



# Why work with Parnell & The Entrepreneur's Source?

*No cost  
except some  
focus and  
time.*

*No  
obligation  
except  
keeping an  
open mind.*

## **My Only Business - Your Success**

For nearly 40 years, The Entrepreneur's Source has provided clients with the most comprehensive guidance on achieving self-sufficiency. We work with clients anywhere in North America. Our unique coaching experience has empowered countless numbers of people to explore and discover alternative paths for their careers - ones that they may not have looked at on their own. We help clients take ownership of their income, lifestyle, wealth, and equity.

## **Our Desired Outcome**

We help you crystalize the results you want from your next career direction so you can measure each option we present against your unique requirements. Our expertise is in self-sufficiency thru franchising and turn-key businesses. We create a safe space to explore franchising alongside other options you're considering .

## **Our Coaching**

We provide guidance and direction in the evaluation of the franchises based on your unique goals, needs, and expectations. We serve as a weekly sounding board to help you filter through the information. Since each franchise is unique, we will educate you on it's pros and cons and if it lines up with what you're trying to achieve. We also help you overcome emotional detours you may encounter that may hinder or even stop your progress. We encourage you to focus on the facts, real-time information from owners, and their daily experience in the franchise.



**Parnell Woodard**  
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## Our Unique Experience

*Phase 1 Clarifying Goals* – Our view is that a business is a vehicle to help you accomplish your goals. We assist you in defining your ideal income, lifestyle, wealth, and equity. You'll benefit by creating a complete picture of what success looks like for you. If after a handful of conversations, we discover that franchising may be right for you, we'll go on the Journey of Discovery. And if we find it's not right, then we have accomplished clarity and that's success as well.

*Phase 2 The Journey of Discovery* – Based on the great information you've shared, we'll pick a handful of franchises for you to learn about in a well-informed, educational manner. The franchises are selected because they make the most sense based on your goals. Usually, you invest about 3-4 hours a week for a month talking to people in those franchises. However, you determine the pace of the journey as long as you're engaged and active in the process. You'll also participate in webinars plus reading material. Since franchising is new to most people, we educate you on the industry every step of the way. You'll benefit by learning how others achieve income, lifestyle, wealth, and equity goals through franchise ownership. And you'll learn if you want to as well!

## Our Partnerships

We work with hundreds of franchises and turn-key businesses. Each offering many ways to go to business – mobile, home-based, office or building; virtual or geographically-protected territory; part-time or full-time; absentee owner or hands-on owner; and a wide range of investment levels. We also have experts in funding resources and education. They help you understand the ways to invest in your self-sufficiency and which route will benefit you most.

The Entrepreneur's Source has firmly-established and long-term partnerships. These relationships allow us access to their key personnel which gets you an insider's view. This relationship also allows us to serve as your advocate to the franchisor. We represent your interests above all others.

*You're safe  
with us to  
explore:*

- ▶ *Possibilities*
- ▶ *Options*
- ▶ *Dreams*

*What is the  
ultimate  
goal?*

*Your clarity on  
the many  
options  
available to  
you!*