

# **Action**COACH<sup>®</sup>

BUSINESS COACHING

**BUSINESS COACH**  
**FRANCHISE DISCLOSURE DOCUMENT**  
**MINNESOTA AND WISCONSIN**

## FRANCHISE DISCLOSURE DOCUMENT

**Master Licensee:**

**Buji, LLC**  
an Ohio limited liability company  
8233 Howe Industrial Parkway  
Canal Winchester, OH 43110  
(614) 929-3355  
[www.gobigactioncoach.com](http://www.gobigactioncoach.com)

**Franchisor:**

**ActionCOACH North America, LLC**  
A Nevada Limited Liability Company  
5781 S. Fort Apache Rd.  
Las Vegas, Nevada 89148  
1-888-483-2828  
[www.actioncoach.com](http://www.actioncoach.com)



The franchisee (also known as a Business Coach) will operate a business that provides business coaching, executive coaching, mentoring and training to business owners primarily in the small to mid-market business sector. There are 2 franchise models that you may select from: (1) the “PRACTICE”, our self-employed level ‘Be the Coach’ model, and (2) the “FIRM”, our investor level ‘Team-Builder’ model.

The total investment necessary to begin operation of an ActionCOACH business coaching franchise ranges from \$81,773 to \$104,640 for a PRACTICE franchise and from \$125,773 to \$1,111,670 for a FIRM franchise. This includes the \$74,500 for the PRACTICE franchise and the \$99,500 to \$428,500 for a FIRM franchise that must be paid to the master licensee, franchisor or an affiliate.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the master licensee, the franchisor, or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient to you. To discuss the availability of disclosures in different formats, contact:

Annette Hohnberger  
8233 Howe Industrial Pkwy; Suite C  
Canal Winchester, OH 43110  
(614) 929-3355,  
[annete@getnaction.com](mailto:annete@getnaction.com)

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read your entire contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "[A Consumer's Guide to Buying a Franchise](#)," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

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