

Circle graph

- :01 move comma after “be” to behind “benevolence”
- :07 change “It’s” to “is”

In terms of benevolence it could be,
they care about me and my community,

It's recommended by people I trust.
They make me feel that I matter.

Conclusion - OK

Franchise consistent

:11 replace comma after “excel” with period

And that's also where
franchising can excel,

Knit - OK

Not trusting same brand

- :03 – change “brand, and” to “brand. And”
- :04 – delete comma after “with”
- :10 – change “they’re” to “their”

But, not everybody trusts the same brand,
and a lot of it has to do with,

what they're generation is, what products
they use on a regular basis.

Products services you trust

- :04 delete comma after “experience”
- :05 delete comma after “transparency”

Trust is built when people experience,
competence, transparency, & benevolence.

Trust factors – same clip as Products-services-you-trust