



The Franchisee FOCUS



Leading you to the T.O.P.

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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 with athletes, David will show you how to soar to new heights as a franchisee, franchisor, small business owner or corporate executive.



101 And Rising by The Coach, David Handler

In a memorable 1984 film, Eddie Murphy drives a beat-up blue Chevy Nova from Detroit to California to investigate the murder of a friend. One scene has his Axel Foley character warning a valet to be careful where he parks the wreck, so it doesn't get scratched. That moment sticks with me, because my first car, which arrived eight years before *Beverly Hills Cop*, was a 1970 green Chevy Nova. Fortunately, my older brother – the original owner – had taken excellent care of it, so I drove around in a bit more style than Eddie.

Most people seem to have fond memories of their first wheels, even if in reality they needed jumper cables on a regular basis. Catching a ride with one of my friends often meant giving his AMC Matador a push so he could pop the clutch to start it. Another buddy drove an old Buick that regularly left us stranded. One day we were on the freeway when the hood buckled and covered the entire windshield. He calmly stuck his head out the window, and pulled onto the shoulder. As we stood there surveying the damage, he said, "That happens sometimes." Ah, those were the days.

These days I'm not much of a car guy. I fill mine with gas, wash it, check the tire pressure occasionally and take it in for oil changes every 3,000 miles. I drive an '01 Camry, as low maintenance as it gets. Before that, I had an '87 Camry. Both purchased used, the earlier model from – you guessed it – my brother. In fact, only twice in 31 years of owning cars have I bought one new from a dealer. However, I've got the fever now.

"I just wanted to let you know that I really appreciate you calling me on our "off" time and helping me out. Just a few supportive and empathic words can really make a difference."

- Andrea S, California

"I can't say enough how much I appreciate your help this year with my operations. You are a great coach!"

- Mike S, Texas

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Possibilities Explored™

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Great Storytelling

The plot behind *Beverly Hills Cop* – struggling detective in Detroit Lions jacket seeks revenge on Rodeo Drive – was a big reason for its success. To learn how to make storytelling a part of your business strategy, [read last June's article](#) about Seth Godin and Little Miss Matched.

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Classic Approach Making Passion Profit

Some vintage cars sell for upward of \$100,000,

The fever that forces you to slow down and turn your head as you drive by a car lot. The fever that opens your eyes and ears to ads that a week earlier you never noticed. The fever that causes you to point out sleek designs to your significant other, kids and friends, and say things like, "Infiniti G35. Super machine." Yes, I've got the fever bad.

Chances are you've had the fever, too. Whether for a new car, an HDTV, or a swimming pool, you've probably dealt with the symptoms before. After all, the fever doesn't care who it strikes with venomous poison. It begins subtly, with a simple, whispered "That would be nice," and grows quickly, into a full, screaming "I've got to have it." Then, your bank statement arrives with a significantly lower balance.

Brothers and sisters, please come closer. Hear me out. I've been sent to share good news. Amen, I say to you this day, the fever is a gift, given especially unto you!

You see, the fever motivates you to work hard every day. The fever inspires you to take risks your friends don't understand. The fever prevents you from quitting, when others would have given up long ago. Unfortunately, people too often misplace their gift. They forget what led them into starting a business, and allow the daily grind to crush the joy of entrepreneurship, derail the thrill of getting a raise with each new customer, disrupt the satisfaction of providing better lives for their employees.

So, as we reach the midpoint of 2007 – and another year flies by more quickly than the one before – it's time to rekindle your faith.

Pause to think about the fever in your life. Is it rising or falling? Look deep inside, and find your fever: that one thing that revs your engine like nothing else. The pressures, frustrations and changes that come with being in business may have you hiding it under a bushel...just too many things on your mind right now. You're forgiven. Now...go forth, and from this day forward allow that tiny spark to grow into a big flame. You'll unleash a force so powerful that you'll dream again about cars, cruises and Cancun.

The prognosis for my fever is it will spread rapidly throughout the summer, and break after Labor Day when I succumb to new-car-itis. Until then, I'll spend many more minutes on automakers' Web sites, building and pricing all combinations of stylish options. I'll take the family on numerous Sunday drives – when no sales people are present – to peek inside and check out window stickers. I'll climb into my six-year-old Toyota each day, and imagine what it will feel like when I'm riding in my new car.

and a Show version of the '70 Nova will run you \$20,000. Buyers are passionate about their nostalgic love of the best models. Passion, a symptom of the fever, is in itself a great motivator. Why are customers passionate about your business? Identifying that is a first step to taking a leap in your results.

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Thoughts like these motivate me to grow our company. Find your fever – again – and your business will grow, too. It's your gift. Be sure you accept it freely.

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Treating The Fever

A side effect of the fever is a desire to experience the same feelings in other ways. When something is exciting the mind wants to recreate those emotions. Since I'm not getting a car anytime soon, I'm finding other ways to scratch that itch. And, boy, did I discover a good one.

Have you seen the new game show on ABC: *National Bingo Night*? My family watched the second episode, and guess what? I won! Yep... B14-I22-N33-G55-O74 meant v-i-c-t-o-r-y for me. Studio contestants win cruises, cash and shopping sprees, and a couple of lucky home viewers that week won \$50,000 and a trip to the set of *Desperate Housewives*. Me? I won a DVD of some show I've never heard of called *Kyle XY*. That doesn't matter, I can smell that new car just thinking about my winning bingo card.

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Astronaut Update: Days Gone By

Shortly after writing last month's issue on Wally Schirra, I read an article about a side of the space program I never knew existed. Two years after the Mercury 7 men completed their intense training program, 25 potential women astronauts tried the same. Same tests by the same staff in the same Albuquerque, New Mexico location. Thirteen made it all the way through. However, their new careers ended there.

Days before they were scheduled to go to NAS Pensacola for test pilot training in 1962, each received a telegram stating the program had been cancelled. A couple went to Washington, D.C. to testify in Congressional hearings, but their efforts led nowhere. Within a year, Russia sent Valentina Tereshkova into space. It would be 1983, before Sally Ride broke the NASA gender line.

A few weeks ago, the University of Wisconsin-Oskosh awarded honorary Doctor of Science degrees to each of the original Mercury 13, including two posthumously. A great gesture for brave women the world never knew.

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