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CHRISTY WILSON DELK
SPEAKER • WRITER • EDUCATOR

MINI BIO

As an Adjunct Business Professor of Entrepreneurship at Rollins College in Winter Park, Florida and contributing business writer, Christy Wilson Delk engages and informs based on real world experience. Her 17 years of sales and distribution experience with Xerox and Plantronics and 15 years of franchise ownership fuels her passion for helping others experience professional and personal rewards of successful business ownership.



EXPANDED BIO

As an Adjunct Professor at Rollins College Hamilton Holt School of Business, I am privileged to impart 'real world' information to the future business generation – in a more traditional setting. But I also teach in less traditional settings – namely, as a keynote speaker and workshop leader at business, franchise and corporate events, but it didn't start out that way.

After earning my BA in psychology at the University of Florida, I spent 17 years in corporate sales and spent nights and weekends getting an M.B.A. I learned a lot, but never felt truly satisfied. Following a downsizing in 1996, I cashed out my 401K, sold my home, and bought a Kids R Kids franchise in Orlando, Florida.

I spent the next 15 years building and growing something important, serving families in my community, repeatedly challenging myself, feeling fulfilled on a daily basis. There were plenty of highs and lows, but the highs always made it worthwhile.

In 2012, it was time for the next phase of my life. I sold my business—an original investment of \$240,000—for \$6 million. Now I speak, consult, and lead workshops to show others how to use Method Management to achieve their goals and motivate them to higher performance. While I cover a variety of business topics, my focus is always on inspiring, energizing, and helping entrepreneurs, potential and current franchisees, business owners, corporate leaders, and entire teams.

To arrange an interview, please contact Christy Wilson Delk at
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SUGGESTED INTRODUCTION

After 17 years in corporate sales and distribution, Christy Wilson Delk decided to risk it all. After a downsizing in 1996, she sold her house and cashed out her 401K plan for the down payment on the \$1.7 millions dollar SBA loan needed to buy and build a Kids R Kids Academy franchise in Orlando, Florida.

Over the next 15 years, she expanded twice and grew her business into one of the largest franchises in her industry before exiting successfully in 2012.

Now, an Adjunct Professor of Entrepreneurship at Rollins College in Winter Park, Florida and contributing business writer, Christy has turned her focus to helping others realize greater professional rewards through growing a successful business.

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FRANCHISE INDUSTRY TALKING POINTS

**Christy Wilson Delk can relate.
More importantly, people who are considering franchise ownership relate to her.**

Here's why Christy makes a great Franchise Industry spokesperson:

It's Viable – Many Financing Options

Christy sold her house and cashed in her retirement to buy her child care franchise. With her down payment, she got a \$1.6 million SBA Loan

Christy says, *“There is nothing to fear, and I’ll tell them why.”*

It's for Everyone Who Wants the Pride of Business Ownership

Corporate ex-pats, women and first through third act career stages are a perfect fit for franchising.

Christy – *“I’ll break down the career stages and why the decision NOT to get started ASAP has a very high opportunity cost.”* *“And, Hey! – I’m a woman, corporate ex-pat and was in the second “necessity” stage when I went all in.”*

Many people think about doing it alone; why pay royalties to someone else when I can do this on my own?

Christy - *“I thought the same thing until I understood the role of the Franchisor. I decided that the benefits of franchising were too numerous to consider anything else. Then I did my homework and made the best choice for me.”*

Passion for your business, whether it's franchised or not, is critical to long-term success.

Christy – *“Today, franchising has entered most any field you can imagine, from wine parties to pressure washing and pretzels to beef jerky. If you are motivated and invest the time, you’ll find the perfect franchise for you and your family.”*

Christy's successful 15-year ownership and exit combined with her role as Adjunct Business Professor for Entrepreneurship at Rollins College in Winter Park, FL, shows she is passionate about business ownership.

She focuses her writing, speaking and workshops solely on the Franchise Industry.

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