

## Noteworthy Events

### EARTH DAY



April 22, 2016

### INTERNATIONAL FRANCHISE EXPO



June 16-18, 2016  
New York City, NY

### WEST COAST FRANCHISE EXPO



October 6-8, 2016  
Denver, CO

### FRANCHISE EXPO SOUTH



January 12-14, 2017  
Dallas, TX

Your Business Name Here  
Contact Name  
Contact Number



## If You're Not Happy, You're Not Successful—So Enjoy the Journey!

Steve Rizzo

March 23, 2016

Here's something to consider. Let's say your goal is to become a vice president of a big company. After many years of intense stress, worry and an avalanche of emotional, mental and physical overload, you finally achieve your goal, along with all the wealth and prestige that comes with it. Is this success?

If you consult a dictionary, the answer would be yes. *Webster's Dictionary* defines success like this: 1. *The favorable or prosperous termination of attempts or endeavors.* 2. *The attainment of wealth, position, honors, or the like.* I think it's amazing that the words "happy" or "happiness" or "joy" are not included in the definition of the word "success."

Unfortunately, our conventional definition of success is simply achieving the goal. Not enough emphasis is placed on the value of experiencing and enjoying the journey, building character and learning life lessons along the way.

Your web address here

Here is a hypothetical question. What if someone were to show you a video of yourself as you climbed the ladder to great success? In this video, you see yourself achieving all of your goals and obtaining wealth. During this entire process, however, you also witness how you subjected your body, mind and spirit to intense negative energy along the way.

Not only were you unhappy most of the time, but you were able to see how your outright refusal to allow for joy during the process affected your family, friends, associates and your overall well-being. Talk about a downer of a movie.

I'll ask you the question again. Is this success? Here's the answer: No!

I really want you to get this.... If the process of fulfilling your goal is polluted with negative energy and lack of enjoyment, it can only create more unhappiness, even if the outcome is positive in the short term. The happiness that you feel in the moment of reaching "success" is a temporary state dictated by its conventional definition. After the initial euphoria wears off, you are back in the same old negative place, because you've carried that same old negative mindset with you.

The truth is, it really doesn't matter how much money you have, or how famous you are, or how many goals you've achieved. It makes no difference how big your house is or what industry accolades you've racked up in your career. The entire world can view your life as the ultimate success story, but the bottom line is this: If you are not happy, you are not successful! If you are not enjoying yourself on your journey toward your goal, you're ripping yourself off. Trust me. There are enough people willing to do that for you.

The adventure toward any goal is what brings value to it. The path toward the goal is where your life unfolds and happiness is truly meaningful. When you are in the process of working to achieve something, you are experiencing who you are and what you're made of. Your character is being tested and molded.

When you become aware of the importance of every step in the process, you are sending a message to yourself, as well as the entire universe, that you are not only here, but qualified and ready to overcome obstacles along the way. All of which are essential ingredients for success and happiness.

There is absolutely no reason why you can't make a conscious choice to experience and enjoy yourself on the journey toward the goal. If you do, you will no doubt have a profound appreciation of how you earned it. In my view, that's the ultimate success. If you make this "common-sense success strategy" a habit, it will transform your life.

# You Made It, You Sold It – Now Fund

**It** by David Banfield, IFG 50/50

**For many small business owners the world of finance still remains a mystery.**

It used to be that you went to your bank and whatever the issue was, the bank would solve it.

Unfortunately those days are gone and probably gone forever. Banks continue to retreat from the front line when it comes to funding the small business marketplace. This is not necessarily all bad news. For those that know their way around the financial marketplace they can always find an opportunity in the secondary market. With the government initiative requiring banks to help their 'rejected' customers to access that marketplace, then perhaps there is no bad news at all.

The secondary marketplace is made up of a variety of lenders offering funding collateralized by a variety of assets. These lenders all tend to be asset based lenders as opposed to equity lenders, which is still the domain of the high street banks. There are, however, times when asset based borrowing can fit an entrepreneur's requirements very well. In some cases this can even be 'off-balance sheet' funding, making it an attractive proposition for smaller growing companies. One of the most flexible facilities in this market area is surely spot factoring or single invoice discounting. The flexibility that this service offers is readily embraced by SME's that do not wish to, or cannot, enter into long-term factoring type agreements, or don't have the volume requirements to meet the stipulations of conventional invoice discounters.

In an ideal world most small business owners would seek out a facility that was available as and when needed; there was no cost when the facility was not in use; and there were no restrictions on size of transaction, and naturally it was cost effective. Is this just a pipe dream or reality? Such facilities do exist, so it becomes a reality situation

In a typical spot factoring situation, the manufacturer or service provider has completed their service or delivered their product, they have invoiced their customer, and then the waiting game starts. Spot factoring removes the waiting by accelerating the cash flow to create an immediate payment against the

invoice in question.

This type of facility can be engineered very quickly, initially a few business days, and then almost on demand for repeat business. So why wouldn't everyone use this type of arrangement? The fact is that more and more expanding companies are seeking this type of quick and easy finance.

What causes a company to seek to accelerate their cash flow? Typically a faster cash flow creates a more healthy business, and one that has the capital it needs to expand. Growth is therefore a driving force in this area. As a company expands it will need more working capital, and as it acquires that capital, it will grow again and thus will need more capital, and so on. It is a growth cycle that can consume cash as fast as it becomes available.

