

Beware of the Ambush!

Go confidently in the direction of your dreams.
Live the life you've imagined. Don't let anyone ambush you!



A dream denied...

Many people who dream of independence find a franchise that captures their interest. However after a short time of a few days or a week at most, that interest and even excitement is gone—even before they have done any serious research on the opportunity. What happened? They were ambushed!

THE SPOUSAL AMBUSH

This is a familiar event. The business seeker claims, "I've talked it over with my spouse, and he/she says it's my call. Whatever I want to do is just fine!" Fine until the hopeful owner comes home and starts talking about the franchise. Suddenly, the objections and concerns begin to flow. Soon, the task of business ownership becomes complicated by marital disagreement, and what was so promising now appears impossible.

THE SOLUTION

Owning a business is a family decision. Even before the search begins, the couple needs honest discussions about the benefits and challenges of business ownership. Address all concerns and issues up front so that the family presents a unified front. When there is agreement to go forward, both parties should attend any future discussions together so that each has the same information. Investing in a business is an important decision and calls for full agreement from both partners. This process will be easier with a supportive spouse. An added benefit is that one may ask a question the partner did not consider.

THE FRIEND/NEIGHBOR AMBUSH

The minute you mention your interest in a business, your friends and neighbors will cheerfully provide their opinions about your choice.

THE SOLUTION

Give each opinion the worth it deserves based on the knowledge and business experience of the opinion giver. Thank them for their interest and move on to the next subject.

THE SELF & INTERNET AMBUSH

Often people destroy their own dreams of business ownership by confusing casual inquiry with real research. For example, you might be interested in a certain type of business and check online to see how many of them there are. That is interesting - but it tells you nothing useful. It won't tell you the size of the market, the market's niche or the retail business targets. It may be that the market is under-served or you might ask a competitor about the business, but don't expect an unbiased opinion.

THE SOLUTION

Serious research about the industry and the franchise is absolutely required, and franchisees already in the business are an excellent source of information. Your FranNet Consultant will coach you through the research process so you have a solid and tested guide for your research.