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“Never teach a pig to sing; it wastes your time and frustrates the pig!”

- Robert Heinlein

In This Issue:

Article: New Year, New Career?

Up Coming Events / Webinars

Franchise Spotlight: Jo To Go Coffee®



New Year, New Career?

By Rob Andreski

The end of the year has always been a time for me to ponder the last year (success, failures and challenges) and an opportunity to begin to plan what my next 12 months will look like. Last year at this time, that plan included a big life change; jumping from a successful career in the corporate world with a leading internet company to the life of a business owner.

I am frequently asked about the steps I went through to make this move. As the year draws to a close, I wanted to pass along My Top 3 Steps to help you reach your entrepreneurial goals in 2007!

#1 Read!

Over the holiday stop by your local book store and purchase a few business titles and commit to reading them by the end of January. Choose titles that cover the subject that you know the least about. It might be personal / business finance, sales, franchising, management, marketing, general business operation, etc. The amount you educate yourself on these realized areas of weakness will help minimize stress levels immensely down the line. ([My Recommended Books](#))

#2 Begin to Build Your Network!

One of the most important skills for any business professional is the ability to network effectively. The degree to which you are able to do this will directly correlate to your level of success. Take a few moments and read the article [Networking 101](#) written by Frank

Agin. He is one of the nations foremost experts in the field of networking and owner of [AmSpirt Business Connections](#), a business networking franchise based in Columbus, OH.

#3 Assemble Your Team of Advisors

Very few good business decisions are ever made alone and you will certainly want to solicit input from a team of trusted advisors. At a minimum, this group should include an Attorney, Accountant, Financial Planner, Commercial Realtor, Banker, Franchise Consultant and a group of close friends, family and business associates who know you very well (understand your strengths and weaknesses). Over the next few weeks, reach out to each person on your team and let them know you are considering business ownership and ask for their thoughts on the subject (good and bad) and hold on to your hat!

Making the decision to move from employee to owner has been one of the best decisions I have made in my career. Being able to see my daughter off to school, take my son out to lunch and spend more meaningful time with my wife is well worth the challenges and uncertainty business ownership brings. If you have the entrepreneurial bug, I challenge you to take the steps above and see what awaits you in 2007!

Up Coming Events:

<u>Date/Time</u>	<u>Event</u>	<u>Location</u>
1/19/07 2p.m. EST	Franchise 101	Webinar
1/26/07 2p.m. EST	Master Franchising - Overview	Webinar
T.B.D	IRA's and 401(k)'s: A New Source for Business Capital	Webinar

To Register for any of the above events please send an email to info@northstarfa.com identifying the event you would like to register to attend, your name, phone number and mailing address. You will receive login and dialin information for the events after registering. Please note space is limited for each event.



Franchise Spotlight:

Jo To Go Coffee® is revolutionizing the coffee business by serving specialty coffee drinks and smoothies all at lightning speed and convenience at the drive-thru.



Jo To Go Coffee is Fabulous Coffee Fastsm! The revolutionary Jo To Go Coffee® franchise is changing the way America enjoys its favorite beverage! Jo To Go Coffee serves coffeehouse-quality espresso, specialty coffee drinks, all-natural real-fruit smoothies and delicious pastries. Our customers delight in savoring the finest coffees known the world over, with a menu that includes plenty of kids' favorites too.

Customer- Friendly by Design

We're making waves in the coffee business, with fresh, fast coffee served up with a healthy helping of family fun. Our baristas (coffee servers) are trained to create the best possible "personal experience factor" for each customer. A Jo To Go Coffee® franchise caters to today's busy lifestyles, helping customers get on their way with a smile, in a manner that invites them back for more.

Enticing Family - Friendly Menu

Our menu of smartly-named choices adds even more fun to this heavenly indulgence! Customers order from the following categories:

- Classics & Iced Classics
- Power Signatures
- Signatures
- Power Frappe Jo®
- Frappe Jo®
- Take it Lite
- Smoothie Bar
- Kids' Stuff
- Fresh Bakery



Ease of Operation

Our proven business system gives franchisees a solid foundation upon which to build their own coffee business. Our streamlined approach is designed to offer speed and efficiency to both customers and operators. A Jo To Go Coffee® franchise offers three store models: the Standalone Drive Thru, In-Line Café, and Drive Thru Café. Each model features the fabulous coffee and great personal service that are the hallmarks of Jo To Go Coffee!

Best Support in the Coffee Business!

It stands to reason that the people who have found a better way to operate a retail specialty coffee drive-thru would provide superior franchisee support. Should you be awarded a Jo To Go Coffee® franchise, you will experience our passionate commitment to providing continuous support excellence.

Our efficient business system and super around-the-clock support helps you access outstanding opportunities and have fun while you're at it!

- Marketing, Advertising & Promotions Assistance
Our proven and executable methods span across a variety of media tailored to your particular market dynamics. We assist you with pre-opening planning & strategies, customizing your store's grand opening campaign relative to your market area, and assist you with your on-going advertising efforts. Our professionally-built web site complements the expert consumer marketing plans and professional materials we will provide for you to execute in promoting your store.
- Operations & Training Support
In-depth franchisee training covers all key areas of the Jo To Go

Coffee® franchise, including all processes and procedures. We offer comprehensive classroom training supplemented by extensive on the job training at one of our corporate locations. Experienced Jo To Go Coffee franchise trainers will help you achieve a smooth launch at your store's opening.

Extensive ongoing support includes keeping the lines of communication open. We're just a phone call or e-mail away, and a Jo To Go Coffee® field business consultant will visit you periodically. Automated systems help franchisees stay on top of daily business and store-level activity. Plus, our comprehensive operational manuals explain our policies and procedures in an easy to follow format for franchise owners, operators and employees.

- **Real Estate Assistance**
Site selection is the most important factor in operating a great coffee franchise. We will provide you with explicit guidelines and will perform detailed evaluations before approving a final location. Jo To Go Coffee can also provide professional assistance for you.
- **Buying Power**
We leverage the size and growth of our system to negotiate bottom-line wholesale pricing from all of our approved vendors and you buy from those vendors directly. From cups and lids to sauces and syrups, you'll take advantage of the same great wholesale prices that our company-owned stores enjoy!
- **Proven Concept**
We've been operating, improving and refining our drive-thru coffee system since 1998.

Please Contact [Rob Andreski](#) Directly for more information about this opportunity at 888-400-1578

**Note: Ability to discuss Jo To Go Coffee may be limited in states requiring registration.