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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.



Happy Holidays

May the wonderful joys of the season bring to you and your family much happiness...and may 2007 see your franchise business soar.



"David made this session fun. Super delivery!"

- Brad A, Texas

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

- Barbara G, Texas

[Read more testimonials](#)

Words That Last by The Coach, David Handler

My current favorite TV commercial shows a father and young son running across a field toward a big tree - soft music playing in the background - then the boy climbs on a rope swing. After a couple of pushes, the child suddenly transforms into a bulky teenager and knocks the father to the ground. The surprise ending makes this commercial memorable, but it's the tag line - "Life Comes At You Fast" - that really resonates with me. You see, the subject of my first boyhood crush...or at least the girl who played her on TV...recently turned 50.

Maureen McCormick was 13 when she debuted as Marcia on *The Brady Bunch*. I was a few years younger, and at some point over the next five seasons, I realized Marcia was cute. Eventually, the Bradys and Marcia went away, and so did my attraction to her. Yet, despite never ranking among the top 25 shows, *The Brady Bunch* became a cultural phenomenon. In fact, since entering syndication in 1975,

Together we will achieve your destiny.©

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Great Thoughts

Someone who definitely knew how to choose his words was Peter Drucker. He spent seven decades taking complex business issues and presenting them in simple terms. For another look at this visionary, check out [last December's issue](#) of *The Franchisee Focus*.

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Contact Us

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Maureen McCormick

All Grown Up

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Webinars Resume Soon

[The Franchise Formula Internet Seminars](#) return in January with monthly

episodes have been on somewhere in the United States every single day, probably igniting many more crushes on Marcia.

TV Land is airing *The 100 Greatest TV Quotes and Catchphrases*, and perhaps the most repeated line from *The Brady Bunch* will make the list: Jan's incessant protesting of "Marcia, Marcia, Marcia!" Pause for a moment, and think about shows you watched in the past. What are some of your favorite lines? Here are a few from *The Brady Bunch* era you might remember:

- > "Good night, John Boy." (The family on *The Waltons*)
- > "Just one more thing." (Peter Falk, *Columbo*)
- > "Aaaaaay!" (Henry Winkler, *Happy Days*)
- > "Dyn-o-mite!" (Jimmy Walker, *Good Times*)

Today's prime time game shows and reality series have their own memorable phrases:

- > "I'd like to buy a vowel." (Contestants on *Wheel Of Fortune*)
- > "Is that your final answer?" (Regis Philbin, *Millionaire*)
- > "The tribe has spoken." (Jeff Probst, *Survivor*)
- > "You're fired!" (Donald Trump, *The Apprentice*)

And, of course, commercials have given us these classic lines:

- > "It takes a licking and keeps on ticking." (Timex)
- > "I can't believe I ate the whole thing." (Alka-Seltzer)
- > "Silly rabbit, Trix are for kids." (Trix)
- > "Where's the beef?" (Wendy's)

Perhaps your franchise has a memorable phrase like "I'm Lovin' It" (McDonald's) and "Think Outside The Bun" (Taco Bell). These are important to help distinguish your brand in the minds of your external customers. What about your internal customers (employees)? Do you have a line that focuses everyone on the role they play in making your franchise business successful? In their book "Built To Last," Jim Collins and Jerry I. Porras identified the Core Purpose of several great companies such as:

- > Disney - To make people happy
- > 3M - To solve unsolved problems innovatively
- > Mary Kay - To give unlimited opportunity to women

Notice that none of these says anything about making money or talks about products or identifies target audiences. The Core Purpose of your franchise business is the reason you and your employees walk through the door every day. As Collins and Porras noted: "It taps their idealistic motivations" and "captures the soul of the organization."

sessions featuring valuable topics for franchise leaders. In the meantime, ReadyTalk – our partner on *The Franchise Formula* – recently started a weekly Web Seminar Series for business leaders. Visit this [Web site](#) to see a list of upcoming presenters.

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Would you or someone you know benefit from professional coaching? [Success Handler](#) shows clients how to explore the outcomes they desire most. As our client, you will discover the path to your success. Ready to start? Give us a call (281.251.3200) or [send us](#) an e-mail.

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To read previous issues of *The Franchisee Focus*™ – which has subscribers in 12 countries (USA, Canada, England, Australia, Egypt, Saudi Arabia, Kuwait, India, Norway, China, Taiwan, South Africa), visit www.successhandler.com and look in Archives.

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We encourage you to [share](#) *The Franchisee Focus* with friends or

When we started our coaching firm, I thought our Core Purpose was to “guide franchisees, franchisors and business leaders through the challenges of clarifying their goals and executing their action plans to discover the path to their success.” That’s a lot more wordy than “To make people happy,” isn’t it? After spending nearly 2,000 hours coaching, I had an “Aha!” moment recently about the real reason we exist, and it’s making a big difference in the results our clients are achieving:

> Success Handler - To explore possibilities

This means my role as The Coach is to listen closely to what our clients want to do, ask questions that allow them to think through issues, suggest options they haven’t considered and encourage them to make decisions so they can move forward. When all these things take place during a coaching session, exploration becomes discovery.

Have you identified the words, the line - the Core Purpose - for your franchise business? Between now and when the ball falls at midnight on New Year’s Eve, allow yourself the time to think through the real reason you do what you do. Write your revelation in a six word or less statement that begins “To...” - then e-mail it to me. I’ll be happy to review it, and explore possibilities with you. In addition, I’ll randomly choose one Core Purpose and gift that reader with two 60-minute coaching sessions.

Epilogue: In the summer of 1981, I was fresh out of college and working at a TV station in Dallas. We covered a charity slam dunk event, because there was a tiny high school player competing. Before the game, a beautiful young woman sat down next to me in the bleachers. I said hello, and she smiled. For 10 minutes, I wanted to speak with her, but couldn’t find the words. When the announcer asked everyone to rise for the National Anthem, she walked to center court, took the microphone and sang a beautiful rendition. Her name: Maureen McCormick. The tiny high school kid was Anthony Webb. He grew up - all 5’7” of him - to become Spud Webb, and won the NBA slam dunk contest in 1986. That night in Dallas, Maureen handed him the winner’s trophy, and I watched them have a pleasant conversation. Then she rode away in a limo. Life comes at you fast... make sure you speak up when you have the chance.

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Enhancing Performance

As the college Bowl season kicks off later this month, you'll have the chance to watch athletes excel on the football field. One thing they all share is the guidance of dedicated coaches.

In order to perform at the highest level, athletes need regular feedback.

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 you there. College athletes utilize coaching...is now the time you should, too?

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