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Many Women Returning to the Workforce

- Paul Davidson, USA Today

There are a number of reasons that thousands of middle-aged women are returning to the workforce. For one, the job market is better than it's been in decades. Another reason being the need for two incomes to support a household.

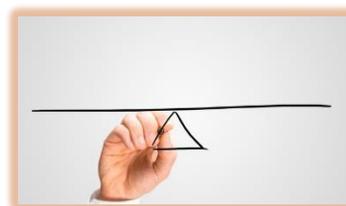
Paul breaks down the various reasons women are re-entering the workforce. Whether they be former stay-at-home moms, new divorcees, or someone looking for more fulfillment in life, the job market is seeing a "boom" in this particular sub-sector.

Franchising is an excellent example of an industry ripe with opportunities for women who have "been out of the game" for a prolonged amount of time. Women in entrepreneurship is at its highest rate in U.S. history. There are more women running Fortune 500 companies than ever before. And this is just the beginning, read more from Mr. Davidson!



Measuring success by communities -
Jenny Anderson, QUARTZ

Jenny uses a close, personal example of measuring success by the impact that person has had on their community. Franchising provides an opportunity to positively impact your local community. Read more!



Harnessing diversity of thought for competitive advantage – Alaina Love
- SmartBrief

All companies have access to the same three levers for success. Alaina breaks down what your role as the leader of your own company should be to leverage that success.



Communication - Social Media – Our New Normal

by Natalie Barnes, president of Business Alliance, Inc.

Our new normal probably includes texting family members versus a phone call, fast forwarding commercials on the television, choosing a streaming method to watch movies or videos, grabbing our smart phone to get the answer to what is being discussed at that moment, sharing family pictures, and shopping!

Marketing is changing dramatically based on how we communicate. When is the last time you watched a television advertisement that prompted you to purchase something? And when is the last time you saw an advertisement on Facebook that lead you to a purchase? My guess is the latter is more recent than the former example!

Social media connects us to everyone and everywhere. But social media also disconnects us!

When shopping and researching, some areas benefit greatly from the human connection. Communicating with someone takes you to another level of understanding. One such area is your franchise research. There are no automated questionnaires out there that, if answered, will tell you what franchise to buy!

Work with one of our Registered Franchise Consultants. They help decipher what is necessary to make an educated, competent decision! And why not?! The risk is only your time. Add the human factor and you will open your eyes to the right business model versus what “best list” you find online!

Relationships do matter in our industry!

FOR MORE INFORMATION ON FRANCHISING PLEASE CONTACT:

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