For many SME's growth comes in the form of new customers that bring in orders, which push up sales at a dramatic and sometime exponential velocity. Dramatic rather than steady growth can severely hamper cash flow. New customers that are able to provide substantial orders often become in charge of the transaction. They have the buying power to dictate when they will pay, and the supplier – if they wish to retain the business – has little option but to accept what often turns out to be extended payment terms.

This in itself should not be a problem as we have already discussed that there are options in the marketplace to deal with a growth in receivables. Therefore the problem is readily solved – spot factoring turns those new sales into instant cash, and the growth cycle starts over again. On the face of it – a sound solution, but what happens when the customer says that they will not allow the invoices to be sold or discounted -now the problem becomes exasperated.

First, can a customer dictate what happens to their invoice? They certainly can and in many instances this restriction on assignability creates ongoing problems for the supplier. While there is no immediate solution to this issue, other than not dealing with such customers, there may be a glimmer of light at the end of the tunnel in that the Government is starting a consulting exercise with the industry group that represents asset based lenders to see if there is some 'legal fix' to the problem.

There is no doubt that if this hurdle were removed we would see even greater growth in the small business sector. As a business owner you need to be savvy about what you can do with your company assets in terms of using them for a finance facility as it surely represents a great alternative to conventional lending.

# The Do's and Don'ts of Email Etiquette



When the use of email became common in the early 90s, the business world changed. Email now takes up a significant portion of our workday. According to a [study](#) by the International Data Corporation (IDC) workers spend 28 percent of their workweek reading and answering email.

While we try to work faster and more efficiently, we must not forget the social rules that accompany any form of communication. Here are some of the dos and don'ts of email etiquette.

## **Do have a clear subject line.**

Most of us have to compete with the hundreds of emails clogging our inbox every day, so the clearer your subject line, the more likely your message will be read. For example, if you're sending a proposal to someone, be specific and write, "The Fitch Proposal Is Attached."

## **Don't forget your signature.**

Every email should include a signature that tells the recipient who you are and how to contact you. Set it up to automatically appear at the end of each email. Include all of your contact details so the recipient doesn't have to look up your address, email or phone number.

## **Do use a professional salutation.**

Using "Hey," "Yo," or "Hiya: isn't professional, no matter how well you know the recipient. Use "Hi" or "Hello" instead. Using the person's name in a salutation is quite appropriate, but remember not to shorten a person's name unless you're given permission to do so.

## **Don't use humor.**

Humor does not translate well via email. What you think is funny has a good chance of being misinterpreted by the other party, or taken as sarcasm, without the accompanying vocal tone and facial expressions.

## **Do proofread your message.**

Don't be surprised if you're judged by the way you compose an email. For example, if your email is littered with misspelled words and grammatical errors, you may be perceived as sloppy, careless, or even uneducated. Check your spelling, grammar and message before hitting "send."

## **Don't assume the recipient knows what you are talking about.**

Create your message as a stand-alone note, even if it is in response to a chain of emails. This means no "one-liners." Include the subject and any references to previous emails, research or conversations. It can be frustrating and time consuming to look back at the chain to brush up on the context. Your recipient may have hundreds of emails coming in each day and likely won't remember the chain of events leading up to your email.

## **Do reply to all emails.**

Give a timely and polite reply to each legitimate email addressed to you. Even if you do not have an answer at the moment, take a second to write a response letting the sender know you received their email. Inform the sender if their email was sent to the wrong recipient, too.



APRIL 1, 2016

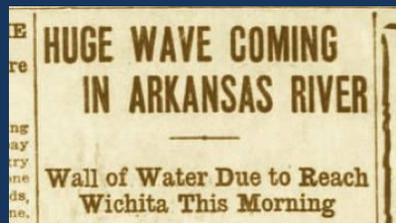
The custom of setting aside a day for the playing of harmless pranks upon one's neighbor is recognized everywhere. Some precursors of April Fools' Day include the Roman festival of Hilaria, the Holi festival of India, and the Medieval Feast of Fools.

-From the Top 100 April Fool's Day Hoaxes of All Time:



#### #45: Smellovision

April 1, 1965: BBC TV interviewed a London University professor who had perfected a technology called "Smellovision" that allowed the transmission of smells over the airwaves. Viewers would be able to smell aromas produced in the television studio in their own homes. The professor explained that his machine broke scents down into their component molecules which were then transmitted through the screen. The professor demonstrated by placing some coffee beans and onions into the smellovision machine. He asked viewers to report whether they had smelled anything. Numerous viewers called in from across the country to confirm that they had distinctly experienced these scents. Some even claimed the onions made their eyes water.



#### #79: Frogs Meet Wave

April 1, 1906: The front page of the Wichita Daily Eagle carried news of an astounding natural phenomena. A huge wave, eleven-feet high, was moving southward down the Arkansas River. Simultaneously, a giant mass of millions of frogs, spanning a distance of over eleven miles, was migrating northward up the river. The two (wave and frogs) were predicted to meet at Wichita at around 10 o'clock that morning. The report brought out thousands of Kansans who lined the banks of the river, eager to see such a once-in-a-lifetime event. When, after three hours, the wonder never materialized, it occurred to the crowd what day it was, and they dispersed quietly back to their homes.

