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Success Handler, LLC
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David Handler is founder of [Success Handler](http://www.successhandler.com), a professional business coaching organization. With him as your coach, you'll explore the business and personal dreams you desire. Much like sports coaches, David's coaching will allow you to soar to new heights as a franchisee, franchisor or small business owner.



Record Attendance

Last month's session of [The Franchise Formula Internet Seminars](#) had an all-time high registration of 90 franchise leaders. With the holidays fast-approaching and calendars filling, we're holding one more event this year. Plan to join us on Tuesday, December 5th, at 1:00 p.m. ET.

[Register](#)

"Bring him back. Very informative, captive, entertaining. Best session of the whole conference. Made me think more, and act and leave with something solid."

- Charlene S, Texas

"Excellent! Very thought-provoking and inspiring."

- Reece K, Nevada

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Searching For Something Big by The Coach, David Handler

If you're a long-time reader of *The Franchisee Focus*, you've probably noticed I like to use "the rest of the story" approach in my writing style. This probably has its roots going back about 35 years in listening to Paul Harvey each morning as my dad drove us to school. That, or – being from Texas – I just like to tell tall tales.

Between issues of this E-newsletter, I keep my eyes open for the people and companies doing unique things, then conduct a little online research on them. After completing that step, a quarter century of writing experience kicks in, and the words just sort of flow onto the screen. Recent inspirations included: customer service...the JetBlue Experience ([September](#) and [July](#)); team-building...the wisdom of Bob Parsons ([August](#)); and marketing...the gospel according to Seth Godin ([June](#)).

Together we will achieve your destiny.©

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Cowboy Comedy

One man who saw things differently than the rest of the world was Will Rogers. He looked at what was happening around him, and spun it so creatively that he became the highest paid actor in Hollywood. For another look at the humor of this American legend, check out [last November's issue](#) of *The Franchisee Focus*.

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Contact Us

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Legend of Sasquatch

Discovering greatness

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Would you or someone you know benefit from professional coaching?

Sitting down at the keyboard last Friday to begin the process once again, I realized there was no storyline floating in my head. No insight, no light bulb, no “aha!” moment to share with you and the 1,000+ franchisees and franchisors who read this. Some refer to that as “writer’s block,” which is not a good thing to deal with as the deadline clock ticks away.

With no starting point in mind, I decided to open up my Internet browser and check out the headlines on CNN.com for some last-minute inspiration:

“**Unemployment sinks to 5-year-low**” – That sounds like an important topic that could be useful to our entrepreneurial readers.

“**Stocks struggle on unexpected jobs report**” – Oops, check that... mixed signals.

“**Tom Cruise, MGM form new United Artists**” – Better not. The “Delete” keys might start clicking before anyone finishes the first paragraph.

“**Bigfoot research makes professor a campus outcast**” – Bingo!

POCATELLO, Idaho (AP) – Jeffrey Meldrum holds a Ph.D. in anatomical sciences and is a tenured professor of anatomy at Idaho State University. He is also one of the world's foremost authorities on Bigfoot, the mythical ape-man of the Northwest woods. And Meldrum firmly believes the lumbering, shaggy brute exists.

That makes him an outcast...on the 12,700-student campus, where many scientists are embarrassed by what they call Meldrum's "pseudo-academic" pursuits and have called on the university to review his work with an eye toward revoking his tenure. One physics professor, D.P. Wells, wonders whether Meldrum plans to research Santa Claus, too.

Right about now you’re probably wondering, “Exactly what does Sasquatch have to do with my franchise business?” That’s a great question. Obviously, this isn’t really about Bigfoot; he/she/it hasn’t been discovered, and there’s no surprise ending awaiting you in the paragraphs ahead. The reason this story caught my eye, and why I think it’s important to you, is this: If you really want to do special things for your family, employees, community and self, then take a lesson from Jeffrey Meldrum, Ph.D., and choose to stand up while others sit

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down.

Going against conventional wisdom and ignoring the whispers – from everyone else and in your own head - are essential to achieving great results. From the Wright Brothers, to Frank Sinatra, to Frank Lloyd Wright, legendary innovators approach things differently than the mainstream. Walt Disney didn't build Disneyland to be a just another roller coaster park. Sam Walton didn't become the wealthiest man in America by acting like every other retailer. Fred Smith didn't make overnight delivery an expectation by envisioning FedEx as simply a post office alternative.

Think about what this approach would look like for your franchise business. For instance, if you have a fast-food location, you could make sure your restrooms are the cleanest in town, and put up a sign proclaiming it to everyone. Heck, invite the mayor in to experience your uniqueness himself. Or, try putting in quality control checks that ensure when someone orders a hamburger with lettuce and mustard it doesn't end up having mayonnaise and a tomato. (That actually happened at the airport on my last trip.) Train your employees to have the friendliest attitudes on the planet and act like they care about their job and your customers. Go spend a day at In-N-Out Burger or Chick-fil-A, and you'll experience these types of differentiators in action.

Dr. Meldrum is scorned by his peers at Idaho State. Invitations to coffee with other science professors never arrive, and last summer more than 30 of them signed a petition criticizing the university for allowing him to keynote a Bigfoot symposium on campus. Perhaps he is chasing windmills or simply laughing behind the backs of those who pay his salary. Only one thing is certain: if he finds the missing link, the name Jeffrey Meldrum will take its place alongside the greatest discoverers in history. That seems like an adventure worth pursuing.

Those who achieve big dreams try things others can't even imagine. Start listening to your hunches. It's those inspirational voices inside your head that will point you in the right direction to change your franchise business. And, if you need a little inspiration to get started, just open your Web browser and read a few headlines.

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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' star continues to rise, as does Albert Pujols'.

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 he remains on the practice tee long after other players depart, even when carrying a 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 path to get there. Tiger seeks professional guidance...is now the time you should, too?

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