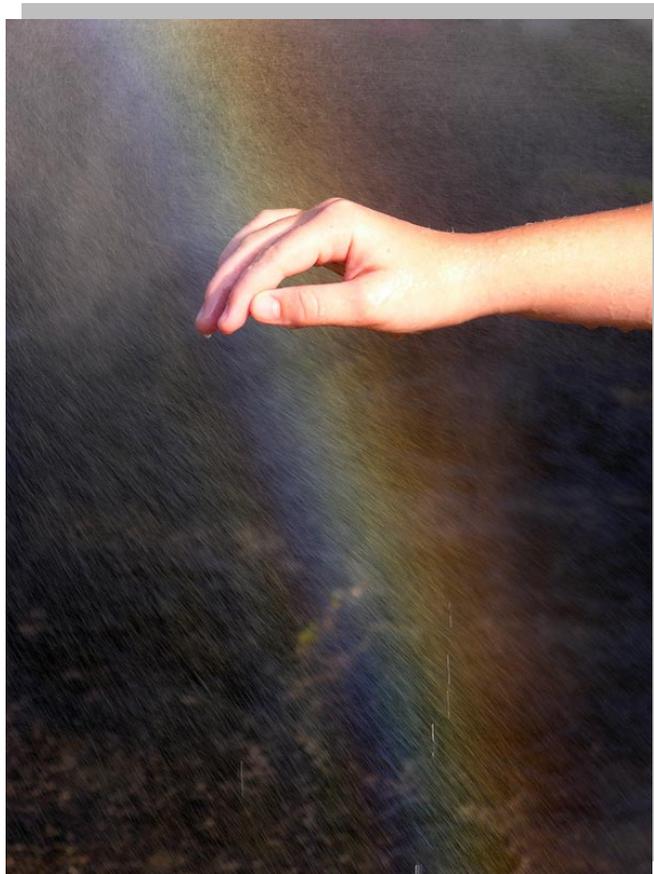


More Success Stories

We like nothing better than hearing from our prior clients – and “how they are doing” in the world of franchise ownership.

“It’s like I’ve caught a rainbow...” one of them said.

Here are more of their stories ...



More Success Stories

Here's a note from a recently retired corporate executive – who knew himself well enough to know that he would not “take to retirement” very well – and needed a new focus in his life:

Thank you so much for your help and guidance. I do not think that I could have accomplished this, and opened a new chapter of my life, without your efforts and planned approach. I admire your protocol in exploring interests and potential of individual prospects -- and then researching to align them with appropriate business prospects. Your strategic process has helped me in making my decision. I am confident that this new venture will work out for me and my family.

I will not have any hesitation in recommending you to anyone who might seek assistance in opening a new chapter like I did.

Again, thank you very much.

Best regards,

SH, New Franchise Owner

A “thank-you” from a couple in their mid-40’s – who spent 2 years clicking on franchises of potential interest on the internet and contacting every so-called “consulting resource” they could find – until they figured out they needed professional assistance from one of our experienced franchise consultants:

I wanted to thank you for all your assistance in helping my wife and me with our recent franchise purchase. Your experience, professionalism, candor, **listening** and patience were exactly what we needed to complete a successful search. You took the time to understand our wants and goals *before you ever presented the first opportunity*. And I really appreciated your follow up during the due-diligence process and after the purchase -- to ensure we are happy with the selection and to offer assistance as we went through the process of opening our store. That certainly exceeded our expectations!

I'm thought, like many others, that the best approach to finding the right franchise was to “hire every broker I could find and let them do the work.” Well, I have to say that I tried that -- and absolutely made myself crazy in doing that. No one came *close* to your level of service. I have already recommended you, and will continue to recommend you, to anyone that asks us, *“how did you find the right business to open?”*

EA, New Franchise Owner

An interesting note from a 2-year franchise owner – and how it has changed her perspective on life.

When I was working for corporations, I always felt like I wanted to “win” a lot more than my associates. I figured out, early on, that I was simply a LOT more driven to succeed than they were – and, as a result, I always felt like a “horse at the gate” ready to start the race – yet no one ever opened the gate!

You told me, when we worked together, that with franchising – I could take my business “as high as I wanted to” – as long as I found the right franchise for my particular skills and needs.

How those words rang true to me! And still do, every day. I find myself telling people that I feel like I've “caught a rainbow” – as my life has changed so much -- and all for the positive. I know -- “a little corny” – but it's true.

