

# BE YOUR OWN BOSS – BUY YOURSELF A FRANCHISE

It is possible to live the dream, buy your own business and say goodbye to the boss. Taking charge of your destiny might tick all your ambition boxes and lead to great success. And if you invest in a franchise, there will be others alongside you to share the journey

**S**o what is it like to be your own boss? Of course there's the appeal of a business in which the day to day decisions are yours to make, in which the dream of independence can be fulfilled. There are daily demands and responsibilities to meet. There may be staff to employ and manage. Any business owner needs a host of skills at their fingertips. Franchisees benefit from the talents and expertise of others in the franchise system and need to find a way to balance their own desire for independence with the

shared wisdom in the group; this will give them the best chance of reaping financial rewards.

Michael Sherlock is the co-founder of Brumby's Bakeries. He sold it in 2007 and now works as a speaker and retail and franchising consultant, he has just co-published a book *Jumpshift! Shift your business into Hyperdrive*.

"I often get asked the question 'What does being your own boss actually mean for a franchisee?' To me it's mainly about the lifestyle that comes with the freedom to act (within the disciplines of a successful system), and the ability

to make money, have some fun and be part of an iconic brand.

"I first got involved with franchising in 1983 when the people behind what was to become Brumby's Bakeries met up with the father of franchising in Australia, Howard Bellin. Howard showed us the path to franchising and we saw it as the best way to expand our bakery concept that was then called Old Style Bread Centre.

"I can still remember putting the ad in the paper and doing the first interviews. I was impressed by the quality of the applicants