



January 2007

A publication of
Success Handler, LLC
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David Handler is founder of [Success Handler](#), 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.



Webinars Return

[The Franchise Formula Internet Seminars](#) begin year two next week with an energetic presentation from Bill Wagner, Co-Founder/CEO of Accord Management Systems. If you're a franchisor looking to increase the effectiveness of your franchisee selection process, then make plans to attend on Tuesday, January 16th, at 1:00 p.m. ET. Bill will share with you how to discover why some of your franchisees are strong performers and others are not.

[Register](#)

Doing The Right Thing by The Coach, David Handler

I was 14 when the Watergate hearings took over the airwaves, and don't recall spending much time in front of the TV that summer of 1974. However, I do remember watching Richard Nixon make the speech that would forever define him: "I shall resign the presidency effective at noon tomorrow. Vice President Ford will be sworn in as president at that hour in this office." On the morning of August 9th, Nixon gave a final wave as he boarded Marine One, the helicopter that would take him into political exile. Upon inheriting the Oval Office that day, Gerald R. Ford said, "Our long national nightmare is over."

Last week, the man who began life with a different name, became an Eagle Scout, turned down the NFL to attend law school, served on the Warren Commission and ascended to the presidency without ever

"The Franchise Formula session was great. I was making notes everywhere, so I went back and listened again to the recording. Good nuggets in a lot of areas. I give it an 8.5 or 9 out of 10. I loved it."

- Donald A, Virginia

[Read more testimonials](#)

Together we will achieve your destiny.©

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Brilliant Strategy

One organization that's making hard decisions and taking chances every day is Google. For another look at the company that continues to change the way you find and use information, read [last January's issue](#) of *The Franchisee Focus*.

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Gerald R. Ford

Taking firm control

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A Good Lesson

Presidents Ford and Carter enjoyed each other's company in later years, often traveling together. Last week Carter said one of his "proudest moments" was at the 200th

being elected, was laid to rest back home in Grand Rapids, Michigan. Leaders from both sides of the political aisle expressed their admiration for our nation's 38th president. One of the most touching came from the man who succeeded Ford. "A great statesman," said former President Jimmy Carter, "he wisely chose the path of healing during a deeply divisive time in our nation's history."

One month after becoming president, Ford gave Nixon a "full, free and absolute pardon" – despite the objection of his entire staff – and political observers feel it ultimately cost him the election against Carter. In a 1984 interview with CBS News that was held by agreement until his death, Ford revealed the difficulty of that unpopular decision: "I had to weigh the political ramification, which was obviously negative, with the benefit to the country, which was very significantly on the upside. And that's part of your job in the White House."

Fortunately, as the owner of a franchise business, while your decisions are important to those around you, the weight of the entire country doesn't rest on your shoulders. That said, frequently we work with clients in our coaching practice who aren't achieving everything they want, because they feel so much pressure to make the correct decision every time. This type of thinking leads to many different challenges:

Paralysis – Inability to address key issues;

Toleration – Overlooking employees' negative actions;

De-motivation – Trapped in a rut that drains energy and desire;

Avoidance – Focusing on the wrong priorities.

If you recognize yourself somewhere in these descriptions, then think back to the day you agreed to become a franchisee. While you were excited about the road ahead, did some uncertainty accompany your giant leap of faith? What did you do at that exact moment? I'm guessing you took pen in hand and signed your name on the dotted line, fully believing it was the best decision for you and your family.

Taking the same "It's the right thing" attitude is exactly what you need to do each time you face an important decision. That's part of your job in your franchise business. Whether it's buying a new piece of equipment, expanding your product offerings, or handling the always difficult task of firing an employee, you need to look in the mirror and know that only you have the power. Just as President Ford did when he looked in the camera and said to the nation: "My conscience tells me that only I, as president, have the constitutional power to firmly shut and seal this book."

With 32 to reflect, history looks back on the Nixon pardon as the

anniversary celebration of the White House when "two noted historians declared that the Ford-Carter friendship was the most intensely personal between any two presidents in history."

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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 [forward](#) it to business associates, as long as it is kept intact and sent in its

correct decision for our nation at the time. In 2001, Ford received the John F. Kennedy "Profile in Courage" Award at the JFK Library in Boston. A bipartisan committee of political and community leaders vote on recipients, and Senator Edward Kennedy, who had originally opposed the pardon, remarked, "But time has a way of clarifying past events, and now we see that President Ford was right."

Make decisions for your franchise business by doing what you truly believe in your heart is correct, and you'll never need to second-guess yourself – no matter what others think – and no matter how things turn out in the days, weeks and months that follow. You always have the power to adjust and change course. Then, when the day comes for people to reflect on your life, they'll say, "You did the right thing at the moment."

Addendum: Gerald Ford and his wife Betty watched Nixon's resignation speech on television at the family home in Alexandria, Virginia. Then, despite knowing he would assume the most powerful office in the world a few hours later, Ford went to bed. "My feeling is you might as well get to sleep," he said. "If you've got a problem, you are better prepared to deal with it tomorrow." The next time you awake at 3:00 a.m. with thoughts about what needs to happen in your franchise business racing around your head, go back to sleep. You can fix it in the morning. That philosophy worked for President Ford, and it will work for you.

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Never Say Never

The college football bowl season ended last night with the national championship between Florida and Ohio State. However, it's the Fiesta Bowl on New Year's evening that stands out as one of the greatest games ever. Underdog Boise State led early, fell behind late,

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and won the game in overtime – converting three incredible plays along the way.

And how did Boise State come to run the "hook and ladder," wide receiver pass and Statue of Liberty to shock Oklahoma. They worked on them every day in practice...just in case the right situation arose.

Athletes rely on coaches to give them direction, feedback and support. 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. Are you ready to start achieving amazing things?

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More Learning Opportunities

ReadyTalk, our partner along with Bison on *The Franchise Formula Internet Seminars*, is hosting its own weekly Web Seminar Series on informative business ideas. I'll be presenting on Friday, February 9th. Visit ReadyTalk to [register](#) and learn about upcoming sessions.

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