

\$250 Million In Non-Medical Home Care...see pg. 28

Small Business OPPORTUNITIES

20TH Anniversary Issue!

MONEY-MAKING IDEAS FOR ENTREPRENEURS

JANUARY 2008

There's A Fortune In Your Future!

GET RICH IN 2008

20 NEW BIZ MONEYMAKERS To Get Into Now!

- Kids' Fitness
- Pet Sitting
- Plant Care
- Gelato Biz
- Day Spa

25
Proven Ways
To Make Your
First Million



HOME-BASED RICHES

Cable Wire Gadget Clears \$11 Million From \$30 Startup

AMAZING PROFITS

\$100 Million Selling Only Lumber



GET RICH IN 2008

20 boom moneymakers to start now!

There has never been a better time to start a small business. Find what you love to do and figure out how to get paid for doing it. The rewards can be endless. As you get into this roundup feature of twenty great businesses to consider now, bear in mind these suggestions from Bryan Howe, business plan professional. Bryan Howe is the founder of MasterPlans.com, a Portland-based professional business plan writing firm. He founded MasterPlans.com to provide affordable business plan writing services to the "small guy" in 2002 and has been developing the business with his partners ever since.

Putting together a business plan for your new business will help you answer all of the questions you might have about starting that particular enterprise. According to Howe, right this minute, thousands of hopeful entrepreneurs and small business owners are hard at work writing business plans they hope will help them start or grow their companies. Sadly, most of their great ideas will never be funded because the plans failed to attract investors. Here are Howe's tips on avoiding costly pitfalls. Learn from these common mistakes compiled by Howe.

Mistake One: Outdated Approach-- "One of the biggest mistakes is presenting a plan that's boring and out-of-date," says Bryan Howe, a business plan professional. "In the late 80s, we saw business plans that were short, bullet point charts that focused on projected sales. That's not the case anymore. Today, CD-Rom and interactive DVD presentations are becoming the industry standard."

Mistake Two: Inadequate Preparation-- A partner and consultant at Masterplans, a fast-growing business plan writing service, Howe explains that even the most savvy business owners simply aren't prepared to write today's complex business plans. "It's not a skill set you need often in your life," he says. "Most people know what they want the business to look like but they have no idea how to get that on paper in a thorough, professional manner. Simply conducting the market analysis correctly, for example, can be overwhelming."

A business plan is often a company's first marketing piece. As the initial point of contact with investors, it has to be done right," says Howe. "In the investment arena, you must focus on what's important, such as the management team's experience. Investors want a concise executive summary, and a clear description of how the deal will be structured."

Mistake Three: Missing Information-- Howe says that small business owners often contact Masterplans after spending several hundred frustrating hours trying to do it themselves. "Many have even tried using specialized software," says Howe. "But without a solid grasp of how financial formulas interact or how to properly convey marketing strategy, they waste time and may miss important financing opportunities."

Because of the intricacies of writing a modern business plan, Howe explains that a team approach is the most realistic. "It is next to impossible to find one person with the right combination of skills," he acknowledges. "Masterplans assigns an in-house team of credentialed professionals to each project including a writer, a researcher and a financial professional." The researcher is responsible for completing a thorough market analysis including target demographics and market size. "The researcher must be able to understand and analyze industry trends, and account for what's happening within competing companies. A good researcher can delve into a lot of different areas, follow informational leads, then mold the raw data into something readable," says Howe.

A financial professional must be well versed in more than just accounting. "We need to present what's going to happen, not what's already happened," says Howe. "The best financial professional for business plan writing is someone who can think



creatively. They should know where to apply future labor, and determine the sales volumes necessary to meet projections."

Mistake Four: Neglecting Standards and Appearance--Since 1998, the Masterplans team has kept up with the changing business plan standards. The company guarantees that its plans will meet Small Business Administration and bank lending requirements. It also offers in-house graphic designers to assist with logos and other design elements. "If you submit a business plan with the company name in Arial font on the cover, it won't look professional and may be thrown away," Howe comments. "Some people don't believe us on this point, but they are back six months later to buy a logo design."

Approximately 30 to 40 percent of Masterplans' clients need their business plans completed quickly to act on immediate funding opportunities. A fast turnaround may also be needed to lease prime business space. "We can complete an accurate and professional plan in 10 days," says Howe. The company applies tiered-pricing based on several factors including the complexity of the industry, the market size, and the team's experience with that industry.

"Nowadays, it takes a team to craft a business plan properly. We're very aware

that we're working with someone's ambitions, goals and passions," Howe says. "What we do affects their home life, family and friends. So we do our best to get their thoughts and ideas on paper while holding true to their dreams." For additional information, visit www.masterplans.com.

