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## Franchising's Positive Effect on the Fitness Industry

### - Club Industry

Franchising is fairly new to dozens of industries in the market and the effect is often noticeable right away.

Hear from the leaders of three different fitness franchises on what the franchise system has done for their model and similar models.

Franchising is so often favored because of the systematic simplicity of a franchise model. A brand is established, a process for owners is drawn out, and a market is grown across all parts of the country. For industries newer to the franchise model (more are emerging every year) the strategy can be a big change for them.

Unanimously, leaders in the fitness industry agree that franchising has had an extremely positive impact on their businesses. Read more from this article by Club Industry!



### Franchising and Building Wealth for Minorities - Nancy E Williams – Black Enterprise

Franchising is the leader in providing Minority Business Owners with the opportunities they need to succeed. Read Nancy's review of the IFA event's Forum in Los Angeles.



### How to Avoid Employee Turnover – An article by Bryan Adams – Inc. Magazine

Employee turnover is a huge financial and operational burden for employers. It's extremely relevant



### The New Year and Your Dreams, Goals, and Resolutions

By Natalie Barnes, President of Business Alliance, Inc.

December 31<sup>st</sup> to January 1<sup>st</sup>... one day that can make such an impact on your future! It comes with celebrations, new resolutions, and personal thoughts about your life and where you want to be.

Whether your resolutions relate to your business, your personal life, or both; cheers to enjoying the journey! And may 2019 be filled with a plan filled with action that results in exceeding your goals!

A quote from Brad Paisley gives us a great perspective: ***“Tomorrow is the first blank page of a 365 page book. Write a good one.”***

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