

BREAKING THE CREATIVE CEILING:

A Multi-Talented Professional Finds Fulfillment Through Franchise Ownership



To start your journey toward franchise ownership and career freedom, order a FREE copy of Liz Leonard's book, *"Your Franchise Fast Pass®: Your Step-By-Step Guide to Finding Your Ideal Business,"* below!

www.franchisefastpassbook.com

CHALLENGE

Amy Hardwick, a multi-talented professional with an MBA from Sam M. Walton College of Business, an AOS in Culinary Arts, and a Bachelor's Degree in Broadcasting, struggled to find suitable employment despite her impressive qualifications. After helping launch a nonprofit organization that had entered its sustainment phase, Amy found herself searching for a new challenge that would better utilize her creative and project management mindset.

Despite posting her resume on several job search websites, Amy wasn't getting second interviews in the vendor world due to lacking specific industry background experience. Meanwhile, she wanted to maintain involvement in recreational activities and theater—passions that traditional employment often restricted.

Amy and her accountant husband were initially skeptical about business ownership, assuming it would completely take over their lives. They were particularly concerned about high overhead costs and losing the freedom to pursue other interests.

What's more, they believed that finding the right opportunity that would provide creative fulfillment, manageable overhead, strong growth potential, and eventual retirement value proved challenging in the vast franchise marketplace.

AT A GLANCE CHALLENGES

- Difficulty finding employment despite impressive resume
- Desire to pursue recreational interests alongside career
- Skepticism about business ownership from both Amy and her husband
- Need for work flexibility and control over career trajectory

GOALS

- Find career path that allows creative expression
- Direct ownership of business outcomes
- Build value for eventual retirement
- Create positive work environment for employees

"Liz was a great advocate for us. She took our needs, hopes, and dreams into account and matched us with not only the right opportunity in our local region, but also with the right franchise culture to suit our needs and goals."

Amy Hardwick



SOLUTION

Connected through LinkedIn, franchise advisor Liz Leonard approached Amy about potential franchise opportunities that aligned with her outside-the-box mindset. Liz presented several creative-oriented franchise options and addressed each concern Amy and her husband expressed about business ownership.

After careful consideration, Liz introduced Amy to Outdoor Lighting Perspectives (OLP), a franchise opportunity that aligned perfectly with Amy's design interests and vision while still meeting her husband's analytical requirements for reasonable overhead costs.

The OLP opportunity featured:

- A business model that allowed Amy to use her design skills and creativity
- A connection to the outdoors, which Amy valued
- An enormous territory in Northwest Arkansas with significant growth potential
- A business structure that would require intensive work initially but allow for more flexibility once established
- A strong potential exit strategy for retirement

Liz provided guidance through the funding process, which Amy and her husband ultimately achieved through a combination of personal funds, a small business loan through a nonprofit entity called Forge Funds, and family support.

RESULTS

Through Liz's advisory efforts, Amy successfully invested in an Outdoor Lighting Perspectives franchise that has transformed her professional life. The franchise has allowed Amy to:

- Discover her true calling in design work, providing creative fulfillment she never found in traditional employment
- Take control of her own career trajectory after years of having others determine her professional path
- Create a positive work environment where she can implement best practices from previous experience to help employees grow
- Build a business with strong growth potential in a rapidly developing market
- Establish an asset that can be sold to contribute to retirement once fully developed
- Balance business ownership with her interests

Perhaps most importantly, Amy discovered an unexpected passion for design work that has made her feel she "found her calling," giving her professional fulfillment she never expected from business ownership.

FRANCHISE BENEFITS

1. Transforms professional identity and personal freedom This benefit creates a new path that provides both financial growth and the flexibility to lead a more fulfilling life. It allows professionals to transition from corporate careers to business ownership on their own terms.

2. Provides structured business ownership Franchise models offer the security of a proven system rather than starting from scratch.

3. Delivers powerful long-term growth potential The foundation for growth often leads to multi-territory expansion opportunities that can help boost financial security and improve work-life balance.



LIZ LEONARD

CEO, Your Franchise Fast Pass®

Liz Leonard is an experienced franchisee and entrepreneur. As a franchise advisor, she's spent the last two decades helping others make their entrepreneurial dreams a reality via franchise ownership. With a passion for educating her clients to make the best and most informed decisions, she has a step-by-step process for finding the right franchise option in 6-8 weeks.

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