Resource Expands To Help Small Biz

Busines.gov continues to expand its offerings of resources and tools to help small businesses comply with federal gov-

ernment regulations.

Responding to feedback from its business community users, Business.gov has developed a tool that helps businesses determine their license and permit requirements. The site, at www.business.gov, also has expanded the content and context of the information contained in its Compliance Guides and developed relationships with other government and non-governmental organizations to provide more in-depth compliance resources.

Business.gov's new "Permit Me" fea-

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ture provides a single source for obtaining federal, state, and local permits and professional licenses for businesses. While every business in the United States is required to obtain a permit, professional license, or identification number to operate, finding the right license can be a major challenge for potential business owners. Although some states offer assistance to help individuals understand their local permit and license requirements, not all provide federal information.

This information gap results in an additional burden to business owners as they must locate, research and understand federal, state, and local government resources separately and then compile the information to gain a comprehensive understanding of their regulatory requirements. "Permit Me" allows businesses to navigate to a single destination and presents a list of licensing and permit resources across all the federal, state and local domains.

Business.gov has also added "Feature Topics" that focus on common business concerns and that will be continually updated on a timely basis. Featured Topics provide context to the compliance information provided on the site and help business owners understand in plain language the regulatory requirements their businesses face. Regulatory information is typically written from the individual agency's perspective and can fail to adequately explain the impact of the requirement on business operations or the steps required to comply. The failure to develop compliance assistance information that addresses the practical concerns of the business community adds to business' owners compliance problems.

The Content Partners Program has been established to formalize relationships with government agencies, trade associations and professional organizations to develop compliance assistance tools and resources for small and medium-sized businesses. Content Partners will provide domain specific compliance information to Business.gov ultimately to develop compliance resources that will be featured on the site's Featured Topics and Compliance Guides pages.

Business.gov is managed by the U.S. Small Business Administration in partnership with 21 other federal agencies and is part of the President's Management Agenda. Originally launched in 2004, the Web site provided information on starting, growing, and managing a small business. The re-launched compliance site is designed to better meet the needs of the business community, based on feedback from test groups.

Now, onto our Top 20 businesses to consider now:

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"The Best Way to Make Money is to Get Paid to Help Others."

- Russ von Hoelscher

That's What **MIRACLE RELIEF FORMULA** is all about!

Comfort Keepers

What do you do when you're the leader of an industry that is rife with competitors? If you're Jim Booth, president and CEO of Comfort Keepers, you use your position at the top to your advantage. A pioneer of the non-medical, home care companion industry, Comfort Keepers has nearly 10 years experience driving the company forward. It's no secret as baby boomers age the demand for home care is only going to increase, but what Booth has come to learn is that home care companions aren't just for the elderly. New mothers, people who suffered injuries and the disabled are a few of the many other people Comfort Keepers serves.

In an ever-evolving marketplace, Booth's primary focus is ensuring Comfort Keepers remains at the forefront of the industry it helped shape. Since the opening of its first office in Springfield, Ohio in 1998, Comfort Keepers has grown to more than 550 franchised locations in 45 states and seven other countries. According to Booth, between 40 and 60 new franchise locations are expected to open in 2007. The company expects to have 700 locations in operation by the end of 2010.

The statistics are already staggering and the numbers are only going to increase - dramatically - in the coming years. According to the U.S. Census Bureau, there are currently 36 million seniors in the United States. Over the next few decades that number is projected to exceed 70 million.

The U.S. General Accounting Office reports that more than 12 million Americans require some long-term care and as many as six out of every 10 Americans have family members or friends requiring long-term care services. Eight of every 10 people would prefer to have care provided at their family member's home, according to a report from the American Association of Retired People (AARP).

Since opening its first office in Springfield, Ohio in 1998, Comfort Keepers' growth as a franchise concept has been staggering itself. Today it has grown to more than 550 franchised locations in 45 states and seven other countries since beginning franchising in 1999. In 2000, systemwide sales were less than \$4 million. In 2007, they are expected to reach \$250 million.

"We see tremendous growth currently and far into the future," said Jim Booth, who in March celebrated his first anniversary as Comfort Keepers' president and CEO. "Today we're caring for the parents of the nation's baby boomers and after that it will be the baby boomers themselves. We're looking at the next 50 years and not seeing anything that would stand in our way of continuous growth."

Comfort Keepers was originally founded by Kristina Clum and her entrepreneurial husband, Jerry Clum, Jr. Kris Clum was a registered nurse in home healthcare who had recognized a need among her older patients for non-medical companionship and assistance. They launched Comfort Keepers from their home and it grew quickly. As the company continued to prosper, the Clums realized they didn't have the experience or required capital to grow their business into an international franchise concept. They recapitalized in 2003, selling majority interest in Comfort Keepers to two private equity groups. Booth took over as CEO in 2006 following the retirement of Allen Riggs, a successful franchising executive who, in 2005, was named an at-large delegate to the White House Conference on Aging, an event that occurs only once each decade.

