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# F Words Impacting Your Franchise Awards

Myths Keeping You From  
Your Next Franchisees









**NET WORTH**  
**(JOE)**



**TERRITORY CHECK**  
**(JILL)**



**WORKING CAPITOL**  
**(JANE)**



**EARNINGS**  
**(AL)**

*I am not just  
a number*

# Stats

- 70.8% of Americans want to be self-employed, but are employees.

(source: 20somethingfinance.com)

- About 9.9 million out of 164 million Americans are actually self-employed = 6% of the American population.

(source: BLS report 2022)

- Do we see the opportunity?

# Dispelling The Myths

Could a myth be keeping you from becoming a legend?





NOW ENTERING THE  
OPPORTUNITY ZONE.

PLEASE DISCARD YOUR  
PRECONCEPTIONS



Are these myths **holding your candidate back** from taking a closer look at your brand?

### Myth 1

Finding the right business will make me successful.

Don't sell yourself short. You're already successful in key areas of your career and your life. We'll help you match those qualities to specific career options

### Myth 2

The secret to success is find a career doing something I love.

Brace yourself: Businesses founded on the owner's background, experience or knowledge have the highest incidence of failure. If you restrict your options to things you're already good at, you shut down a universe of possibilities.

### Myth 3

I'll know the right opportunity when I see it.

That's a trap: Believing that you'll fall in love at first sight. Many people make an emotional connection with a career, and invest months of hard work, only to find that it doesn't meet their needs. Our process helps you avoid that pitfall.

### Myth 4

I can't be in the \_\_\_\_\_ business!

I don't know a blankety blank thing about \_\_\_\_\_ \$!

You don't have to. You hire people who do. You're in the business of growing a business. That's where the action and the fun are.



Are these myths **holding your candidate back** from taking a closer look at your brand?

### Myth 5

Corporate HQ will dictate everything. I won't have any control. Franchisors provide the framework, but you manage, market and promote the business. You're in charge. Remember: Franchisors don't win unless you win. It's a win-win situation.

### Myth 6

I can't be creative in a franchise. The creativity comes in managing and marketing a proven process. And there's plenty of room for your ideas. You'd be astonished to know how many product and service innovations have come from franchisees, not the parent company.

### Myth 7

A franchise requires more money than I can afford. That depends on how you approach it. Our most successful clients have seen it as an investment. Before you let money concerns squelch your future, talk to us. Like owning a home, there are many ways to finance a franchise. We know the ropes. Let us advise you.





# The F Word





Is for Franchise



THE ENTREPRENEUR'S SOURCE  
Career Ownership Coaching



## Is for Franchise

Some people stop listening the moment they hear that word. Usually, it's because of misconceptions.

Give yourself permission to look at franchising objectively for just a few minutes.

Ninety-five percent of our Clients discover a franchise they wouldn't have look at on their own.

Need further incentive?

More than 805,000 franchised businesses will generate \$860.1 billion of economic output into the U.S. economy this year and will represent 3% of the total nominal Gross Domestic Product.

-2023 IFA Franchising Economic Outlook

### Franchising Delivers by:

Generating jobs for  
more than 8.7 million  
Americans with a  
forecasted growth of  
3.0%

Providing \$521.3  
billion of GDP  
contribution to the  
overall economy

Producing  
\$860.1 billion in total  
economic output



**‘F’ IS FOR...**

**Frustration**

**Fear**

**Failure**

**Finances**

**Family & Friends**



**Myths = current mindset / beliefs**

**F Words = emotions**

**How do we help people work through  
these emotions and distinguish fact from  
fiction?**





**FLEXIBLE LIFESTYLE**  
**(JOE)**



**COMMUNITY**  
**(JILL)**



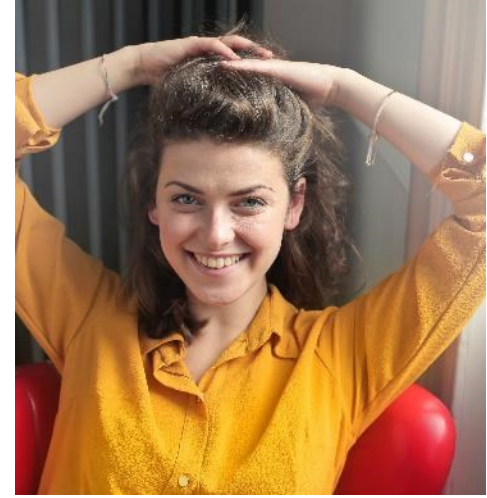
**BUILDING EQUITY**  
**(JANE)**



**FAMILY**  
**(AL)**

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Thank You! |