

Job Pros and Cons

REGULAR JOB

vs.

SCHOOLEY MITCHELL

✓ PROS

- ✓ Regular salary
- ✓ Social interaction with staff
- ✓ Expense account
- ✓ Benefits package
- ✓ Promotions and raises

Other

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

✗ CONS

- ✗ No asset value at the end of the day
- ✗ Make money for the business, not for yourself
- ✗ Most jobs will not provide emotional fulfillment - we all have a right to be happy
- ✗ Forced travel - loss of flexibility, miss family events
- ✗ Rigid schedule and hours - loss of flexibility, miss family events
- ✗ Commute to work - time and cost
- ✗ Internal office politics
- ✗ Unfair boss
- ✗ Ineffective boss
- ✗ Job loss in the future is more difficult as time goes by - replacement search becomes harder
- ✗ Risk of right-sizing in the future
- ✗ Risk of management change
- ✗ Not rewarded for efforts
- ✗ Roadblocks to advancement
- ✗ Risk of competition or sale of business etc. - no control of success/stability
- ✗ Demographics - not in your control

- ✗ Regulatory changes - not in your control
- ✗ Training to increase skills is often lacking
- ✗ The reasons you are considering a Franchise as a better future for you and your family

Other

- ✗ _____
- ✗ _____
- ✗ _____
- ✗ _____
- ✗ _____



✓ PROS

- ✓ No limit on earnings - your efforts create your results
- ✓ Strong Exit Strategy - build an asset with every client obtained
- ✓ Flexibility to determine your own schedule
- ✓ Vacations and family functions are an important part of planning time
- ✓ Professional business - helping business clients to be more profitable
- ✓ Huge marketplace - all businesses need our help
- ✓ Very little competition - especially in the small and medium marketplace
- ✓ Referrals are easy to make because nobody has a consultant to stay on top of their various business services
- ✓ Our Purpose - To increase our client's resources - very satisfying
- ✓ Emotional fulfillment - build your business to create your own satisfaction
- ✓ Scalability - can hire or not - your decision - no limits
- ✓ Multimillion dollar software/intranet system
- ✓ Full support team - over 110 professionals at Head Office with only one goal - to help Franchisees make more money

- ✓ Telemarketing appointment setting
- ✓ Very helpful and cooperative Franchisees throughout the country
- ✓ Low Investment - low overhead business
- ✓ Research and Development department continually examining new expense categories - another avenue for business - will always maintain expert status in each area
- ✓ Great training - initial and ongoing - coaching, mentoring, webinars, conferences
- ✓ Distance Learning system for additions to staff
- ✓ Significant clout with vendors in all areas we consult to
- ✓ No geographical limits on where you get clients
- ✓ The reasons you are considering a Franchise as a better future for you and your family

Other

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

✗ CONS

- ✗ Investment
- ✗ Have to acquire clients to ramp up the business
- ✗ Have to learn basic language and terminology
- ✗ Not everyone says yes - there are people who say no to get to one who says yes

Other

- ✗ _____
- ✗ _____
- ✗ _____
- ✗ _____
- ✗ _____