \$7500 when sold separately.
- (xii) Franchise Style Organized and Searchable Documentation System via 24/7 access to our exclusive Yogurt Store Online Training Center
- (xiii) Your Store Opening and Grand Opening info
- (xiv) Eye-catching and high resolution graphics for your advertising & posters
- (xv) Yogurt Store Marketing, Local Marketing and Success Tips
- (xvi) On-going Consultation, Advice and Support
- (xvii) Free Yogurt Mix BONUS and Magical Flavors BONUS Supply valued at \$15,000 in retail sales revenue (This makes the YOBEP program practically risk free for you)**

You will agree that YOBEP package is one of a kind in the frozen yogurt marketplace and represents a tremendous value proposition for wise entrepreneurs that exploit other people's expertise/experience/insight for amassing long-term sustainable wealth for themselves and their family.

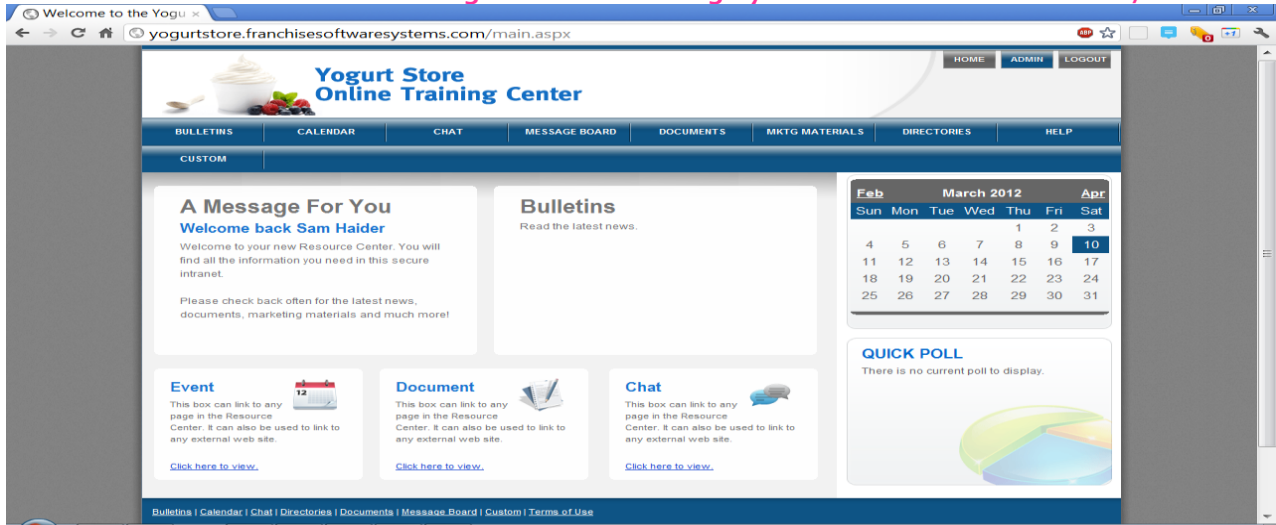
To do anything truly worth doing, I must not stand back shivering and thinking of the cold and danger, but jump in with gusto and scramble through as well as I can. ~Og Mandino

Strength does not come from winning. Your struggles develop your strength. When you go through hardship and decide not to surrender, that is strength. ~ Tony Robbins

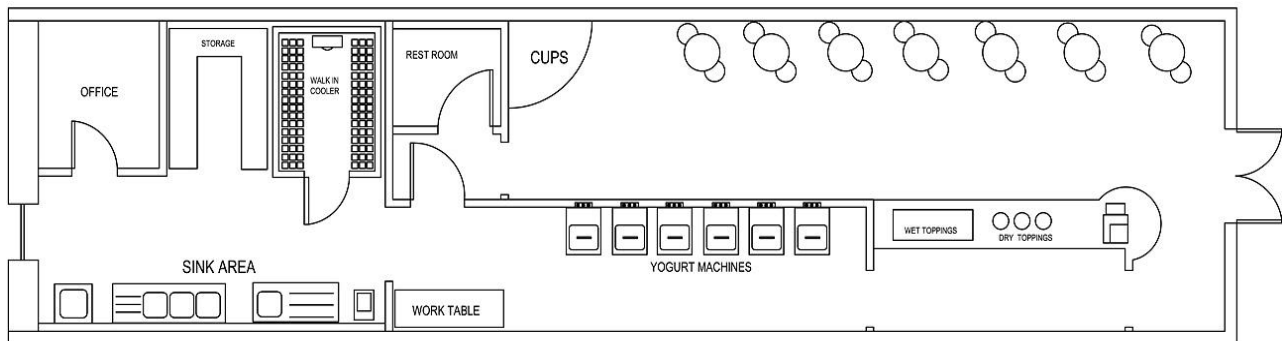
Screenshot of Yogurt Store Online Training Center

High margins, low cost of ownership, easy management and operational simplicity make Frozen Yogurt an ideal high profit business opportunity. Timing is the KEY to your success. Let's get you started ASAP in your own frozen yogurt business. Get Started NOW. If Not Now, When?

Your Own Customized Yogurt Store Training System Accessible To You 24/7



1 of 17 Sample Layouts SELF SERVICE YOGURT SHOP



APPROXIMATELY 1000 SQUARE FOOT SPACE

Take a Leap of Faith with YOBEP



Jump and the NET WILL APPEAR!

Most of the important things in the world have been accomplished by people who have kept on trying. ~Dale Carnegie

Wisdom is knowing what to do next; virtue is doing it. ~David Star Jordan

Your Next Step

Procrastinate later. This will profit you. You will not regret this. **This will almost certainly change your understanding of the yogurt business. And therefore your understanding of the ongoing revenues and profits at higher levels. You'll see the connections.** Get started right this moment by taking urgent and tangible action. We look forward to getting you immediately started in the directions of your goals and helping you create your own successful frozen yogurt store and hopefully a new yogurt empire (multiple stores).

Let's Get You Started Right Here, Right NOW

Immediately Print, Complete and Fax This Form to 1-866-302-7490

Date: _____

Your Name, Email, Phone & Contact Info:

How soon do you want to start your own yogurt store? What are your plans? What are your goals? What is your timeline? Do you already have a location selected? Do you have a business plan with financial projections? Do you have an architect prepared layout, design and concept of your store? Please provide as much detail as possible about your plans and how we can help.

Let us know what are the most important challenges you are facing in your new frozen yogurt store start-up situation:

Please print, complete and fax to our toll-free fax 1-866-302-7490 OR simply email this information to info@ysotc.com Thank you.

To know how to do something well is to enjoy it. ~Pearl S. Buck