

It's Time to Start Franchising



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Greetings! Spring, my favorite time of the year . . . the season of renewal and rebirth! Flowers are blooming and vegetables are

sprouting up in the garden.

Last month, my email newsletter was entitled "The Most Awkward Conversation In America" and discussed how lots of people are losing their jobs and inevitably a friend, relative, neighbor or acquaintance comes to us asking "I have lost my job, do you know of anything, or anyone who can help?" Unfortunately, layoffs happen all too frequently these days. So instead of planting the seed of an annual this spring, how about planting the seed of a perennial? Better yet, how about planting the seed of a "woody perennial" like a tree so that it does not die each year, but instead grows larger and larger for the next 10 to 20 years, or even longer?

Let's take a look at a seed that I think everyone thinks about at least once in their lifetime. This is a seed that can help people realize their dreams and take full control of their future. With this seed, they will have the freedom to make their own decisions and the flexibility to be there for their kids and grandkids when many other parents and grandparents cannot. Yes, I'm talking about business ownership.

Franchising is booming and some businesses we work with have even had record years, smack dab in the middle of a recession. Did you know that 16 of the 30 companies that make up the Dow Jones Industrial average started during a recession or depression? Check out the second feature article below by Rhonda Adams.

Although we have helped over 5,000 people since 2000 find the "woody perennial seed variety" that best matched them and their particular soil, many people don't realize a free service like ours exists. So the next time someone begins that awkward conversation and asks, "Do you know anyone who can help?" Please think of me. I promise to represent you well.

As the first feature article below states: "Someday in the not too distant future, people will look back and say, 'That's when the smart people did xyz.'"

Will they be saying that about you, your friend or about someone else?

Best regards,
Tom

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