

RETIRING FROM BUSINESS TRAVEL:

A Veteran Consultant Finds Fulfillment Through Franchise Coaching

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!

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CHALLENGE

Mike Edwards had built a successful 30-year career in consulting but found himself exhausted by the constant travel demands of his profession. Week after week, he found himself on the road, living out of suitcases and hotel rooms rather than enjoying time at home. Despite his success in the corporate world, Mike was searching for something different—a venture that would allow him to maintain a home base while still applying his wealth of business experience to help others.

His father suggested coaching as a potential new path, planting a seed that would eventually grow into Mike's next career chapter. However, without clear direction on how to enter this field or knowledge about franchise opportunities, Mike found himself uncertain about how to make this significant career transition. He knew he wanted to leverage his extensive business experience, but the path forward wasn't clear until he connected with franchise advisor Liz Leonard.



AT A GLANCE CHALLENGES

- Constant travel for work
- Desire to be home more often
- Uncertainty about career transition
- Desire for meaningful work after corporate life

GOALS

- Find a business allowing more time at home
- Bring his faith into action through Christian-based initiative
- Leverage consulting experience in a new venture
- Create a business with long-term value
- Find a franchise with strong support systems

"Together with Liz, I chose the right space for me, and it has paid off. I love what I'm doing."

Mike Edwards



SOLUTION

Working with franchise advisor Liz Leonard, Mike began exploring franchise opportunities that would fit his lifestyle goals and professional background. When Liz suggested a coaching franchise called Focal Point, Mike was intrigued by how closely it aligned with his father's earlier recommendation.

Mike conducted thorough research and due diligence over many weeks, carefully evaluating whether this opportunity would be the right fit for his skills and goals. What he discovered was a franchise model that provided comprehensive training, proven systems, and the structure he needed to successfully transition into business coaching—a perfect match for his consulting background.

The Focal Point franchise offered Mike the robust support system necessary for him to confidently step into his new role as a business coach. Most importantly, it gave him the ability to operate his business without the constant travel that had become such a burden in his previous career.

RESULTS

Despite facing personal challenges during his first year of franchise ownership, including having to take time away from the business after both his parents passed away, Mike achieved remarkable success with his Focal Point coaching franchise.

Within his first partial year of operation, Mike became the fastest-growing new franchise operator in the system and earned the prestigious Avid Award, recognizing him as the network's most consistent and persistent coach. Following this initial success, his business has continued to expand and thrive.

Mike has not only built a successful coaching practice but has also been able to innovate within his business model. He recently launched a faith-based Christian business forum group that brings together 12 CEOs who meet monthly for full-day sessions. This group coaching forum represents a potential long-term expansion of his business model.

Most importantly, Mike has found true fulfillment in his work. He credits the Focal Point franchise system with providing the essential structure, content, and formal training that gave him confidence as a new coach and set him up for success in ways that would have been much more difficult to achieve on his own.

As a franchise owner, Mike has established an LLC that has real value—an asset he can potentially sell when he decides to retire, providing him with both current satisfaction and future security.

FRANCHISE BENEFITS

- 1. Transforms work-life balance while maintaining professional fulfillment** This benefit allows professionals to escape the grind of corporate travel while still engaging in meaningful work that leverages their experience and expertise.
- 2. Provides proven systems for rapid business success** Franchise models offer training, content, and structure that can accelerate success compared to starting from scratch on your own.
- 3. Enables multiple revenue streams through a flexible business model** Unlike traditional careers, this coaching franchise allows for diversification through associate partnerships, revenue sharing with other coaches, and both one-on-one and group coaching formats, creating sustainable income opportunities.



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.

Want to learn more about franchising and whether it is the right path for you? Grab a FREE copy of Liz's book, *"Your Franchise Fast Pass®: Your Step-By-Step Guide to Finding Your Ideal Business,"* at www.franchisefastpassbook.com.