

**RECEIVED****APR 03 2012**Department of Corporations  
Los Angeles**FRANCHISE DISCLOSURE DOCUMENT**

E-Myth Franchises, LLC

a Delaware limited liability company

139 Main Street Ashland, Oregon 97520

Tel 1 800 221 0226

www e-myth com

We are offering two types of franchises to operate businesses under the "E-Myth" name. The first is an E-Myth Advisor Practice which consists of offering and selling "E-Myth" branded business coaching programs to small business owners. The second is an E-Myth Business Coaching Practice which consists of offering and selling "E-Myth" branded business coaching programs to small business owners and providing mentoring, training and coaching in conjunction with the business coach programs.

The total investment necessary to begin operation of an E-Myth Advisor Practice ranges from \$33,810 to \$331,210. This includes \$29,210 to \$301,710 that must be paid to the Franchisor or its affiliates. The total investment necessary to begin operation of an E-Myth Business Coaching Practice ranges from \$65,060 to \$563,460. This includes \$57,960 to \$531,460 that must be paid to the Franchisor or its affiliates. (See Item 5 and Item 7 for more detailed information.)

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 payment to, the Franchisor 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 for you. To discuss the availability of disclosures in different formats, contact us at [partnersupport@e-myth.com](mailto:partnersupport@e-myth.com) or telephone (800) 221-0226.

The terms of your contract will govern your franchise relationship. Do not rely on this 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 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. The date of issuance of this Franchise Disclosure Document is March 31, 2012.

## STATE COVER PAGE

Your state may have franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS FRANCHISE DISCLOSURE DOCUMENT

Call the state franchise administrator listed in Exhibit A for information about the franchisor or about franchising in your state

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU CAN BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW

**Please consider these RISK FACTORS before you buy this franchise:**

**1 THE FRANCHISE AGREEMENT PERMITS YOU TO ARBITRATE WITH OR TO SUE US ONLY IN PORTLAND, OREGON, NEAR THE CURRENT LOCATION OF OUR PRINCIPAL OFFICE (ASHLAND, OREGON). OUT OF STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE WITH OR TO SUE US IN OUR HOME STATE THAN IN YOUR HOME STATE. THIS MAY BE SUPERSEDED BY STATE LAW. SEE ADDENDUM, IF ANY, ATTACHED TO THIS FRANCHISE DISCLOSURE DOCUMENT**

**2 THE FRANCHISE AGREEMENT STATES THAT OREGON LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS. THIS MAY BE SUPERSEDED BY STATE LAW. SEE ADDENDUM, IF ANY, ATTACHED TO THIS FRANCHISE DISCLOSURE DOCUMENT.**

**3 THIS IS A NEW FRANCHISE OFFERING AND THE MARKET FOR AN E-MYTH FRANCHISEE'S SERVICES IS NOT WELL DEVELOPED. IT IS SPECULATIVE AND INVOLVES RISK**

**4 THE TERRITORY YOU RECEIVE UNDER THE FRANCHISE AGREEMENT IS NOT EXCLUSIVE**

**5. YOU WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$33,810 TO \$331,210 IF YOU PURCHASE AN ADVISOR PRACTICE OR AN INITIAL INVESTMENT RANGING FROM \$65,060 TO \$563,460 IF YOU PURCHASE A BUSINESS COACHING PRACTICE. THESE AMOUNTS EXCEED THE FRANCHISOR'S STOCKHOLDERS EQUITY AS OF DECEMBER 31, 2011, WHICH IS \$49,852.**

**6. THE FRANCHISOR HAS BEEN IN EXISTENCE FOR A SHORT PERIOD OF TIME, SINCE SEPTEMBER 9, 2011. THEREFORE, THERE IS ONLY A BRIEF OPERATING HISTORY TO ASSIST YOU IN JUDGING WHETHER OR NOT TO MAKE THIS INVESTMENT.**

**7. IF YOU LEARN THAT ANYTHING IN THIS FRANCHISE DISCLOSURE DOCUMENT IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND THE APPLICABLE STATE AGENCY LISTED IN EXHIBIT A**

**8 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE**

Effective Date See the next page for state effective dates

## STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration. California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Carolina, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin

This Franchise Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates

California	Effective date	Pending
Hawaii	Effective date:	Not Registered
Illinois	Effective date:	Not Registered
Indiana	Effective date:	Not Registered
Maryland	Effective date:	Not Registered
Michigan	Effective date	Not Registered
Minnesota	Effective date:	Not Registered
New York	Effective date:	Pending
North Carolina	Effective date.	Pending
North Dakota	Effective date.	Not Registered
Rhode Island	Effective date:	Not Registered
South Dakota	Effective date.	Not Registered
Virginia	Effective date:	Not Registered
Washington	Effective date.	Pending
Wisconsin	Effective date:	Not Registered

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