

# Career Opportunities

## Cool Economy Can Create New Companies

(NAPSA)—With much of the economy cooling down, business ownership seems to be heating up. As people lose their jobs or burn out, a large percentage of them consider starting their own businesses. Numerous studies report that a franchise may be the safest way to start a business. That may be because franchises provide training and support to help franchisees succeed.

With nearly 3,000 franchise opportunities to select from, however, many of them unknown names, and many of them priced from \$10,000 to \$250,000, how do you find one that's right for you?

Consider Dave Brannon, 53. He found his franchise without leaving his home in Indianapolis, IN. After a 30-year career in marketing and sales, traveling to China four times annually, Brannon decided to stay home, spend more time with his family, and work for himself. One day he pointed his Web browser to [www.BeTheBoss1.com](http://www.BeTheBoss1.com) where he found detailed information about more than 100 franchise opportunities. He was attracted to Netspace, a full-service Internet business. After researching the opportunity, he bought the franchise and opened his business in May 2001.

"I'm on track to earn \$50,000 my first year," explains Brannon, who says he's happy to be free of the corporate rat race. "The franchise system allows me to utilize my abilities. That's the great thing about franchising. The franchisor provides a proven methodology for building a business, and gives you the support you need to succeed."

Meanwhile, in Orlando, FL,



**Many former employees are discovering the joys of franchising.**

Michael Lezberg visited the International Franchise Expo (IFE), and discovered Canadian-based Schooley Mitchell Telecom Consultants. "I went looking for a business for a friend," Lezberg explains, "and found one for myself!"

People are usually surprised when they discover the variety of franchise opportunities available, and they don't think about buying one until they find a concept that excites them. At age 52, Lezberg opened Schooley Mitchell's first U.S. franchise in April 2001. He is developing the franchise throughout the state of Florida.

Hundreds of franchise companies exhibit annually at the IFE, where they show visitors how their businesses work. Visitors meet with company executives and franchisees to ask questions and collect information. More than 10,000 visitors from almost 90 countries attend the IFE, which offers a variety of educational seminars. The IFE arrives in New Orleans, LA April 19-21, 2002.

Information about the expo can be found at [www.betheboss1.com](http://www.betheboss1.com) or call 1-800-IFE-INFO (433-4636) ext. 822.