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Running a Business Is a Lot Like Playing Football

If you want to up your game, you need to look at your habits, team and attitude. When you invest in yourself, you can reach your goals and up your game. And this will require you to do more than meditate for a weekend or sketch out some quick plays.

1. **Read the Rulebook** – If you're serious about moving your company forward, then you need to be willing to learn what you don't know. So, take a class, watch a YouTube video or phone a friend. Don't stay an amateur at the expense of your company. If you want to up your game, try increasing your knowledge.
2. **Map Out Your Plays** – After you get everything on paper or your iPhone notepad, organize your dreams into goals. Schedule time in your calendar to sit, listen to the birds and write out all the ideas that come to mind. Figure out what plan comes first, then outline strategies that lead you closer to your ultimate objectives.
3. **Know Your Players** – Upping your game in business means increasing your awareness of your team. Your employees are behind your mission and want to see the company succeed as much as you do.
4. **Give Up Excuses** – Remember, game plans don't mean anything unless they make it to the field.
5. **Develop Strong Habits** – When we look at athletes, we cheer on the visible ones who are giving 110%. It's not that we don't recognize the incredible talent of the whole team, but we focus on what we see.



FASTSIGNS, the leading sign, graphics and visual communications franchise, was recognized as one of the Best of the Best Franchises in 2024 by *Entrepreneur*. This year marks the eighth consecutive time FASTSIGNS has ranked #1 in its category. FASTSIGNS has also been recognized by *Entrepreneur* as #73 overall on this year's Franchise 500.

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Two Men and a Truck is a moving company started in Michigan by two brothers in high school.

After more than 35 years and help from their family, including their mother, Mary Ellen, their company has grown into an international franchising brand that has become North America's largest franchised moving company. With more than 350 locations spanning the United States, Canada, Ireland and the United Kingdom, it is backed by experts in every field.

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Top 3 Reasons to Invest in Franchises During an Election Year

Investing in a franchise can be a smart financial decision, but doing so during an election year offers unique advantages. While the political landscape can create uncertainty, it also presents opportunities for savvy investors. Here are the top three reasons why investing in franchises during an election year can be beneficial:

- 1. Stability and Resilience** - Unlike independent businesses, franchises operate under a proven business model with established brand recognition and support systems. This stability can be a significant advantage during an election year when market conditions may fluctuate due to changing policies or investor sentiment.
- 2. Consumer Confidence and Spending Patterns** - During an election year, consumers may become more cautious, preferring to spend on familiar and trusted brands, which franchises typically represent. This consumer behavior can lead to sustained or even increased revenue for franchise owners, making it a strategic time to invest.
- 3. Potential for Policy Benefits** - By investing in a franchise during an election year, you position yourself to take advantage of potential policy shifts that could enhance your business's growth prospects. While no one can predict the exact outcomes of an election, being an early investor allows you to adapt quickly to any favorable changes.

FOR MORE INFORMATION 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.