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## The Exciting Results of Trying Something New

Trying something new can be down right scary. No matter if it's in work or your personal life we all experience that uncomfortable feeling that comes with the unknown.

You may be experiencing just that as you consider purchasing a franchise. Author and keynote speaker David Dye gives leaders a roadmap they need to transform results.

He points out that new doesn't come easy. It takes effort. Your brain prefers inertia-if what you did yesterday was good enough, why spend the energy to change? When you choose to do something new, amazing things happen.

- You build your courage
- New gets easier the more you do it

If starting something new doesn't come easily, you're not alone.

- Learn what you can
- Do what scares you most first
- Surround yourself with a great support system

Source: Dye, David. [“The Exciting Leadership Results of Trying Something New”](#) LET'S GROWLEADERS, May 2019

### NATIONAL ECONOMIC IMPACT

	In Franchises	Because of Franchises
establishments	733K	N/A
jobs	7.6M	13.3M
payroll	\$269.9B	\$565.8B
output	\$674.3B	\$1.6T
GDP	\$404.6B	\$925.9B

A new franchise business in your town brings value to the new franchisee/owner, their family, and their community!

The numbers from the [IFA National Economic Impact Report](#) continue to prove how important franchises are to our economy! Sometimes the hardest part is finding the “right one for you”! Let me know how I can help!



### New Oasis Senior Advisors Franchisees Dedicated to Helping Others

Kristy & Mark Malone knew that navigating the maze of senior housing options was difficult based on their own family experience. They knew there had to be an easier way and they found it in Oasis Senior Advisor.

[Read more!](#)



## **The WHY Behind the Franchise Selection Process**

by Natalie Barnes, Business Alliance, Inc.

Do people buy a burger franchise because they like to eat burgers? Or do people buy a pet franchise because they love their pets? I am hoping the answer is no! It may be the starting point of their franchise research, but should never be the reason for the decision.

That burger franchise, that pet franchise, or any other franchise purchase is because it will “hopefully” fulfill their lifestyle and financial goals! And franchising “should” mitigate the risks and offer predictability and support.

And that burger franchise.....a person bought that because the new franchisee will hire their children, their children’s friends, and people in their community. Additionally, that burger franchise will allow them to have the American Dream of owning their own business! That burger franchise allows them to dream big so it may start with one franchise and lead to many. In other words, that burger franchise is so much more than burgers!

Our franchise consultants help determine the why and the how! They align your goals to the right franchise companies to mitigate your risks and provide predictability. A great process with no risk, other than time. Why not see what is out there and make a dream your reality!

**FOR MORE INFORMATION ON  
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