

Are You Giving Up on Your Business Ownership Dream Too Soon? A Franchise Career Coach Can Open Doors You Never Knew Existed

by Joe Marchioretto

I had great experiences in the corporate world, but I wasn't able to find the rewards, balance, and control that I needed. It actually took a layoff and a non-fulfilling job search for me to search for alternatives that would meet more of my goals and needs.

I started looking into franchising, and that was when I discovered The Entrepreneur's Source (TES). As a TES client, I explored several options which seemed to meet my goals and needs. I chose a path which fit my needs the best. Years later, I am now a TES coach.

The experience of going through this "transition" in the past now helps me understand what my clients are going through as I help them explore their own options and leave the "security of a job" for a business of their own.

As a business coach, I help my clients identify their needs, wants and expectations. As a business owner, I am aware of many of the challenges that my clients will face. I find it very rewarding to see my clients discover the franchise or business opportunity that matches their dreams and ambitions.

There are career opportunities beneath the dark clouds that loom over today's economy. With daunting economic statistics, like the steep rise of unemployment, the closing of many long-standing companies and the all-time high of homeowner foreclosures, it's time for a new way of thinking for the American worker. We need a shift in the way we plan for, and secure, our future.

According to Price Waterhouse Coopers, the U.S. has over 3000 franchise companies and has over 900,000 individual franchise units.

Overall, the success rates of franchised businesses compare well to non-franchised startups. Franchising allows you to take paths that have already been proven to succeed. Startups don't have that luxury.

A desire for more control of their lives has led many individuals to look at franchising as a way to invest in their future. Franchising can be rewarding and lucrative—*when you find the right business concept that meets your lifestyle, goals and needs.* It can be the springboard that will allow you to become an entrepreneur in less time, limiting multiple barriers which first time startup business owners often face.

The Entrepreneur's Source (TES), with its highly-trained E-Source Franchise Business Coaches, like me, stands ready to help individuals secure their future by becoming more self-sufficient. We provide a new, convenient way to reach the American dream of living with long-term financial freedom.

As the nation's premiere source for self-employment options, franchising information, education and training, TES and its E-Source Franchise Business Coaches walk people through a 'discovery process,' allowing them to first identify their *Primary Aim*.

Understanding their Primary Aim(s) gives our clients the ability to actively shape their lives and define the vision needed to get the most out of life. Once they understand what they want their lives to look like, we help them explore the many different franchise concepts that are available for and compatible with them.

Check out www.TakeAIMFast.com to learn more about the proven business success systems used by thousands of business owners, including the "5 Key Success Principles."

In its 25 year history, E-Source Business Coaches have placed tens

of thousands of people in many different franchise concepts across North America. Today, TES has grown into over 230 Franchise Business Coaching offices servicing both the aspiring franchise business owner and the existing franchisee.

"Today, small businesses make up 95 percent of the business community, creating 80% of new jobs in the U.S. It will be the small business owner pulling us out of the recession," says Terry Powell, CEO of TES. This is what he calls, "The New Career Economy."

He continues, "We take pride in our history of creating a unique company that offers a world of possibilities, options and dreams to people who strive to be self-sufficient."

I'd also like to mention what some of my clients have recently told me:

George Tourville, who now owns Navis Pack and Ship of Joliet, IL, said, "Many people think self-employment is riskier than the traditional job market, but it isn't true anymore."

"Any company can be acquired, downsize, move, etc., and you can be downsized at any time with no warning. It's better to control your own destiny. As a business owner, you are the last to go. I wish I had gone into business for myself 30 years ago," he added.

Mark Tikalsky of Mokena, IL, also said, "I started looking at self-employment opportunities in mid 2008. I used a business coach, Joe Marchioretto, who understood the serious nature of making a change from my corporate world background to independent business ownership. He was very thorough in his approach, proved to be an excellent resource, and was deeply concerned with 'getting it right.' After many discussions with Joe, I attended a Computer Explorers Discovery Day, acquired an existing franchise in May 2009, and became a small business owner."

If you want to look into franchising, or simply want to explore possible career options, here is a site and my contact information to start:

The Entrepreneur's Source is North America's leading independent business ownership consulting company, and is an active member of the International Franchise Association's Minorities in Franchising (MIF) Committee.

You can begin an initial search for a franchise concept that might interest you by going to www.FranchiseMatch.com/JMarchioretto. There you will find an online franchise opportunity research tool. There is a 5-Step process that will help identify the ideal Franchise Match that will meet your goals, needs and expectations.

Here is a link to some blogs which discuss franchising: www.all-business.com/4353427-1.html

My contact information is below if you need more help.

- JM



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COMPUTER EXPLORERS

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JOE MARCHIORETTO

A self-described advocate for self-sufficiency & business ownership, Joe Marchioretto became a franchisee of The Entrepreneur's Source in order to help others do what he did for himself - find a fulfilling career that helps them reach their professional and personal goals.

Joe has over 15 years of experience in management, finance, and risk management.

Prior to joining The Entrepreneur's Source, he was with Arkidata Corporation as a Senior Project Manager, working with Fortune 500 clients, managing data implementation projects. Additionally, he served as a Senior Pension Underwriter with CNA Insurance. He is a college graduate with a Bachelor's Degree from the University of Illinois and a Master's Degree from DePaul University.

Joe is married with two school-aged children. He enjoys running, woodworking, and coaching youth sports. He has served on several community boards including the Cub Scouts and The Downers Grove Chamber Ambassador's Committee.

Your success is our only business.

The Entrepreneur's Source is the premier source for self-employment options and franchising information.

For countless people, we provide the opportunity to explore a wide range of business models to discover rewarding careers and fulfilling lifestyles.

We would welcome the opportunity to be a part of your journey of discovery.

Here's a chance to make that a reality.

We've helped thousands of people - just like you - discover new career options. Some are talented and motivated executives stifled by the bureaucracy of corporate life. Some are people who desire a comfortable lifestyle and financial security.

Surprise yourself.

95% of our clients discover options they would never have considered on their own or had dismissed prematurely.

We'll present options that are in sync with your life goals.



Rise to new heights.

75% of the adult population says that their dream is to be self-sufficient, but barely 5% ever get there. That's why we created The Entrepreneur's Source: the way for that 75% to reach their dreams.

Secure your future.

The Entrepreneur's Source lets your dreams take flight - in the safety and security of a proven system.

Our unique coaching process lets you explore a variety of self-employment options and objectively discover their potential to achieve the lifestyle you seek.

Reach for the stars without risk.

There is no risk and no obligation. You'll find tremendous value in our approach - even if you decide not to pursue a different career path. You can't lose.

Take the next step...

I invite you to give me a call so I can answer your questions about your career options.

I look forward to hearing from you!



"Your success is our only business"

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