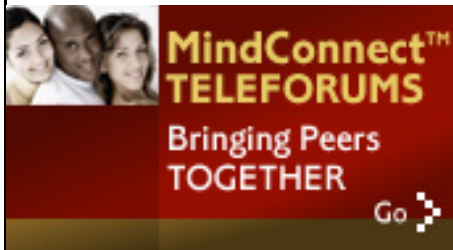




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David Handler is the founder of the professional business coaching organization [Success Handler](#). He helps franchisees, franchisors and business leaders find clarity and take action to achieve their goals. David understands how to run a business, because [he's been there](#) as a franchisee, franchisor, owner, corporate leader and trainer. His coaching will show you how to compete on a level playing field in your industry.

Expedite Your Franchise Growth

Franchisors, make plans to join Kim Ellis and me for the this month's session of [The Franchise Formula Internet Seminars](#). Our expert presenter is Lori Kiser-Block, VP of FranChoice. Lori will share ideas on how to maximize your franchise sales by improving relationships with brokers and consultants. Mark your calendar for Tuesday, October 17th, at 1:00 p.m. EDT. [Register](#)

"Your coaching calls always come at the perfect time. I really needed to talk to you today."

- Barbara G, Texas

"It's great to know you are on our team and rooting for us. You're the best!"

- Anne D, Canada

[Read more testimonials](#)

Putting Fun In The Game by The Coach, David Handler

In 1956, Elvis burst on the scene with number one hits *Heartbreak Hotel*, *Don't Be Cruel* and *Love Me Tender*. *The Wizard of Oz* appeared on television for the first time. Tom Hanks, David Copperfield and Larry Bird came into the world; Bela Lugosi, Babe Didrikson-Zaharias and *Winnie The Pooh* author A.A. Milne departed it. And 50 years ago next week, one of the most famous scenes in American sports history took place at Yankee Stadium.

Most baseball fans recognize the image of Yogi Berra leaping into Don Larsen's arms to celebrate the only perfect game ever pitched in the World Series. One reason Larsen's feat of retiring all 27 batters is so memorable is because it was so unexpected. During his career, "Gooney Bird" - as teammates called him - never won more than 11 games in a season, and was just 3-21 two years earlier with the Orioles. In fact, in game two of the '56 Series, Larsen was handed a 6-0 lead, and didn't make it out of the second inning. For this pitcher on



There are two "I's" in accountability - You and Me! Together we will achieve your destiny.©

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Recovery Plans

It's been just over a year since Hurricanes Katrina and Rita devastated parts of the Gulf Coast Region. One of your roles as franchise business owner is to be prepared for emergencies. For ideas on what to do in times of impending disaster, read [last October's issue](#) of *The Franchisee Focus*.

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that stage to achieve the ultimate performance was beyond even Hollywood's fertile imagination.

Success Handler Action: A select few of the nine-year-old boys of summer who dream of playing in the World Series grow up and experience it. Rarer still are players like Larsen who achieve legendary status for one incredible moment. Bill Mazeroski is one of them. His dramatic home run ended the 1960 World Series, even though he never hit 20 homers in any of 17 big league seasons. After you finish reading this E-Newsletter, think about your franchise business, and how prepared you are to achieve your dreams. Here are some questions to get you started:

- ~ What are your dreams...and do you have a clear vision of what you want your life to be?
- ~ Where is the best opportunity for you to hit a home run in your franchise business, and are you pursuing it?
- ~ Why do employees choose to work for you?
- ~ Who are the stars on your team, and how can they influence others to reach new heights?
- ~ When your team members do something truly amazing, how do you celebrate?

One thing Don Larsen appears to have excelled at throughout his career was having fun. Like fellow Yankees Mickey Mantle, Whitey Ford and Billy Martin, he enjoyed many long nights of celebrating in the City. His reputation as a partier must have been well-known, for the morning after his spectacular achievement, *New York Daily News* columnist Dick Young wrote: "The imperfect man pitched the perfect game."

Success Handler Action: While late-night escapades are hardly a healthy approach to achieving success in your franchise business, having a fun working environment will be beneficial. This doesn't mean employees need to go around giving each other the "hot foot" (a classic baseball prank involving matches and shoelaces); however, allowing team members to have fun in their jobs creates greater loyalty and higher productivity. Think about the attitudes of your employees, and if they aren't where you want them, here are five ways to change things:

1. Create a contest that rewards team members for high performance...and make it so they experience winning often.
2. At your next meeting, ask employees to reveal one thing they would



Yogi and Larsen
Celebrating Perfection

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New Checklist

For your complimentary copy of "11 Things Franchise Business Owners Can Do To Make Things More Fun," please [send us an e-mail](#). We'll gladly forward our newest checklist to you right away.

like their peers to know about them. This is a great way to break down walls and develop team unity.

3. Have everyone bring their "best" high school picture and tell a story from those years. Use this as a starting point for a discussion on having and achieving dreams.

4. Make Halloween a costume day. Your customers will get a kick out of this one, too.

5. Next month, have team members bring in their favorite Thanksgiving treats, and share special holiday memories from their childhood or years past.

Last weekend, the Houston Astros nearly achieved the greatest September comeback in Major League Baseball history. On September 20th, they trailed the St. Louis Cardinals by 8.5 games. Nine days later, the lead was down to half a game. While they fell just short, nine straight wins made for an exciting conclusion to a previously disappointing season.

So, how did the Astros - who were definitely under pressure in every game - approach their final road trip to Atlanta? The veterans made the rookies wear tight-fitting dresses on the airplane. The fun in baseball never ends. Make it part of the culture of your franchise business, and you and your employees will have many perfect days.

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Creating Amazing Performers

When you think of today's most remarkable athletes, who comes to mind? Tiger Woods would probably rank at the top of any list. Tennis champion Roger Federer deserves a high spot. Annika Sorenstam may end up as the most prolific female golfer ever. LeBron James'

To see previous "[11 Things](#)" lists and past issues of *The Franchisee Focus*, which has subscribers in 11 countries (USA, Canada, England, Australia, Egypt, Saudi Arabia, Kuwait, UAE, Norway, China, India), visit our [Web site](#) and look in Archives.

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star continues to rise. As does Albert Pujols and Reggie Bush.

What common characteristic do all of these athletes share?

Each one has a coach. In order to perform at the highest level, professional athletes need regular feedback. Tiger is so committed to improvement that last Saturday after finishing his third round of the American Express Championship in England, he remained on the putting green after every other player departed and darkness loomed. By the way, he carried a six-stroke lead into the final round.

Wherever you are in your franchise business - just beginning or seasoned veteran - coaching will help you clarify where you want to go and identify the correct paths to get there. Tiger seeks guidance... should you?

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announcements.