"You have to give them a lot of credit," Booth said of the Clums. "Entrepreneurs sometimes stay in a business too long, but Jerry and Kris recognized that different skill sets and additional capital were needed to grow the business beyond what they were capable of accomplishing on their own."

With an estimated initial investment of \$56,400 to \$88,800 - much less than the cost of opening a traditional storefront business - Comfort Keepers offers prospective franchisees a cost-effective entry with immeasurable potential into an industry that Booth describes as "very healthy," and the benefit of joining a powerful network of offices today.

For info, visit www.comfortkeepers.com or call the company headquarters in Dayton, Ohio: 800/387-2415.

Paciugo Gelato

Gelato, the centuries-old Italian delicacy, is as common on Italy's street corners as Starbucks in the United States. Now, after seven years of success in the U.S., an Italian entrepreneurial family is emerging as a leader in the frozen dessert sector and is on a mission to give U.S. consumers the "real deal" of authentic gelato.

Paciugo Gelato, (pronounced "pah-choo-go"), is luring new fans of the 'delizioso' Italian gelato experience at a rapid pace, attracting consumers and entrepreneurs interested in the business opportunity. With 24 Paciugo locations in six states in the U.S., and international locations in Acapulco and Mexico City, Paciugo Gelato franchisees have experienced tremendous initial success in their markets. In fact, many have signed agreements to open additional locations, to the tune of 75 new stores, 60 of which are scheduled for grand openings by 2009. Sales for this year are estimated to hit \$6 million.

"Based on the success of our existing franchisees and their desire to expand their agreements, we see the Paciugo Gelato franchise brand quickly becoming a household name in this country in a relatively short period of time," said Ugo Ginatta, Paciugo Gelato's founder. "We're accepting new franchisees into our growing franchise family and welcome interested candidates who seek to be a part of filling a growing niche in the frozen dessert sector."

For Ugo and Cristiana Ginatta, founders and husband and wife team, the infatuation over the sweet treat began at an early age. Born and raised in Italy, they continued Cristiana's family tradition and apprenticed at a four-generation gelateria, gaining in-depth knowledge of the gelato artisan tech-

niques and authentic recipes. Along with Ugo's son, Vincenzo, the Ginattas left Italy and arrived in Texas to open their first gelato caffè in Dallas. They now give Americans their own delightful dish of Italia.

"We select only the best ingredients from local farmers and specialized artisans in Italy for our recipes, and we prepare all ingredients by hand to preserve the supreme quality," Ugo said. "Following the traditional recipes, we make our gelato with whole milk, water or soy. Paciugo Gelato is trans fat free, preservative free and does not contain cream or high fructose corn syrup. Because of its high content of protein, calcium, vitamins, and fibers, Paciugo Gelato fits the FDA's standard as healthy food."

The cost to open a Paciugo Gelato franchise ranges from \$180,000 to \$360,000, depending on the city, type and size of the store, including an initial franchise fee of \$30,000. The flexible concept can be operated in a 300 square-foot kiosk to a 1200 square-foot gelateria in upscale retail shopping centers and malls. For more information, visit www.paciugo.com.

V.I.P. Cleaners

When do you stop doing favors for your friends? When you realize that you've got a serious business on your hands. Eight years ago when Kenny Sheff started V.I.P. Cleaners, a dry-cleaning pick-up and delivery service, he didn't know that it would change the way people view dry-cleaning; he didn't know that it was a perfect business model for a franchise; he didn't even know that one of his childhood friends would soon become his business partner.

What he did know was that his friends didn't have the time (or didn't want to take the time) to drop-off and pick-up their daily dry-cleaning. Kenny's friends were smartly taking advantage of the fact that he owned and operated a local dry-cleaning plant, and they were relying on him to eliminate this tedious chore from their to-do lists. "As the requests poured in, I realized something," Kenny said, "people are busy." He determined that like his friends, his customer's would appreciate the benefits of having dirty items picked-up and clean, pressed pieces delivered to their doorsteps. And so with an idea and his family's Grand Voyager, he created a new revenue stream for his business.

A few years and an upgrade to a commercial van later, Kenny had yet another revelation: His pick-up and delivery service was booming. In fact, it was the most profitable part of his whole operation. He decided that by taking this one element of the business and franchising it, he could share the success of the business as well as his experience in the dry-cleaning industry. From initial set-up to daily operations to managing growth, Sheff has industry experience to back the training and support he gives franchisees. "I know the nuts and bolts of the dry-cleaning industry," he said. "I can teach them and show them exactly how to run it."

