

Case Study: From Public Educator to Private Business Owner

Executive Summary

At just 25 years old, Audrey has emerged as an exemplary franchisee within Creative Kids Movement Network (CKMN). After only four months of owning her franchise, she became the revenue leader, significantly exceeding expectations in her first territory. This case study explores Audrey's journey, key factors contributing to her success, and insights she offers for aspiring franchisees.

Background

In September 2025, Audrey became one of the first franchisees of CKMN, representing a dynamic opportunity to blend her passion for education and movement. With a major in theater education and a background as a public-school teacher and choreographer, she sought a path that provided both personal fulfillment and professional freedom. Feeling constrained in her previous roles, Audrey discovered CKMN through a LinkedIn advertisement in March 2025, which led her to apply her teaching expertise in a new and exciting context.



Audrey Johnson:
Boston Territory Owner



Funding Her Franchise Investment

At age 25, Audrey had little established credit. A business loan, withdrawal from savings, or retirement funds weren't options. She applied to multiple lenders until she secured a personal loan and is on track to recoup her investment in her first six months of ownership.



"My biggest achievement is being able to rely on my business income as my main income within the first year. I live in Boston and still have minimal supplemental income but it was amazing to say this was my full-time job! And I hired my first teacher!"

Key Success Factors

"I was drawn to CKMN because the mission and values aligned with the work I was already doing—but with freedom and flexibility. I loved that the pathway and materials were provided to ensure success. **I wasn't finding that trying to build something on my own.**"

1. Alignment with Mission and Values

Audrey was drawn to CKMN due to its mission and values — a supportive, compassionate community making a positive impact on children through movement and mindfulness — which resonated with her personal and professional aspirations. The franchise's supportive environment and structured pathways provided the necessary framework for her success, alleviating the uncertainties she faced when attempting to build her own model.

2. Support and Community

"When you're supported and uplifted by a team, success feels possible. I never feel resentful toward my work or unappreciated."

Audrey attributes her success to the support she received from her team. The collaborative atmosphere fostered by CKMN enabled her to ask questions and seek guidance, creating a strong foundation for her growth. This sense of community has been instrumental in maintaining her morale and motivation.

3. Networking and Relationship Building

Leveraging her existing connections as an educator and choreographer, Audrey effectively navigated the local market. She emphasized the importance of fostering relationships and adapting her offerings to meet the needs of her clients. By casting a wide net and following up consistently, she generated momentum that propelled her business forward.

4. Commitment to Goals

Audrey has implemented a strategic approach to goal setting, focusing on specific, actionable steps. By celebrating small wins and acknowledging her progress, she has maintained high levels of motivation. This method of structured commitment has enabled her to stay on track and achieve significant milestones.



"I'm a trained teacher and dancer—marketing and sales were new territory for me."

She still finds new methods & adjusts as she goes, but the biggest advice received was "sell what you know, sell what you believe, sell yourself as a teacher that will be the BEST teacher these kids have had." That advice changed her sales approach and she started speaking about the business from an educator standpoint – something she has a lot of passion for!

Investing in herself (her business) was another hurdle. Despite her limited credit history, Audrey applied to multiple lenders until she secured a personal loan. Her determination not only reflects her ambition but also her commitment to investing in her future. Currently, she is on track to **recoup her initial investment within the first six months of her post-training period.**

Impact as an Instructor

Audrey has witnessed profound transformations in her students. Her biggest achievement in this capacity has been helping students who often struggle with self-regulation use breathing techniques and yoga language to express their emotions effectively. This impact not only highlights her dedication to her students but also the positive influence of CKMN's methodologies.

Advice for Aspiring Franchisees

"Believe in yourself. See it first. Make the vision clear, specific, and actionable—and reward yourself for following through. Even if results differ from expectations, learn and move forward to the next win."

Conclusion

Audrey Johnson's journey within Creative Kids Movement Network exemplifies the potential for success through determination, support, and strategic planning. As a young franchisee, her accomplishments provide inspiration for others aiming to carve their paths in the world of entrepreneurship. Her story is a testament to the power of community and the impact of aligning personal passion with professional pursuits.

Audrey handles any obstacle that gets in her way with grace, focusing on what is most important: pursuing her passion and making an impact. **Audrey is CKMN's #1 revenue-producing territory in 2025.**

CKMN is a franchise built on a mission to positively impact children through movement and mindfulness, driven by a community of passionate, supportive business owners.

This opportunity is perfect for someone who is:

- Passionate about kids, movement, and mindfulness
 - Craving more freedom and flexibility
 - Tired of feeling unfulfilled in corporate, education, or healthcare
 - Ready to step into the role of mompreneur or purpose-driven entrepreneur?
- ** You should have experience in 2 of our 3 programs (Dance, Yoga and/or Fitness).
Other useful traits: heart, hustle, and a desire to build something beautiful.



To learn more about our franchise and territory availability, click on the QR code or visit our website at www.ckmovementnetwork.com/franchise

