



Every morning I find myself waking up with thoughts I want to share.

When I look back at the successes I've had I realize how often they involve finding the balance in what may seem on the surface like opposed ideas.

For example, being fearless, yet being careful.

When I left the corporate world behind to open my first franchise I had to be fearless to take that first step. But I also had to be careful. I chose my franchise carefully.

Taking any first step requires a certain amount of fearlessness. Have you ever seen a child learning to walk, or taking that first wobbly ride down the street on a two-wheeler?

Three or four years after my franchise decision, I learned that my fellow-workers, who sat at corporate cubicles in the same room as mine, no longer had the jobs

they had counted on keeping until retirement. Sometimes not taking that fearless step means being careless, when you think you're being careful.

Now here is the other important side of decision-making. Being fearless does not mean taking a wild, unconsidered step.

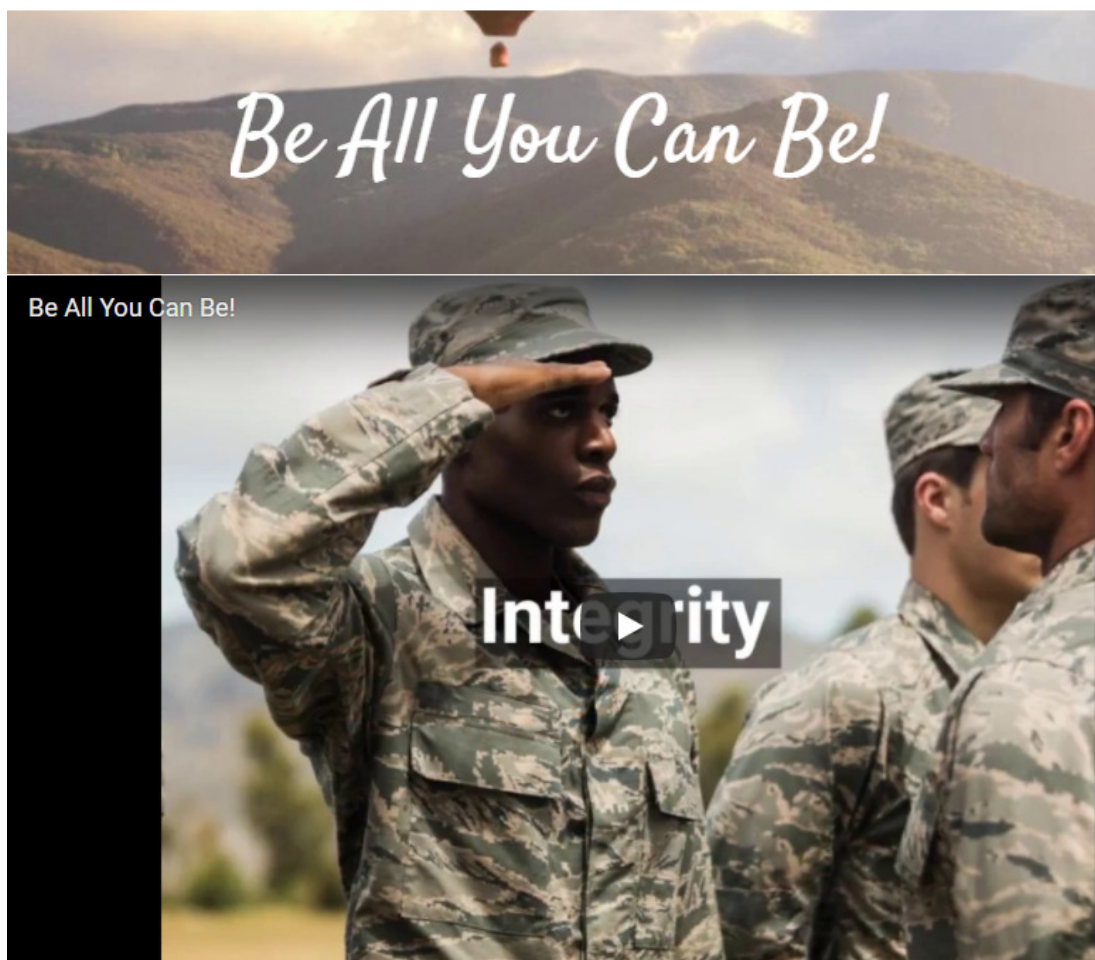
Every franchise out there is not for you, and some are not for anybody.

Once a good idea takes hold – like franchising – it begins to attract a wide range of players, not all of whom apply the same standards or adhere to the same levels of quality.

That's why I maintain "Liz's List." Every franchise on it may not be for you. That's where my advice weighs in — it's all about matching skills and expectations with franchise offerings. But you can be sure that every franchise on my list is of the highest quality.

Think about taking that careful, fearless step.

But before we walk, we talk. Call me for a conversation.



Remember this highly successful recruiting message used by the US Army to attract talent? The message is adaptable to today's business environment. I offer it here as a reminder that 'being all you can be' is exactly the right message for today's veterans who have completed their service and are looking for a new way to apply themselves in their local communities. This is the right recruiting message once again, but this time with the goal of encouraging veterans to explore franchise ownership.

As an experienced franchise advisor, I have seen the impact that our veterans are making as franchise owners. From those who have retired after a long and distinguished career to those who are just exiting the service, ready to contribute to society in a different way, veterans continue to prove that their leadership training, discipline and can-do attitudes flourish in a small business environment.

And veterans bring more than just the skills necessary to get the job done. Veterans are quick to appreciate those franchise companies that have created a strong internal culture and place a high value on teamwork and collaboration. They bring an appreciation for the processes, disciplines, and strategies that are documented and delivered by a well-oiled franchise organization. They recognize the importance of the mission, of working together with their fellow franchise owners, and of setting and

achieving goals. Given instructions on how to operate their chosen franchise business, they follow through, embracing the coaching provided them by their franchise support team.

Franchise ownership is, in fact, nothing less than an opportunity to continue the quest to 'be all that you can be.' In my role as a franchise advisor, I have been honored to work directly with many veterans, helping them to evaluate franchise opportunities that are appreciative of their military training and leadership skills. They are all flourishing in the businesses they selected based on my suggestions. Just as importantly, many of them have in turn reached out to veterans who are seeking employment. When a proven leader can attract those who respect and recognize the value of that leadership, magic can happen.

If you are a veteran who is looking for a new opportunity to 'be all that you can be,' consider reaching out to me to discuss how you can take control of your destiny by becoming a franchise owner. Franchising gives you the best of both worlds: you are in business for yourself, but you are not alone. You are the head of your team in your local market and also part of a nationwide and sometimes worldwide team that shares a vision of personal and financial accomplishment.

Your military experience is valuable to these companies – as proven by the fact that most offer significant financial discounts to those who have served our country.

Let me be your guide on your journey to push towards your next mission, to 'be all that you can be' as a business owner. I'll match your skills and goals with the right franchisor off my select list. We just celebrated Veteran's Day. Celebrate yourself by creating your own future

Let's chat. Call me at [Contact info here]