



February 2007

A publication of
Success Handler, LLC
www.successhandler.com
coach@successhandler.com



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.



Shining Stars

by The Coach, David Handler

Last year, the Canadian band Nickelback scored a hit with a song that parodies a rock star's life in the fast lane. Most of the lines are too vivid for *The Franchisee Focus*; however, one repeatable verse refers to having "my own star on Hollywood Boulevard / Somewhere between Cher and James Dean."

Three decades earlier, Eagles' lead guitarist Joe Walsh released a solo album that included "Life's Been Good" – a nine-minute satire of a rocker's out-of-control existence. Among the many self-indulgent phrases is: "It's tough to handle this fortune and fame / Everybody's so different, I haven't changed."

If you could receive two front row tickets for any show in the history of rock and roll, what would you choose? U2...Pink Floyd...Grateful Dead...Led Zeppelin...The Rolling Stones...The Who...The Beatles...Aretha...Dylan...Elvis...Buddy Holly...Little Richard...Chuck Berry? For one night only, who would you see and why?

For all the fans who adore a rock star, an equal number or more wouldn't add that performer to their iPod if the download was free. Jimi Hendrix? Like him: "Great guitarist." Leave him: "Can't sing." The Doors? Like them: "Innovative sound." Leave them: "Meaningless lyrics." Ozzy? Like him: "Eclectic performer." Leave him: "Just weird."

Recently I've come to believe the rock star approach would be an excellent management practice. I'm not suggesting grow your hair long, party until dawn, bust up a hotel room and play a Fender Strat behind the cash register of your franchise business. Let's set aside

"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](#)

Together we will achieve your destiny.©

.....

Delicious Idea

It's that time of year again. Girl Scout Cookies arrive soon. By participating in selling them, girls learn planning, decision-making and customer service. For another look at how your team can learn from the Girl Scouts, read [last February's issue](#).

.....

[Contact Us](#)

.....



The Stones Rock Stars Elite

.....

Hollywoodland

There are 2,328 stars on the Walk of Fame, and the requirements for

the destructive behavior Joe Walsh and Nickelback describe. Instead, the vision I have is for you to consider yourself worthy of rock star status.

Take Mick Jagger for example. In 2006, the “Bigger Bang” tour made the Stones the highest grossing entertainers in the music industry with revenue approaching \$150 million. Like or leave his preening style, one thing is certain about Jagger: he’s acted the same for four decades. Mick isn’t concerned about what the majority of people think, but he has 150,000,000 reasons to care about performing consistently for the minority who adore him.

Having the rock star approach in your franchise business means letting the true you shine through...attracting those who desire to be around you. Your personality is the rock star’s image. Your marketing is the rock star’s songwriting. Your employee training is the rock star’s rehearsal. Your customer service is the rock star’s performance. Your follow-up is the rock star’s encore. Every piece of your franchise business is a bright reflection of your unique style.

While the majority – and that includes prospective clients and potential employees – won’t be drawn to you, those who are will become lifelong fans who can’t wait to see another of your shows. As the Stones discovered, within the minority is opportunity for record-breaking success.

So tomorrow morning when you look in the mirror, change your tune. Think: “I wanna be a rock star.” Then, when you arrive at your franchise business start creating the legendary performance that’s worthy of your own place along Hollywood and Vine.

.....

[Visit Our Web Site](#)

.....

[View A Print Version](#)

.....

[Send This To A Friend](#)

.....

Super Vision

inclusion are simple: Rank among the 10-15 “most qualified artists” nominated in a year and find a sponsor willing to pony up \$25,000. Thus, you’ll find stars for Paula Abdul, Britney Spears and Journey. As for more worthy acts: The Beatles, The Beach Boys and The Bee Gees are all honored; so are Elvis, Tina Turner and KISS. Bob Seger and Sting, too. Prince? Not there. Neither is Springsteen. Perhaps there’s hope for next year’s halftime after all.

.....

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.

.....

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),

The Eagles are reportedly in the studio recording a new album – one of several legendary ‘80’s rockers making headlines. Bob Seger & The Silver Bullet Band are touring for the first time in a decade...and played here in Houston last night. The Police reunited Sunday at the Grammy Awards. Last week, of course, Prince received excellent reviews for his halftime show at the Super Bowl.

After the Colts beat the Bears, talk show hosts were surmising who would be the entertainment for XLII. How about Bruce Springsteen? It’s time for The Boss to share “Born To Run” and “Glory Days” with the football universe. Fittingly, in his 1973 ballad “Rosalita,” Springsteen sang: “Now I know your mama she don't like me / 'Cause I play in a rock and roll band.” Boy, did that lady ever miss the future!

.....

Coaching Your Way To Success

Last week, I presented a Webinar for ReadyTalk on how to utilize coaching techniques in your company. To listen to this complimentary 60-minute session [click here](#). You'll learn 10 skills we apply every day in our coaching work with clients.

.....

Learning Opportunities For Franchisors

Upcoming sessions of [The Franchise Formula Internet Seminars](#) include presentations by Steve Olson, publisher of Franchise Update, and Dan Martin, founder of IFX. Look for your invitation to arrive one week in advance of the dates.

.....

Trivia Time

Speaking of 80’s music legends: The next time you hear Nickelback’s song, notice the deep voice that portrays a successful rocker who continually questions the wannabe. That’s Billy Gibbons, guitarist and lead vocalist for ZZ Top. And now you know the rest of the story.

.....

Copyright © 2007 Success Handler, LLC.
All rights reserved.

visit www.successhandler.com and look in Archives.

• • • • •

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 entirety – including subscription and copyright information.

For an e-mail subscription, please [visit our Web site](#) and register in the Subscribe area.

If you no longer wish to receive this E-Newsletter, please use the link at the bottom of this message.

• • • • •

We will never release, sell or give a subscriber's name or e-mail address to any other party or organization. Our subscribers will only receive e-mail messages that contain requested information, new articles or services announcements.