

Sample blog posts

1. Expert Advice

3 Questions To Ask Before You Choose A Franchise

If you're like most people considering owning a franchise, you probably have a couple of things on your mind:

- Is franchising *really* for you?
- If franchising *is* for you, what kind of franchises should you be looking at?

I have helped dozens of individuals transition into successful franchise ownership. Along the way, I have found the following three questions to be very effective in helping them get clear on *what* they want, and *what direction* to pursue.

1. How hands-on do you want your business to be?

This is important because some franchises lend themselves to having the owner work *in* the business, while others are structured more to have the owner work *on* the business.

The good news is, there are plenty of great franchises in both categories. So you have to decide, will you be happier primarily as a manager, or as an implementer?

2. How many hours do you want to work?

This may be a financial consideration for you as well as a lifestyle preference issue. But some people prefer to work only a few hours a week, and can afford to do so.

On the other hand, regardless of your financial circumstances, some franchises (particularly food service) require long hours, if you are going to be actively involved in managing the store.

3. Are you primarily a “people person,” an “idea person,” or a “thing person?”

Name a type of business, and I can probably give you three good franchises in that category to explore.

But there's no sense looking at a highly technical franchise, for example, if your “sweet spot” is talking to and listening to people. Franchisee, know thyself — and your chances of success *and* happiness will be at their best.

Your next step? After you have asked (and successfully answered) these three key questions, send me an email and let's set up a time to talk.

Why?

Not so I can sell you a franchise. (I can't, anyway. All I can do is recommend one, and I would almost never do that on the first call I have with anyone.)

No, the reason we should talk is I have 12 more questions which will give you even more clarity and confidence!

I'm looking forward to talking with you.

--

2. Success Story

How Michael Firestone Found Franchise Success

In my work as a franchise consultant, nothing makes me happier than when a client starts from square one and develops a full-blown, fulfilling, profitable career with a new franchise.

My client Michael Firestone (he asked that I change his name for privacy reasons) is one such client.

Michael was a senior financial executive in a Fortune 50 corporation. The work was becoming increasingly tedious and stressful for him, and the only way he could see to get rid of the tedium and stress, was to leave his job.

We worked together, having a number of valuable conversations. Michael was able to take advantage of some free tools I have access to as a member of the Franchise Brokers Association. His wife Holly was very supportive and helped him think through his career transition.

Michael decided to buy a tax-preparation franchise.

Michael doesn't actually prepare the taxes, but he has a great team of professionals working for him. And today, after three years of steady business growth, Michael has replaced the impressive salary he was making at his old corporate job.

One thing I have learned as a franchise consultant is that everyone seeking a franchise has different priorities, different dreams, different criteria. And sometimes we are too close to our own situations to see it objectively.

Please fill out the form below to see if we might set up a free franchise opportunity consultation for you. I'd love to have a brief exploratory phone meeting, to find out if we're a good fit to work together.

3. Warning

My Advice To You: Don't Just Pick "Any Old Franchise"

Franchisees are among the happiest people I have ever met. But you run the risk of being less than satisfied if you don't follow this simple advice:

Make sure you select a franchise that lines up with your personal preferences for work, lifestyle, and type of customer.

Some franchises require very active involvement on the part of the franchisee; others allow more of a typical "ownership" model, where you can even hire a manager to completely run the business for you, so you have more time to use for other activities.

Like all businesses, different franchises appeal to different customer types. Think about the type of person you would enjoy serving. See if you can find a franchise that typically has that kind of person as a customer. Put that on your checklist of what you're looking for, as you explore the world of franchises.

Remember, the right franchise offers you practically unparalleled freedom. At the same time, it's *your* responsibility to make sure the franchise you ultimately select is a good fit for what you are looking for.

If you'd like some help zeroing-in on the right kind of franchise for you, just send me an email and we can have a no-pressure, no-cost consultation to get you on the right path to the perfect franchise!

4. Slice of Life

The Other Day At Starbucks

The other day, after a club meeting downtown, I went to a busy Starbucks for a quick cup of coffee.

My old friend Joe, who still works at the large company I left five years ago, stopped in. Every move he made and every word he spoke seemed like he was on a stopwatch.

Joe was pleasant enough. But his mind was elsewhere. I could tell he was stressed and measuring his coffee break in seconds. After a couple minutes of pleasantries, Joe excused himself and walked briskly out to get back to his job.

It wasn't more than five minutes before Alex just happened to stop in. Alex is a fast-paced guy, too, but he was so much more relaxed. There was a twinkle in his eye, and the short conversation we had was — frankly — much more enjoyable.

Then Alex smiled and said "I have to get back to the store. My people need me."

"The store" is the franchise I helped Alex find a couple years ago, after I became a franchise consultant.

As I finished my Venti dark roast, I felt a warmth expand in my heart. I was so glad that Alex had found a place to work — a business to own — that brings him joy and satisfaction.

As for Joe, I still have hope for him. He's a good guy and a smart fellow. I don't know whether he'll get a franchise, or start a business, or simply find a new job that agrees with him more, but I expect one of these days he'll do something like that.

I really hope so. I'd like to see my old friend Joe happy again.

5. News

Vet's Second Career Is Home Improvement

[Fox Business Channel](#) recently told about Ron Adams, retired after 24 years in the U.S. Army. Mr. Adams has just opened an N-Hance Revolutionary Wood Renewal home improvement franchise in Columbia, S.C.

"I've always dreamed of opening my own business in a service-related industry that would allow me to take orders for myself while utilizing the strong leadership and interpersonal skills I gained as a drill sergeant, he told Fox Business Channel.

"I decided to turn to franchising because of the structure, established systems and procedures that a franchise provides."

Mr. Adams invested \$38,840 to get his franchise location open, one year ago. He said his military training made getting a franchise a natural fit for him.

“Veterans are used to following a set process and structure and know how to rely on a support network,” he said.

“After being in an environment with a constant sense of unity between soldiers, the structure of a franchise model seemed similar, as you must be able to trust fellow franchise owners and rely on each other for support. I knew that my self-discipline and determination to succeed, coupled with a proven business system of a national franchise, would allow me to excel as a franchise owner.”

To read Ron Adams’s full story, [click here](#).