



Complimentary  
Newsletter

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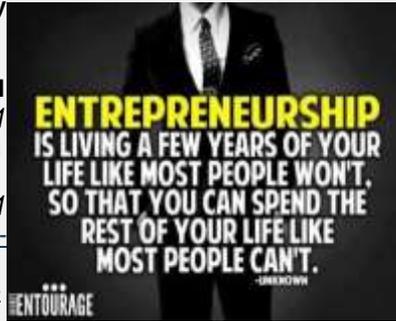
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**Your hopes, dreams, and aspirations are legitimate. They are trying to take you airborne, above the storms, above the clouds – if you will only let them.**

--Diane Roger--



**[Franchise Your Business](#)**

**[Using A Franchise Coach](#)**

**[Removing Obstacles To  
Business Ownership](#)**

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**Entrepreneurs Don't  
Overthink Things. They  
Make a Decision and Go  
With It.**

By Stephen Key

Are you overthinking it? I have a simple theory about why entrepreneurs fail to move forward with their projects: They spend too much time weighing their options.

I constantly stress the importance of doing one's homework. Studying whatever it is you want to master is essential to your success. But at what point should you take action? At what point have you read enough? Talked to enough experts? Gone to enough trade shows? These are great ways of gathering research. But there comes a time when you need to jump in or move on.

I teach people about entrepreneurship for



a living. Some of my students are very hesitant. They ask a lot of questions, which is great, but are unable to make a decision. They find excuses not to move forward. My educational program is a yearlong. Some spend an entire year on one project. That's too long.

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## Success Story...

Aslam Khan emigrated here from Pakistan when he was 32. When he arrived in California, his first job in the United States was as a dishwasher at a Church's Chicken. He moved up through the ranks of management with several Church's franchisees, climbing the corporate ladder. Aslam later had the opportunity to assist a franchisee with the turnaround of nearly 50 struggling Church's restaurants, prior to buying his own franchise units.

He has come a long way since his days washing dishes at a Church's Chicken. When Aslam became a franchisee in 1999, he went big, buying 97 Church's locations. Today, he owns more than 275 restaurant locations... 136 Church's Chicken, 45 Long John Silvers, 26 Hardees, 53 Piccadilly Cafeterias and 17 A & W locations.

**Aslam's Advice....** You have to be disciplined. Owning a franchise and growing your franchise portfolio requires discipline, diligence and following through on delivering what you say you will, whether to your franchisor, your employees or your vendors. Staying active in the business is also important. With more than 275 units, I'm still very actively involved in the daily operations of my business, as it could be difficult to manage that many restaurants and people otherwise. Staying proactive is key to our success.

**Who Do You Know.....**who may be desirous of the flexibility, freedom and independence offered by self-employment and business ownership? Folks transitioning out of the military or corporate employment, as well as those seeking to become refugees of corporate America are often excellent prospects for franchise ownership.

If you encounter someone...

- Disenchanted with working for the "Man" (or, even "Woman"),
- In career transition, but not interested in jumping back into corporate America,
- Interested in a piece of the American dream,
- Motivated for whatever reason to be his or her own boss,

- Seeking to add a business to an already successful portfolio of business(s).

Or, a business owner who would like to explore franchising his / her business.

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### [Learn About Franchises...Do What You Were Meant To Do](#)

Are you tired of your job? Is your boss driving you to your wits' ends? You have the urge to tell your boss what she / he can do with the latest company policy. Are you scared that you might be next to get the official pink slip? The reality of corporate life is becoming more painful ... you are expected to do more with less... job security is an illusion... your work-life and income is being dictated by someone else... your employer isn't investing in your future. Today, creating your own job has become the new path to job security.

**Would this scenario be of interest and value to you...**a process where you receive assistance to help you better identify your goals, financial requirements, lifestyle needs and what you would like for your work-life to look like; then provided information on franchise and self-employment options and guidance on exploring these opportunities within the confines of a safe and no-obligation environment? Remember, a window of opportunity won't open itself...

Do you have an entrepreneurial spirit? If so, contact me. There is no obligation and there is never a cost for my service. You have nothing to lose, except perhaps "that opportunity" that is just for you.

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## "Featured" Concepts for April

**The right franchise / business opportunity for you,  
may be one that you have never heard of and wouldn't even guess.**

There are thousands of franchise / business opportunities available today and cover just about everything from advertising to food services, home repair to laundry / dry cleaning, maid services to printing / copy services, real estate to weight control...from small to large and startups to nationally recognized. These concepts have various investment ranges and include many different industry categories. And, since the company knows the business, they aren't looking for owners with industry experience. They want prospective owners who possess

a strong work ethic, customer service orientation, business and management skills, not technical expertise.

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#first\_name#,

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Franchise Quest provides free and no-obligation assistance to individuals worldwide, helping them identify franchise, business opportunity ("biz-ops") or low-cost-of-entry home-based business options that align with their personal and professional goals and objectives, lifestyle needs, interests, and financial requirements. We have direct access to hundreds of franchise / business opportunities in a multitude of categories and investment ranges.

Franchise Quest is an affiliate of the Business Alliance, Inc. (BAI), and the International Franchise Professionals Group (IFPG).

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