

FRANCHISING: BUYING A JOB?



It's up to you!



by Lloyd Shears

I was doing a series of franchise workshops in Alberta last week. I really like going to Alberta. Their entrepreneurial spirit is alive and well! Housing prices are relatively low, incomes are high, and as a result, business is good. In fact, very good!

I had several very large audiences and some very lively ones. Each group is in-

teresting in some way, and my favourite part of the workshop is always the "Question and Answer" period I do at the end. This is where I really find out what people are thinking and get to share some of my experiences.

Last week a gentleman, I will call him "John", said, "Someone told me that buying a franchise is like buying a job. Is that true?"

The question took me a bit by surprise. Not that I haven't heard the question many times before, but in that he was careful to give ownership of the question to "someone else". I have learned when a person does this, I try and get to the source of the information. As I feared in this case, the source was his wife. Spousal sabotage had begun and it was unlikely this man would ever be permitted to buy a franchise. He left

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