**BECOMING A FRANCHISEE**

Though easier than starting off on your own, franchising is not difficulty-free. Many reasons for franchise failure exist. Mostly it is not in the concept, but in the franchisee. You must be able to realistically evaluate yourself to determine if you are suitable for franchising.

Not every entrepreneur is selected as a possible franchisee, as franchisors are careful who they choose. They want their network to be a success and if you do not meet their requirements, they will decline your application.

Franchising is all about owning your own business. It may sound much easier than working for a boss, but there are many hidden challenges. Here are a few questions to ask yourself to determine whether you will be better off on your own:

*Are you motivated?*

Being self-employed does not mean waking up later in the morning, ending earlier in the afternoon and relaxing in between. Are you able to take responsibility and control of your franchise? Be prepared for long hours, hard word, and putting aside friends and family for a few years.

*Are you planning for the future?*

Know where you are and know where you want to be in the next year, two years, 10 years, and retirement age. Look at each one and calculate what you need to get there, and write it down. Measure your success against these realistic markers as you pass. It is much the same as drawing up a business plan.