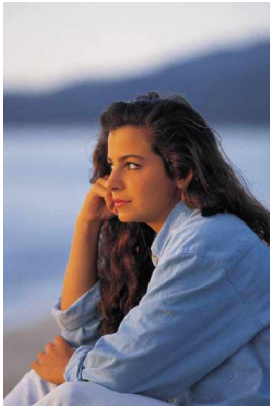




Knowing Yourself

Knowing Yourself Makes Selecting a Business Easier

So you have finally made up your mind! You are going to buy your own business! No more corporate politics for you. You never want to hear the words downsizing, right sizing, merged, acquired, or transferred again! You are finally going to do it...You're going to tell them all what they can do with that latest company memo! You're going to get the last laugh...and then...REALITY STRIKES!!!



Your mind races as it asks itself, which business? How much will it cost? Where should I do it? Is the timing right? What are my choices? You can feel the hairs beginning to stand up on the back of your neck. A warm sweat starts to develop on your forehead, while a cold chill goes up and down your spine.

As quickly as it formed, your granite-like resolve starts to dissolve, and you find yourself saying "Hmmm....maybe my boss isn't that big a jerk after all." Or, "Maybe the _____ (fill in the name of your industry here) business won't continue to consolidate and downsize!"

Your pulse begins to race as your mind goes back and forth between the reality of the uncertain life in corporate America, and the lack of knowledge you have of how to get the cure of owning your own business.

RELAX...the cure is at hand!

Not knowing what business you should own is perfectly normal! Like anything else that you look at for the first time, going into business is filled with new elements. They are not elements that are hard to understand, they are simply things that you haven't had to deal with before. So, give yourself permission to explore these new opportunities, but keep in mind what your goals are.

To succeed is it very important for you to take stock of both the business you are thinking of buying AND of yourself. In other words, you have to do homework on both the business and what it is, and on you, and who YOU are!

I am often asked, "What is the best franchise to buy?" Many of the inquirers are very surprised when I tell them that I have no idea! But, if you stop and think about it, asking what is the best business, is a lot like asking someone what is the best thing to eat, or where the best place to go on vacation is! The answer

will depend a lot on what you are looking for, what you like, and what your personal preferences are!

Ideal Franchise Consultants, LLC is in business to help you save money, time, and effort for informed business decisions. Our role is to both help you understand yourself, your business interests and strengths, and advise you through out the complicated process of investing in a franchise or business opportunity.

For more information, please visit www.IdealFranchiseConsultants.com or send an email to Greg Taylor at gtaylor@IdealFranchiseConsultants.com. For a no cost initial consultation, please fill out the "Request Information" form at www.IdealFranchiseConsultants.com and we will contact you within one business day.

Ideal Franchise Consultants, L.L.C. is a member of a leading national network of franchise and business consultants with over 25 years experience helping people find the right franchise or business opportunity.