



JUST 8 SIMPLE STEPS TO OWN YOUR OWN POTBELLY!

1. COMPLETE THE “GET STARTED” FORM AND HEAR BACK FROM POTBELLY
2. PHONE INTERVIEW WITH A POTBELLY TEAM MEMBER 
3. ATTEND “DISCOVERY DAY” AT THE POTBELLY SUPPORT CENTER IN CHICAGO 
4. COMPLETE THE SIX-DAY POTBELLY IN-SHOP EXPERIENCE 
5. SIGN THE FRANCHISE AGREEMENT AND START LOOKING FOR YOUR SHOP LOCATION 
6. ATTEND DESIGN AND CONSTRUCTION WORKSHOP 
7. GET TRAINED ON ALL THINGS POTBELLY
8. BUILD YOUR SHOP AND HIRE YOUR TEAM

FIRE UP THE STOVE! YOUR SHOP IS OPEN FOR BUSINESS.



READY TO OWN YOUR OWN POTBELLY? VISIT WWW.POTBELLY.COM/FRANCHISING FOR ADDITIONAL FRANCHISING INFORMATION.

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