



“Sue & the SBDC really helped me get to where I’m at today.

And I’m so excited to say that the business is going really well!”

*- Melanie Martinson
30 Minute Hit*

CENTRAL OREGON SBDC SUCCESS STORY

30 Minute Hit

30minutehit.com/bend

Melanie Martinson first approached the Central Oregon SBDC in the summer of 2022, when she was seriously considering a franchise purchase. Melanie was already using a reputable franchising broker, and had been preapproved for a bank loan, but she was still looking for some solid, objective feedback on what to watch out for as she contemplated business ownership.

Melanie’s summary of the situation is: *“I came to SBDC at the very onset of purchasing a franchise. Coming from the military and law enforcement, I had no “business” experience and was looking for advice and guidance as I took off on this new journey. Although the franchisor provided a lot of support around the actual franchise, I was still responsible for figuring things out at the local level.”*

Melanie worked closely with COCC business adviser Sue Meyer on reviewing the franchising agreement, exploring appropriate locations, analyzing any local competition, and determining approaches to hiring and pricing. Together, they developed a timeline of activities and explored various networking, marketing & advertising options.

As Melanie says: *“Sue at SBDC was absolutely critical in helping me develop a business plan, improve my hiring, and build out a marketing strategy. She provided key contacts, valuable templates, marketing ideas, and crucial feedback on my plans and strategies. She even made some great recommendations around how to negotiate my rent space and how to best deal with construction delays. I’ve now had my doors open for a little less than two months and our communHITy is rapidly growing - more than I anticipated! I’m actually ahead of most of my projections and I definitely wouldn’t be where I’m at without SBDC’s help!”*

This summer, Melanie and her 30 Minute Hit crew proudly held a successful open house and ribbon cutting for their circuit training center through the [Bend Chamber of Commerce](#) !