



Complimentary
Newsletter

from

Larry S. Powell
210-479-2491

If Outside San
Antonio:

888-479-2491
larry@franchise-

quest.com

www.franchise-
quest.com



All Our Dreams Can Come True If We Have The Courage To Pursue Them.

-Walt Disney

From the NFL Locker Room to the Boardroom

By: Tom Scarda



[Franchise Your Business](#)

[Using A Franchise Coach](#)

[Removing Obstacles To Business Ownership](#)

[Contact Me](#)

There is a long list of professional athletes who have purchased a franchise business. However, there is only one who actually started a franchise from scratch. That is Tafa Jefferson, former offensive lineman for the Chicago Bears.

During my recent conversation with the former NFL player he asked me, "Tom, do you know what NFL stands for?" Naturally, to show how smart I am, I shot back, "National Football League." He said, "Nope, NFL stands for Not For Long!"

Many NFL careers are ended early due to injury, and Jefferson's career was no different. It ended when he suffered unsustainable ankle damage, and he was relieved of his position even sooner than he expected. But his preparation in school allowed him to not miss a beat.

In college, Jefferson understood football was just a means to an end. The young athlete recognized that being a professional football player is short lived, regardless of your age. It's just too hard on the body to play for 20 years. He



knew that someday he would need a plan B.

[Read More](#)

A Harvard Psychologist Says People Judge You Based On 2 Criteria When They First Meet You...

Harvard social psychologist Amy Cuddy.

People size you up in seconds, but what exactly are they evaluating?

Harvard Business School professor Amy Cuddy has been studying first impressions alongside fellow psychologists Susan Fiske and Peter Glick for more than 15 years, and has discovered patterns in these interactions.

In her new book, "Presence," Cuddy says that people quickly answer two questions when they first meet you:

- Can I trust this person?
- Can I respect this person?

Psychologists refer to these dimensions as *warmth* and *competence*, respectively, and ideally you want to be perceived as having both.

Interestingly, Cuddy says that most people, especially in a professional context, believe that competence is the more important factor. After all, they want to prove that they are smart and talented enough to handle your business.

But in fact, warmth, or trustworthiness, is the most important factor in how people evaluate you.

"From an evolutionary perspective," Cuddy says, "it is more crucial to our survival to know whether a person deserves our trust."

It makes sense when you consider that in cavemen days it was more important to figure out if your fellow man was going to kill you and steal all your possessions than if he was competent enough to build a good fire.

But while competence is highly valued, Cuddy says that it is evaluated only after trust is established. And

focusing too much on displaying your strength can backfire.

She says that MBA interns are often so concerned about coming across as smart and competent that it can lead them to skip social events, not ask for help, and generally come off as unapproachable.

These overachievers are in for a rude awakening when they don't get a job offer because nobody got to know and trust them as people.

Cuddy says: If someone you're trying to influence doesn't trust you, you're not going to get very far; in fact, you might even elicit suspicion because you come across as manipulative. A warm, trustworthy person who is also strong elicits admiration, but only after you've established trust does your strength become a gift rather than a threat.

Who Do You Know.....who may be desirous of the flexibility, freedom and independence offered by self-employment and business ownership? Folks transitioning out of the military or corporate employment, as well as those seeking to become refugees of corporate America are often excellent prospects for franchise ownership.

[Read more](#)


[Learn About Franchises...Do What You Were Meant To Do](#)

Are you tired of your job? Is your boss driving you to your wits' ends? You have the urge to tell your boss what she / he can do with the latest company policy. Are you scared that you might be next to get the official pink slip? The reality of corporate life is becoming more painful ... you are expected to do more with less... job security is an illusion... your work-life and income is being dictated by someone else... your employer isn't investing in your future. Today, creating your own job has become the new path to job security.

Would this scenario be of interest and value to you...a process where you receive assistance to help you better identify your goals, financial requirements, lifestyle needs and what you would like for your work-life to look like; then provided information on franchise and self-employment options and guidance on exploring these opportunities within the confines of a safe and no-obligation environment? Remember, a window of opportunity won't open itself...

Do you have an entrepreneurial spirit? If so, contact me. There is no obligation and there is never a cost for my service. You have nothing to lose, except perhaps "that opportunity" that is just for you.

[Read more](#)



"Featured" Concepts for February

The right franchise / business opportunity for you,

may be one that you have never heard of and wouldn't even guess.

There are thousands of franchise / business opportunities available today and cover just about everything from advertising to food services, home repair to laundry / dry cleaning, maid services to printing / copy services, real estate to weight control...from small to large and startups to nationally recognized. These concepts have various investment ranges and include many different industry categories. And, since the company knows the business, they aren't looking for owners with industry experience. They want prospective owners who possess a strong work ethic, customer service orientation, business and management skills, not technical expertise.

[Read More](#)

#first_name#,

Thank you for your subscription to newsletter / information from Franchise Quest.

You have received this email because you have subscribed to my monthly newsletter... Franchise Quest LIBRARY. If you no longer wish to receive the newsletter, please unsubscribe.



Franchise Quest provides free and no-obligation assistance to individuals worldwide, helping them identify franchise, business opportunity ("biz-ops") or low-cost-of-entry home-based business options that align with their personal and professional goals and objectives, lifestyle needs, interests, and financial requirements. We have direct access to hundreds of franchise / business opportunities in a multitude of categories and investment ranges.

Franchise Quest is an affiliate of the Business Alliance, Inc. (BAI), and the International Franchise Professionals Group (IFPG).

Note: Franchise Quest LIBRARY is intended to provide only general information about self-employment, franchise and business opportunities ("biz-ops") and it is not intended to be, nor should it be considered as tax, legal, or financial advice. It should not be considered as a franchise or business opportunity offering, or disclosure document. Information regarding franchises and business opportunities has been supplied by the respective companies and the accuracy has not been verified or validated by Franchise Quest. Prior to buying any franchise or business opportunity, a thorough due diligence should be conducted, including consultation with a CPA / Accountant and a Franchise Attorney.

Copyright © 2017 All Rights Reserved

