

# Ever consider owning your own business? Make it a success with Entrepreneur's Source

You could buy a business, start one, or consider a franchise.

Would you like to work for yourself? Set your own hours? Grab an opportunity that would put you in charge of your life and your family's well-being?

Now you can find out what it would be like to own your own business. Call Bruce Blaisdell of The Entrepreneur's Source in Cape Elizabeth. He can help educate you as to what it is like to be a business owner and then maybe for you to consider owning or starting your own business.

The Entrepreneur's Source is a franchise itself which has expanded to approximately 250 locations in the past decade, including four in Maine. The people who started it have been in the business-advising business for over 20 years. So when you call Bruce, you not only have his experience and knowledge to draw on, but the experience and knowledge of a team of people.

"I spend several sessions talking with people," Bruce says. "I explore with them what they're interested in, what they want to get out of owning their own business.

"Everybody's different. Everyone wants income, but they have different goals, needs and expectations. Young people might have the goal to retire early and are willing to put in very long hours. Other people might just want to have flexibility in their schedules. Others might want to establish a legacy business they can pass onto their children."

Bruce helps a person understand the risks and rewards of business ownership. There are significant risks, he adds, saying that 50 percent of all new businesses are no longer in existence after five years.

There are two phases for people who call The



**IT IS TOUGH TO GET STARTED in your own business. Call Bruce Blaisdell and review your options — 799-4873.**

Entrepreneur's Source. The first half is the education process. "There is no cost or obligation to this," Bruce says. "We go through what are the pro's and cons of owning a business."

Then comes the validation phase. For the price of a \$395 administrative fee, Bruce will present three or four business models for you to consider such as a consulting business, a service business or a retail business.

Finally, if a person is still interested, they can look into starting a business, buying an existing business, or buying a franchise. Just so you understand, that's where Bruce gets most of his income. The Entrepreneur's Source works with more than 200 franchise

companies and if a match is made, then he receives a placement fee from the company.

But that being said, he expects his business to grow by positive word of mouth. He wants success stories. He doesn't want to match a person with a business and not have it work.

Ninety-five percent of the people who contact The Entrepreneur's Source discover options they would never have considered on their own or had dismissed prematurely. Seventy-five percent of the adult population says that their dream is to be self-sufficient, but barely five percent ever get there. That's why The Entrepreneur's Source exists — to help that 75 percent reach their dreams.

Taking the first step is easy. Start the education process with no cost or obligation. There is no risk in calling Bruce at 799-4873 or to send an email to him at e-source@maine.rr.com.

This is your chance to climb the ladder of success as thousands of past clients of The Entrepreneur's Source have.