Building my franchise has been hard work – but I feel more “in control” than I ever have before. Of my life, my business, my time, my family's needs. I've learned a lot about myself in the process as well. It's not just the “bottom line” – it's the whole picture. The ability to HAVE A LIFE – and be proud of what I've accomplished.

Thank you, thank you, thank you. Your mentoring is what got me to this point, and I am happier as a result.

SL, 2-year Franchise Owner

Here's an unusual letter from a client – that we turned away and suggested they come back at another time in their life!

I am 50 years old. Two years ago, I was laid off from the company I had worked with for 25 years. I don't need to tell you that I was devastated. To be honest, I had trouble even focusing on my options. I never knew so many "doors could slam" against someone in the work force who was my age. But I needed to do something quickly as my wife worked only part-time, and we couldn't expect to live on her income.

A neighbor of mine recommended I investigate franchising, as he had become a franchise owner just 2 years before. I was directed by him to one of your consultants, who spent hours with me, discussing my job history, my skills, my weaknesses, what kinds of work I LIKED to do – and didn't like to do...and a whole lot more about me and what might be right for me. She also asked a lot of personal questions about "how I was dealing with my layoff – and what I had done to get through this transition period." And to be honest, I admitted to her I had a lot of residual emotional issues that were still troubling me and keeping me from being able to think clearly.

After many conversations, my consultant told me that she was "at a crossroads" with me: that she could continue to direct me to franchises that met my personal criteria, and continue working with me as I evaluated these franchises – or she could "shake my hand, and part company." And that, frankly, she was opting toward the latter – because she just didn't believe she could help me – that I would NOT be able to present myself well to the better franchise companies, let alone operate a franchise effectively – given my current state of mind.

I was a little bit shocked at first. No, I was angry – until I realized she was doing me a favor. She helped me understand that purchasing a franchise was a minimum 5 to 10-year commitment, and not one to enter into lightly. That she could help me, but that I had to get past some of the anger over my layoff and other issues – or that they would "get in the way" of my being able to appropriately start a new chapter in my life with franchising. She suggested I take 60-90 days to think through what I really wanted to do – and not view franchising as a "buy a job" alternative.

I discussed her advice with my wife, who wholeheartedly agreed with my consultant – and I took my 90 days. I looked at the job market (which was offering less pay from lesser companies, if at all); I read books on franchising that my consultant recommended to me and tried to grasp the pros and cons; and I even looked at the possibility of starting my own business. Near the end of my self-imposed sabbatical, I realized that:

- I had no desire to continue to do the work I was doing – particularly at a lesser company for less money. My ego was too tied to my work to allow that.
- I really didn't want to start my own business – the failure rates seemed high for my comfort level
- Franchising options seemed to open more new doors for me and could potentially help me meet my financial goals – but I wasn't sure about which one? There were SO many to choose from. Which would I have a greater chance of succeeding with?

I called my consultant – and asked her if she was willing to work with me again. I told her what I had gained from my sabbatical – and that I was "ready to go" and see what kinds of franchises might be right for me.

That's where we are now. I'm just re-engaging in the process with *The YOU Network* – and am looking forward to finding a franchise business that makes sense for me and my family. *But first I wanted to write to you and thank your consulting group (and my consultant) for their honesty and integrity in dealing with my particular issues.* I can say without hesitation today that had I continued on the course I was on earlier, I might have jeopardized my investment. And my consultant straightened me out. This kind of ethical behavior is totally refreshing in today's world.

PB, Southeastern paper manufacturing executive

This summarizes a phone call – from a client – 3 years after he purchased his franchise.

You told me that my first year would be the roughest...and you were right! Just as you said, I bandied your name about a little that year – and I wasn't always saying nice things! But by the second year, JUST AS YOU PREDICTED, I started to get the hang of things. I was getting better at the work required, my customer base continued to build more efficiently, and I was finding that I was really starting to get the results I had envisioned.

It's now my third year. I have begun to make a nice profit – my family sees more of me again – and my time is becoming increasingly more flexible. The franchise organization has been first-rate in the support they have provided – but I have to tell you – the best part is that *I have no surprises*. Oh sure, there are little things. But to the most part, it has been just like you said it would be.

I have you to thank for helping me get a sense of what it would be like – you really got into my head and figured out what would work best for someone like me, didn't you? Well, I thank you – and my family thanks you. We really seem to be on the right track now.

RT, 3^d year franchise owner
