



Complimentary
Newsletter

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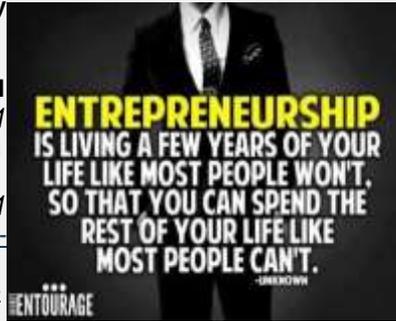
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The Greatest Danger For Most Of Us Lies Not In Setting Our Aim Too High And Falling Short; But In Setting Our Aim Too Low, And Achieving Our Mark. .

-Michelangelo



The Importance of Following the Franchisor's System

By Debra Hill

[Franchise Your Business](#)

[Using A Franchise Coach](#)

[Removing Obstacles To Business Ownership](#)

[Contact Me](#)

“Oh, I just will do it my own way” is a gigantic step toward trouble. When I hear a prospective franchisee announce something along those lines, I have one bit of advice for them. “Don’t buy a franchise.” Recreating the wheel is not a good idea in the franchise world. Sure, there are examples of products derived through franchisees. However, those examples are few and were accomplished under the direction of the franchisor.

Running the franchisor’s program isn’t just an exercise of power. By following the rules of the franchisor’s system, the brand is consistent across all locations. And, consistency is the vital key to success of your location as well as the entire brand.



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An Overview of 2017 Small Business Trends

Guidant Financial recently surveyed more than 1,000 of its small business owner clients to create a comprehensive State of Small Business Report. This report paints a picture of current small business trends, including who today's small business owner is, as well as a look at the companies they run. From income to education, and industry to location, here's what you need to know about who today's business owner is, how their businesses are performing and what struggles they're facing.

Our survey revealed that baby boomers are well represented in the league of small business owners, with the largest group of our respondents in the 50 – 59 age range. However, there's no perfect age for entrepreneurs. Year over year, we saw an 84 percent increase in entrepreneurs age 30-39. This may indicate that younger generations are looking to become their own boss earlier in life.

Small business owners come from a wide variety of backgrounds and lifestyles, including their educational background. A large majority of our small business owner clients had some college education, but it was more common to have not attended college than it was to have earned a doctorate. Eighty-two percent of Guidant's survey respondents had an associate's, bachelor's or master's degree, but 15 percent had only a high school diploma or GED. And an even lower percentage had a doctorate degree (3 percent).

Business ownership is a busy yet fulfilling lifestyle, and our clients are excited about the future. In fact, most entrepreneurs indicated they are looking to expand their business's operations. When we asked about how additional capital would be spent, the most popular answer was growth. Business owners also indicated they're hoping to acquire additional staff and new equipment.

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.

If you encounter someone...

- Disenchanted with working for the "Man" (or, even "Woman"),
- In career transition, but not interested in jumping back into corporate America,
- Interested in a piece of the American dream,
- Motivated for whatever reason to be his or her own boss,

- Seeking to add a business to an already successful portfolio of business(s).

Or, a business owner who would like to explore franchising his / her business.

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[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.

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"Featured" Concepts for March

**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.

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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.

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