



Understanding Fear & Anxiety

It is amazing how things can change in such a short period of time. Last month we were all doing “business as normal” and just like that we have a pandemic sweeping across the world. You may be one of many who is being asked to stay home and shelter in place. You may have recently found yourself with reduced hours or worse yet unemployed.

Although it may not seem like a good time to be pursuing business ownership, a close friend of mine said “this too shall pass” and it will be an excellent time to be in business for yourself.

Unlike the financial crisis of 2008, lenders have money to lend making it easier for individuals to get financing.

I represent a large amount of franchise brands who provide success in strong and down markets. Many also are considered essential and remain open!

Recently, I came across some interesting information that is more relevant now than ever and thought I’d share. What makes people have “fear and anxiety?” What I found is that it tends to come from 2 areas.

- Lack of Information about something new to you – causing you to jump to conclusions prematurely, or simply feeling “out of control”.
- Self-Doubt – that you are moving out of your comfort zone and as a result you will fail.

Now is the perfect time to gather as much information possible to make an informed decision.

Let me assist you by matching you to a franchise that has been pre-screened to meet your strict criteria (a company that provides strong support and validates well). Only through this comprehensive approach will you truly make a “calculated” decision.

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April 2020

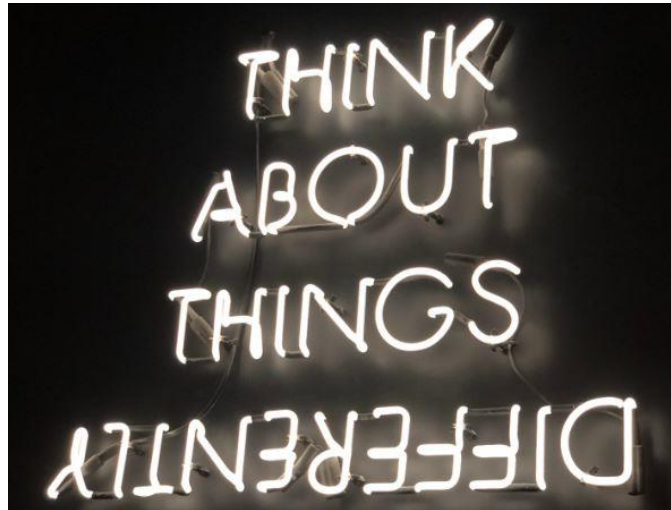


Over Fifties are the new generation of franchises

Age is just a number. And the numbers show that more and more individuals aged 50 and over are entering the world of self-employment, and in particular becoming franchisees. In this article, author Finoa Simpson discusses the many factors of why there is a surge in the number of “olderpreneurs” looking to launch new adventures post-50 including a growing desire to work more flexibly and have more control over working hours. They also are more likely to have capital to invest.

[Read more!](#)

It's Time to Think Differently..... a message from Natalie Barnes, president of Business Alliance, Inc.



Is it time to do your own thing? Tired of not knowing if your job will still be there? Is there an industry that thrives during a down market?.....Maybe it's time to think about things differently!

A franchise offers support and predictability. And the industry or category best suited for you depends on your qualifications, your goals, our economy, and your financial ability. We must think differently about what franchise to "buy" and take a look from a different lens.

Work with our team and we will save you time and help navigate the many factors when considering the best franchise for YOU!

FOR MORE INFORMATION ON FRANCHISING
PLEASE CONTACT:

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Referrals are always appreciated! Feel free to share my contact information with others who may be looking into a franchise opportunity.