



Episode 10: Jamie Izaks - Franchise Marketing and PR

10 hours ago



In this interview I discuss franchise marketing with Jamie Izaks of All Points Public Relations. Jamie's career began in television journalism. Jamie worked in several different markets until he reached a turning point in life where he wanted to grow and get out of the secluded television journalism world. Jamie went back to school for his Master's in Public Relations.

Upon graduating Jamie secured a job with the Hyatt hotel chain in Chicago in the PR area of their marketing department. This served as Jamie's intro into the Franchise world as Hyatt acquired different franchise brands. Later, in 2006, he joined an agency who specialized in Franchising. In 2008, Jamie left the agency and started his own firm, All Points Public Relations (APPR).

To listen to this podcast interview, [click here](#).