



BEWARE of the Dream-Stealers!

Congratulations – you are well on your way toward the realization of your dream of business ownership.

BEWARE! There are people out there who will attempt to *steal your dream!* Some of these people may be very close to you and be very well-intentioned (from their perspective). Others may be almost complete strangers or casual acquaintances, and truly may be looking to undermine your possible success and happiness. Some may in fact be your advisors, or people who would like to be your advisors (bankers, accountants, attorneys, etc). But, as you begin to talk about some of the Skedaddle Humane Wildlife Control or Truly Nolen Pest Control businesses you are considering, or you discuss the mere fact that you are looking at your own business, you may start to elicit some interesting comments and questions.

Most of the time this “dream-stealing” comes in the form of well-meaning, but totally misinformed, statements or questions. You may hear things such as the following:

- “I think a neighbor of my uncle was once in a business something like that and lost his shirt.”
- “Do you think you really have what it takes to run your own business?”
- ”I don’t understand why anyone would spend all that money on a franchise.
- Why don’t you just start your own business?”
- I’ve heard that industry or business . . .
 - is really hard to operate.”
 - is going away.”
 - can’t make any money.”

This list can go on and on. But the fact is that once you begin to talk about your dream of your own business, and specific businesses that you are researching, you will get comments back that don’t reflect an understanding of who you really are, and certainly don’t reflect a knowledge of the business or industry you are looking at. So . . . your spouse, or your know-it-all brother in law, or your parent, or your co-worker, or your neighbor, or your pastor, or your banker, or another parent sitting next to you at the kid’s ballgame . . . someone will make a

comment that may appear to have your best interest at heart, and in many cases truly does, but comes from a position of not understanding your motivations or your characteristics, and certainly in most cases not knowing any of the details of the business you are researching and learning about.

Also, unfortunately, many people are so mired in lives and situations that are not satisfying to them that they truly do not like to see others break free and succeed. Some of these people will try to undermine your success and will work hard to keep you in what they view to be the same situation they are in. This is the “misery loves company” approach.

As a result of helping literally hundreds of people into their own business, my advice is to keep conducting your research and stick with the process that you know has worked for many others – and will work for you. Find the answers to the list of specific questions you have generated for yourself; the ones that are important to *you*. Continue to gather quality information from the sources you can rely on so that eventually you can make a very well-informed personal and business decision for yourself. The majority of the people who have the dream of business ownership will never be able to implement that dream in their own lives. Don't let them steal your dream!

Stephen

Stephen Hogan | Franchise Recruiting
541-909-8004 (o) | 905-296-0074 ext. 120
shogan@thatfranchisegroup.com
Skedaddle Humane Wildlife Control

