

3 Reasons Women Struggle To Join A Franchise?

Life is a roller-coaster of achievements, challenges disappointments, failures and the unknown. We start out in our adult life with a clear (and in hindsight a slightly rose tinted) view, defining how our work, family and life will be.

I believe it's a good thing life isn't perfect and so rigid, otherwise I would not have had the ability to really follow my dharma or purpose in life.

We've lived through many years of what the 'perfect woman' looks like from celebrities turned world ambassadors, actors turned lifestyle gurus and all the while with 'perfect children'.

Ladies, if you're thinking you can't have it all and comparing yourself to unrealistic role models then stop! It is possible to have a successful career, happy family and be emotionally balanced, the picture is perhaps a little less polished at times or your 'perfect' is likely to be a bit fuzzy around the edges.

Who wants perfect, polished and getting things right all the time anyway? And for who's benefit? It's not real-life, and if you have children then living in the real-world and showing them that life isn't the veil of perfection they see whilst endlessly scrolling through 'Fakebook' or Insta!



**"WHO WANTS
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You'll be teaching them by example, a fantastic life lesson to benefit from well into their future.

I love this saying... "A perfectionist's work is never done!"

One of my work/life strategies and a coaching technique I teach young people is the '10% Pledge'. Life is a journey, 1-step at a time and all you need to be is 10% more (or less) than you were, and you'll quickly see the difference.

When thinking about the journey into Franchising, it can feel daunting and scary with your negative inner-chat telling you loud and clear 'it's too much'. Thinking about 'everything' to do with an exciting new adventure will feel like that, it's natural. It's only when you take the journey step-by-step with professionals there to guide you through the process and choosing the right Franchise for you, you'll gain clarity, confidence and courage to go for it.

So, if you're feeling less than satisfied with your job at the moment, or you've been 'Mum' for so long your career aspirations are disappearing into a distant dream never to be achieved, then now is the time to change that with some helpful tips to get over these initial hurdles...

1. 'I don't have the Confidence to do something new!'

Here's the secret, there is no-one on this planet that is 100% confident, 100% of the time. Confidence fluctuates and it's natural not to feel confident in something new, give yourself a break! Think back to something you do now with confidence, but when learning or doing it for the first time it felt awkward or unsettling. With the right Franchise, a caring and supportive Franchisor and people in the profession, you'll be surrounded with all the help and mentoring you need to build your confidence and help you succeed.

2. What If I or The Franchise Fails!'

Oh yes, that pesky 'what if monster', keep feeding it more and it grows bigger! It's understandable to have a roller-coaster of emotions and a mind full of questions in the beginning. The mind is a very powerful tool and will create a reality based upon what you focus on, so we have to get real and avoid the 'Mind-Tricks'. Franchises around the World do fail, the fact and reality is they fail only because...

a) The business model was not great or it's not a proper Franchise. Be careful of the 'business opportunities' calling themselves a Franchise, especially if you don't have a protected and exclusive trading area to operate in.

b) Not enough training and/or support is provided by the Franchisor. A good Franchise will provide the initial training along with an operations manual, PLUS on-going mentoring, training and support. After your Franchise launch you'll be running the business, but you should never feel alone or be left to figure things out yourself.



c) The Franchisee did not follow the system or put in the required concentrated effort and dedication to build the foundations and get the Franchise established in their trading area. Like any business, a Franchise takes work, although you're following a proven system backed up by the brand or industry positioning, you still have to work hard, then together the Franchise as a whole grows stronger. This will help you in the process of looking closer at the Franchises you think would suit you, and where your early and continuing due diligence is essential.

"YOU HAVE SO MUCH TO GIVE, THE RIGHT FRANCHISE NEEDS YOU."

3. 'My Friend/ Partner Is Worried I'm Making A Mistake'

It's understandable the closest to you have reservations about your plans to join a Franchise. First and foremost, they care and want the best for you. However, in my many years in business as well as understanding psychology, there can often be an ulterior side to their doubt. Naturally, people struggle with change. If you've been the main carer of family and home, then a Franchise quickly changes that status quo and for others, can be unsettling. The ego is also very powerful and if you've always relied on your partner to be the main income earner, them seeing you as successful and financially independent can also disturb the balance. This should not be the reason to give up though, the key to success in business or life is communication. Include your partner or spouse as much as possible in the whole process, but make sure you're not consuming their doubts and reservations above your own mind and goals.

So, to get started on this journey, **1-step at a time...**

- Be 10% more confident
- Be 10% less overwhelmed and anxious
- Be 10% more certain

I believe the true definition of confidence is...

The ability and believe in yourself to be able to handle any situation with a sense of certainty, courage and clarity.

You have so much to give, the right Franchise needs you.

Bio:

Annette Du Bois is a renowned Children and Teens Confidence and Psychological Life-Skills expert with over 17 years direct experience; co-founder of CHAMPS Academy and the CHAMPS Franchise, helping children overcome mental blocks and psychological barriers and manage the complexities of the life their growing up in.

Annette developed the 'CHAMPS Applied Self-Confidence and Life-Skills Transformation Coaching' system, which is the UK's only practical and non-therapy based formulated and highly effective confidence and life-skills coaching system for young people, achieving maximum and rapid results without the need for counselling or therapy. CHAMPS Mission is to inspire and empower 1 million children and teens by 2020. Such is the demand from parents and the success of the Franchise, within 2 years of launching CHAMPS Academy has 19 Franchisees.

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