

# Being Passionate About a Franchise and Skill Set/Attributes

## Passion

I often hear clients initially say that they want to be super excited or passionate about the franchise business they select, and that is a natural way to initially think. However, that is typically not reality.

With my several decades of experience helping folks to find a great business, I generally find in the end, that passion has little to do with the client's choice of franchise.

Ask yourself, how many things in your life are you actively passionate about. It takes a lot of energy and constant effort to remain truly passionate about something. Maintaining that level of zeal for months and years is extremely difficult and in reality, it generally does not happen. Take a look back at your life and those situations that you may have been passionate about...are you still passionate about them today and with the same level of intensity?

Generally speaking, people that become franchise business owners do so, not because they are looking for a passion to satisfy, they do so to satisfy some major life goals, such as:

- Quitting a dead end career
- Earning more money
- Leaving a job they dislike or that has non-ideal conditions
- More flexibility in their life
- Putting their kids through a great school
- Purchasing their dream home, boat etc.
- More time with their family
- Traveling around the country/world
- Building a next egg for retirement

Certainly you do not want to get into a franchise that you dislike; you want to choose a concept that you believe in, have the ability to perform, will do well in your community, is a product/service that your customers will want and ultimately a business that will meet your "big picture life goals" - - this is why people get into a franchise.

Any passion about the business that may exist at the beginning, typically fades away quickly and once the passion has gone, you are left with the business itself.

Folks may get married because of passion, but at the end of the day, if they stay married for decades it is because of other things: they are good friends, they can talk, they laugh together, they have things in common, they are a good parent, they share the same interests, etc. These are the types of things that make a successful marriage and one that lasts.

## **Skill Set and Attributes**

Another thing that I often hear folks say when it comes to franchising, is that they feel they need to have prior experience/skill set in the same industry as the franchise company, e.g. if they are considering an automotive service franchise, they feel that they have to come from an automotive background.

This is a natural feeling as most folks that enter franchising have come from a previous job. When you are looking for a job, you look for opportunities where you bring industry experience to the new position because that is what the employer is typically seeking. Not so in franchising.

Except for restaurant franchises, industry experience is generally not required. The franchisor will teach you everything you need to know about their industry and their business model in order to be successful. In some cases they would prefer that the candidate did not come from the same industry so as not to be bringing in “head baggage”.

Attributes that franchisors typically look for include:

- Integrity
- Ability to follow a proven system
- Coachable
- Customer service oriented
- Entrepreneur mentality
- Can do attitude
- Can easily see the big picture
- Decision maker
- Enjoys building relationships

These character traits cannot be taught; you either have them or you don't. The rest of what's needed (franchise knowledge, business operations, marketing etc.) will all be taught to you during training and the support of your franchise business.

Keep in mind that the franchisor needs you to be successful in order for them to be successful. They make a small percentage (royalty) off your gross sales. So if you succeed so do they. This is why franchising enjoys such a high success rate and why it is so attractive to many people wanting to start a business.