

1/31/2007

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Quotable

*“With true grit you persist until you catch a glimpse of your potential. That is when passion is born.”*

*Fred Smith*

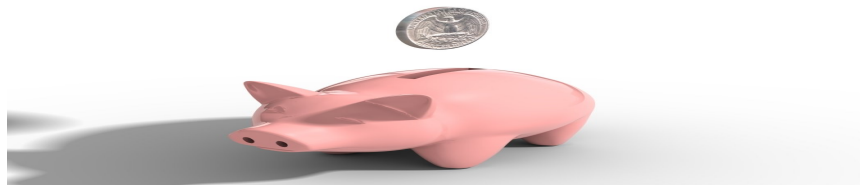
## In This Issue:

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Up Coming Events / Webinars

Franchise Spotlight: TruePresence



## Why Not?

By Rob Andreski

I found the above picture recently and thought it made a great statement about how people often approach tough decisions in their lives. The savings account, financial plan, new job, dream, etc is sitting squarely in view but yet we don't go that extra little distance to put into action.

Why? For some it may be laziness (I am certainly guilty of this from time to time) but for most it is the fear of unknown.

In a recent Franchise Times Article, results of a Harris Interactive Poll were published. Participants were asked for reasons why they had not chosen to start a new business. Here are the results of that poll: 37% Lack of Funding, 28% Losing Job Security and 23% No Viable Idea or Plan.

Could these participants be examples of the "pig paradigm"? In this newsletter we will take a look at an alternate idea at funding a startup and remove a little of the unknown about business financing.

Please visit my new [Blog](#) over the next few weeks as I will try to provide some additional thoughts around job security fears and finding your ideal opportunity.

## Retirement Plans: A New Source for Business Capital

By David Nilssen

When it comes to owning and operating a business, finding the right form of financing can be an arduous task. Where do you find the necessary funding to seed a business, buy a new one, or raise additional working capital? Traditionally, business owners have used bank loans, SBA loans, personal loans, credit cards or home equity to satisfy their funding needs.

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## Up Coming Events:

<u>Date/Time</u>	<u>Event</u>	<u>Location</u>
2/26/07 2p.m. EST	Franchise 101	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](mailto: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.

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## Franchise Spotlight:



TruePresence franchise owners are professional web consultants that own and operate an Internet marketing firm. They are strong business development/marketing people who are dedicated to helping their clients *achieve greater success through an effective online presence*. Using our full suite of innovative services—including search marketing, email marketing, and online advertising—franchise owners can take their clients beyond the traditional website to build a complete online marketing strategy.

What's more, franchise owners don't need any technical expertise in order to succeed. As the franchisor, TruePresence serves as the "back office," providing all of the fulfillment for them. We've brought together the industry's top web design, development, and online marketing experts to build, manage, and support every solution our franchise owners sell.

And franchise owners can generate revenue not only from initial sales but from *recurring* monthly hosting/licensing of products, like our proprietary TrueBlue Content Management System, and of

### Fast Facts:

Total Investment:  
\$50,000

Liquid Capital  
Requirement: \$37,000

Net Worth  
Requirement: \$100K

VetFran Participant

course all our ongoing marketing services.

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