

Making The Change: From Jobless to Ownership

You are 54 years old. You have recently become jobless. And *this* time you have a nagging feeling that the jobs being wiped out by the economic turmoil are not going to be replaced when a recovery occurs.

What are your choices?



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In the past decade, we have spoken with thousands of people who faced the harsh reality of joblessness. And we witness the same pattern:

- They attack their job search like a demon, sending waves of resumes out, networking with everyone they have ever known, and speaking with as many recruiters as they can find.
- A couple of interviews occur early on with people who are either trying to gain their services “for half their going rate” and they turn them down.
- Then NOTHING happens. People stop taking their phone calls. 6 months goes by. Then 8 months. Then 12 months. Meanwhile, they are nibbling away at their savings and stricken with panic.
- So they call us. But because they “waited too long” and depleted a large amount of their savings, their ability to purchase a franchise or start their own business has either been eliminated or they will have to consider a less expensive business to purchase, which may not be as lucrative to them.

What could they have done differently?

Step #1: Ask “The Tough Questions” right away

- Most recruiters don’t want to be the one to have to tell you that you’re probably “unemployable.” And it has nothing to do with your prior performance. It’s all about “supply and demand,” and, YES, your age and corresponding “trainability.” In today’s economy, these are often “the rules” – as ugly as it may seem. And even if you directly ask a recruiter about your employment potential, they are probably not going to be frank with you. And who can blame them? No one wants to be the bearer of bad tidings. What they might share with you, however, is their assessment of the current job market. **Ask them:** *In your opinion, is this job market going to recover for someone like me? Are the jobs lost in this recession “recoverable?” Would I be better served “going another route?”*
- No one has a crystal ball, but sometimes we all need a Sequoia tree on the side of the head to face our realities. See what you learn when you seek this information. Seek multiple opinions. Sometimes, the sooner you face reality, the better off you are.

Step #2: IF you have concluded that finding a job is NOT going to be easy (or even possible), then understand these to be the most common choices you will have:

- You can “re-package” yourself to another expertise – and begin the search again. *(You should know that this is NOT easy, as many of the biases that plagued you in your prior work will follow you.)*
- You can start your own business *(Certainly feasible, but statistics indicate there is a very high failure rate...70-90%.)*
- You can retire – and lower your lifestyle expectations. *(Not an option unless you have done a pretty good job of saving over the years.)*
- ***You can leverage your savings and/or retirement monies (without penalties) and enter the world of franchise ownership.***

Step #3: Get your head right before you do anything

- If you have cash flow problems – attack this issue first. Figure out how much money you need to cover your expenses each month – and then figure out two things: 1) How much of this “need” can be reduced by tightening your belt and 2) what small things you could do to help you meet this need.
 - *For example, if you have monthly expenses of \$3000, that’s 6-\$500 freelance jobs. Break your talents down into “buckets” and quickly determine which might be able to make you some quick cash. Don’t make it hard for someone to use your freelance talent. If a particular project or task usually demands a \$2000 payment, offer it for \$500-750. You’re not trying to succeed at freelancing, you’re trying to survive. Get out there and network.*
- If you feel you have no talents with which to provide you short-term income – then find a part-time job, and at least “stop some of the bleeding,” so to say. If your children and spouse are not working, let them find part-time (or full-time, as appropriate) jobs as well.
- If your head is still spinning over your having to consider all these “new choices,” you are NOT going to be able to make an informed decision about *any* of your choices. Sit down with your family (or other support groups) and review your potential choices with them. Set a time period by which you are going to evaluate your choices – and then make a decision.
- Don’t be afraid to even *begin* your process with a much needed 2-week vacation. Clear your head. Then come back focused and ready to find your new direction in life.
 - *If you find you’re unable to face your fears about change – then seek proper counsel to get you back on track – and focus on getting information to assuage your fears. Speak to a professional counselor, a member of the clergy, or other outside mentors. In terms of “fears about franchising,” most clients come to us absolutely laden with fears – “fear of personal failure,” “fear of financial loss,” “fear of the unknown,” and “fear of disappointing their family.” We help them understand whether their particular fears are justified are not – and more times than not, the more information they have, the less fears they own.*

Step #4: Set parallel paths to investigate your choices. Let *The YOU Network* guide your franchising evaluation process.

- So many people find the field of franchising to be SO new to them, that their first reaction is to say to us, “Just send me some things, and I’ll get back to you.” What they don’t know is that searching the internet isn’t going to give them the answers they seek. The only way to REALLY learn about franchising or a particular franchise – is to meet the people involved with the franchise.
- This is why the best way to learn about franchising is to work with a franchise consultant, like *The YOU Network*. Your franchise consultant will help you assess your skills and needs, introduce you to the right franchise for your needs, and then work at your side to help you evaluate your options DIRECTLY WITH THE PARTICULAR FRANCHISE(S). IF you decide that franchise ownership is right for you -- and that you and a particular franchise have mutually decided you’re right for each other -- then your consultant will help you make the transition from the job world to franchise ownership as seamlessly as possible.
- View the process of *investigating* franchise ownership as just that – *investigating*. You are under no obligation to buy a franchise at any point in *The YOU Network* process. So don’t put undue pressures on yourself. Look at it as “one choice” – just as you have other choices to consider.
- If after committing time to the evaluation process offered by your franchise consultant, you decide you want to pursue a different direction than franchising – your TYN consultant will shake your hand and wish you luck. But at least by participating in the TYN process, you will have made an *informed choice* – instead of rejecting an opportunity before you really understood it.

Step #5: Embrace your new choice – whatever it is.

- Go into your new life direction with wind in your sails – and don't look back. If you choose franchising, don't waste an ounce of energy on whether or not there was still "the perfect job" out there for you. If you choose a job, focus on the positives instead of the negatives. Nothing in this world is perfect, and you will succeed far more when you come to the realization that anything you do "is what you put into it." (If you choose to retire, you should know that we're all jealous!)

Franchise ownership isn't for everyone – but for those who want the benefits of business ownership, without all of the headaches, it can offer a marvelous platform from which to build personal success. To learn more, request a free consultation at www.theyounetwork.com or call 623.975.9703 to speak to a consultant today.