

APPENDIX C

MENTAL HEALTH & SUPPORT RESOURCES

THIS APPENDIX IS designed to support your mental health and prevent isolation. The first section should be completed in advance, when you are calm, so you have support ready before stress or overwhelm arises. Keep this completed section accessible at all times. The remaining sections are tools you can use whenever pressure rises, clarity drops, or you feel alone.

YOUR PERSONAL SUPPORT NETWORK (FILL THIS OUT NOW)

Personal—People who care about you:

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Professional—Mentor, accountant, franchisor, advisor:

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Peer—Another franchisee or business owner who understands the journey:

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Emergency—People to contact if emotionally overwhelmed or unsafe:

1. EARLY WARNING SIGNS CHECKLIST

- I feel emotionally flat, numb, or easily irritated.
- I wake up tired even after sleeping.
- Small problems feel bigger than they should.
- I'm withdrawing from staff, customers, or family.
- I feel pressure to hold everything together alone.
- My sleep, appetite, or mood has noticeably changed.
- I'm relying more on caffeine, sugar, or avoidance.
- I don't feel excitement or pride in the business lately.
- I'm working more hours but feeling less productive.
- I avoid calls, emails, or conversations that used to be easy.

2. A FIVE-MINUTE RESET TOOL

(If you have the time, go to *BALANCE™ Emotional Resilience Checklist* in Appendix E.)

- Pause—Take a slow breath and let the moment settle.
- Name It—Say or write: “Right now, I am feeling _____.”
- Ground Yourself—Feet on the floor, hand on chest, or step outside for air.
- Ask—What is the next right step, not the perfect step?

3. WEEKLY BURNOUT BUFFER HABITS

- A five-minute morning review.
- A scheduled end-of-day shutdown routine.
- A ten-minute walk without your phone.
- One act of appreciation (staff, customer, or family).
- A two-hour weekly no-work block.
- One honest check-in with someone in your support circle.

REFLECTION PROMPT

What is one small step I can take this week to support my mental health or reduce isolation?

PEER SUPPORT OPTIONS

Remember, peer connection is one of the strongest tools against isolation. It's always recommended that you are connected with a peer-to-peer forum group of some kind. These groups reduce isolation, normalize challenges, and help franchisees stay emotionally steady during difficult seasons.

WHAT PEER GROUPS PROVIDE:

Confidential space • Emotional support • Practical perspective
 Accountability • Connection • Business Support

Peer forums are *not therapy*, but they are profoundly therapeutic.

Emergency Note: If you ever feel unsafe or unable to cope, contact local emergency services or a crisis support line immediately.