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“A pessimist is someone who complains about the noise when opportunity knocks” – Michael Levine

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The Right Franchise For You: Self Evaluation

By Rob Andreski

Every day I speak to hopeful business owners furiously trying to identify opportunities with the right business, the right brand, the right system, the right profits etc. Through all of this research they tend to overlook the ONLY common denominator that exists in all of the businesses they explore....Themselves!

Any business can be successful but can you be successful in that business?

Before you start your quest of exploring opportunities, do yourself a favor and start with some self evaluation. Spend some quality time thinking about your personal, professional and financial objectives then use this information to identify businesses that are right for YOU.

To begin the self evaluation process, plan a few days to think solely about each of the below questions. Create a journal and jot down notes, lists, goals that will help you create a vivid picture of each area of your life as a business owner.

1. **What does my personal life look like outside of the business?**

Areas to explore include time commitments, family involvement, flexibility, location of the business, travel, family goals, what activities will I now be involved, etc

2. **What does my life look like inside the business?** Areas to explore include professional strengths, weaknesses, what business activities do you like / dislike, comfort with selling, product / service / food, b to c or b, industries, # of employees, # of locations, etc.
3. **What are the financial requirements of my new business?** Areas to explore include: net worth, capital available for investment, how long with no income, personal monthly expenses, business income expectations year 1 – 3, etc

Taking the time to explore these areas first will greatly simplify your search process and significantly reduce one of the major reasons for franchisee failure: Franchise Fit!

Please contact [ME](#) directly for assistance with your franchise research. My service is free and will you assist you through the research, identification and purchase of your ideal business!

Up Coming Events:

<u>Date/Time</u>	<u>Event</u>	<u>Location</u>
12/9/06 2p.m. EST	Franchise 101	Webinar
12/16/06 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:



POP-A-LOCK® is America's largest Car Door Unlocking, Roadside Assistance & Locksmith Service business. We provide fast, professional guaranteed service using our proprietary tools & opening techniques. We offer an outstanding community service through our Emergency Car Door Unlocking

program. We are the market dominator. You will provide lockout & roadside assistance to the public, businesses & various motor clubs, national accounts and the general public throughout an exclusive territory.

Pop-A-Lock® offers an exciting opportunity to become part of the largest and most successful car door unlocking, roadside assistance, and locksmith service provider in America. We have built our reputation on fulfilling the needs of our customers in a quick and reliable manner. The timeliness, efficiency, and reliability, of our people are the trademarks of our success. At Pop-A-Lock®, we've built our reputation on fulfilling the needs of our customers in a quick and professional manner. All of our employees must meet uniform and grooming standards and drive properly-marked, well-maintained vehicles. Our distinctive "rescue orange" markings and uniforms help identify us and keep the Pop-A-Lock® image consistent and professional.



Our Services

Locksmithing- One of the keys to our future at Pop-A-Lock® is our professional locksmith service. We specialize in automotive locksmith services and have expanded into commercial and residential locksmithing.

Pop-A-Lock's reputation for excellence in customer service, along with our state-of-the-art locksmith equipment allows us to provide our customers with the best service in town. We are truly a 24-hour-a-day service. Customers can also rely on our competitive prices, quality workmanship and trustworthy employees. Our technicians have the ability to custom cut keys with or without special codes. This is due to the fact that every Pop-A-Lock® locksmith is supplied with a means of accessing the latest specs and key codes for all vehicles.

- Flat Tire Assistance
- Jump Starts
- Gasoline Delivery

As with all services we provide, these services are delivered with a high level of proficiency and a focus on customer safety and satisfaction.

Emergency Car Door Unlocking (EDU) Program, under which we pledge to open a vehicle for free any time human life is in danger, which usually means a child locked inside. Since inception we have rescued over 75,000 children from locked

Fast Facts:

Total Investment:
\$57,000

Liquid Capital
Requirement: \$37,000

Third Party Financing
Available

Request information

vehicles. This program is a valuable contribution to the communities that you serve and is a memorable way to distinguish yourself from your competitors. It also helps us build strong relationships with police, fire, and other emergency services.

Training & Support

Your introduction to the Pop-A-Lock® Franchise System begins with the Pop-A-Lock® Franchisee Training Program. Lasting two to three days (depending on various factors, including the franchisee's level of prior business experience), this program introduces you to the various facets of operating one of our franchises, including operations, standards, human resources, administration, accounting, and advertising and marketing. Franchisee training is conducted at our offices in Lafayette, LA.

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