



"I had a desire to be directly rewarded for the effort I put into my job."

WITH A FRANCHISE, THE ODDS ARE IN YOUR FAVOR.

Why is it that the majority of independent businesses fail, whereas the majority of franchise businesses succeed? When most entrepreneurs go into business for themselves, they are often know "how" to do the technical work of the business but may not know as much about the strategic parts of developing a profitable business. On the other hand, a franchise business allows you to invest into proven business systems and strategies that have worked for many other business people, just like you.

The franchise concept lets you apply a proven method that, when followed correctly, will yield strong, predictable results. The experience the franchisor gives you is invaluable, as is the help you'll receive with things like site-selection, employee training, marketing and inventory. A franchise gives you a proven system that is already working for others. It reduces the learning curve and helps prepare you to be as successful as possible.

Can franchising be as big as it appears to be? "The Economic Impact of Franchised Businesses," conducted by PricewaterhouseCoopers, calculated the total economic impact of franchise systems at \$2.3 trillion. Yes, that's trillion with a "T!" This accounts for over 11 million jobs from over 900,000 businesses.

But don't focus on just the numbers, because this is a very personal decision. Think carefully about your skills, as well as the lifestyle you want and type of work you're most passionate about. Franchising lets you follow your dream by doing something you love, while eliminating much of the risk and guesswork that usually accompanies a new business start-up.