The Top 5 Myths of Franchising

Is a Myth Keeping You from Becoming a Legend?

The secret to success is finding a career doing something you love.

Businesses founded on an entrepreneur’s experience alone have the highest incidence of failure. Franchising allows you to take the skills you’ve gained and apply them to a new business.

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

95% of the people who work with our Coaches wind up discovering a business opportunity they never would have considered or would have previously dismissed.

I can’t be in the _____ business! I don’t know anything about _____.

You don’t have to—you’re in the business of growing a business. When a person has too much experience in an industry, they often end up working in the business instead of on it.

I can’t be creative, corporate will dictate everything.

The creativity comes in managing and marketing a proven process, and there’s plenty of room for your ideas—several product and service innovations have come from franchisees.

I can’t afford a franchise.

Before you let money concerns squelch your future, talk to a Coach. Like owning a home, there are many ways to finance a franchise.

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