Industry experience aside, Kenny knew that he needed someone to balance his strengths and weaknesses. Charlie Weisinger was working as a marketing executive when his former schoolmate contacted him about the ground-floor opportunity. Charlie surveyed his current company and the busy, unhappy executives surrounding him, and he recalled the old adage, "the cream rises to the top."

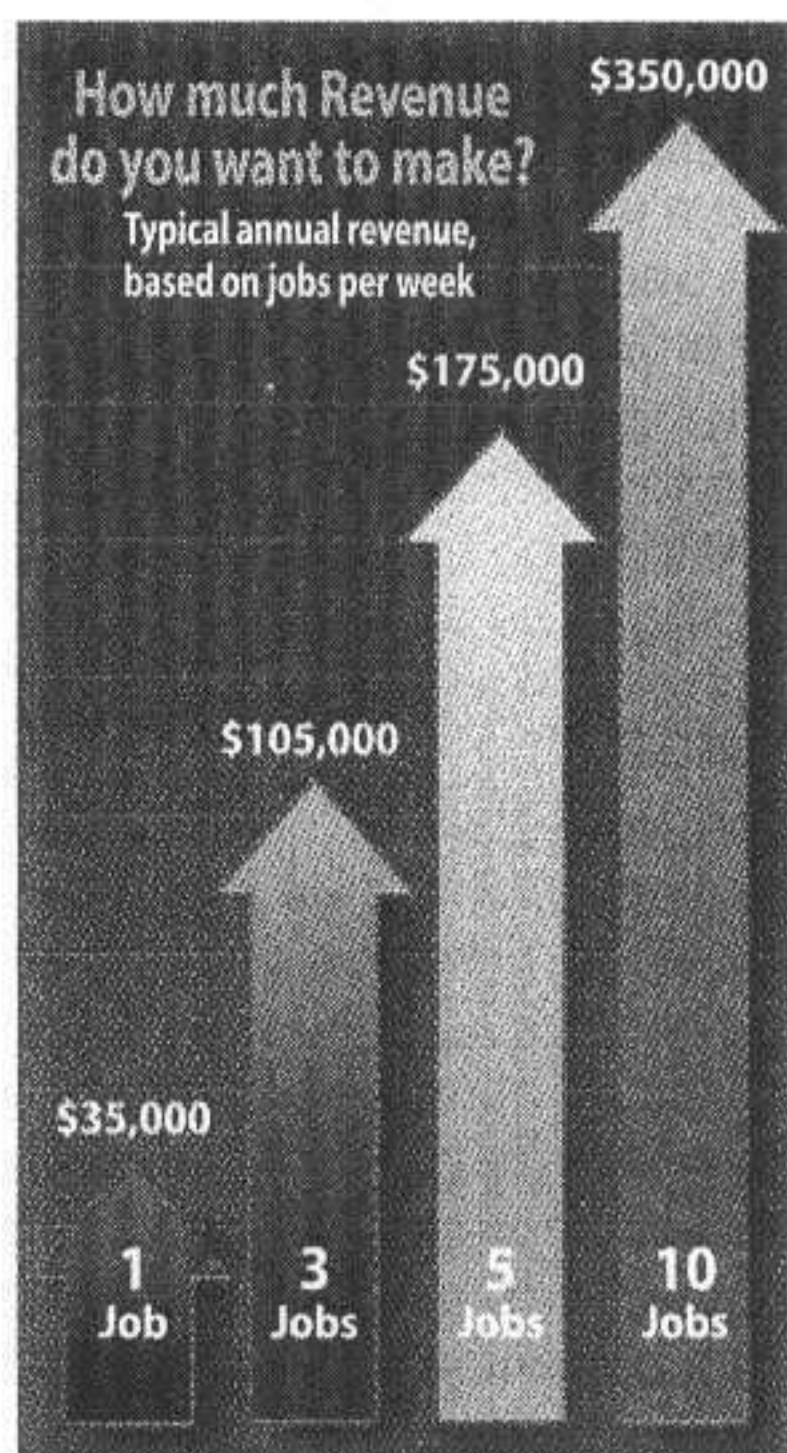
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But what he saw didn't look like cream, "it was curdled milk," he said.

V.I.P.'s expansion will be managed by the Findley Group, a franchise consulting company based in Waco, Texas. The partnership came about when Kenny and Charlie introduced themselves to Findley Group founder and CEO Gary Findley, who is also the former president of women's fitness sensation, Curves International. Gary was immediately impressed with the V.I.P. franchise model, which features a minimal initial investment, low-overhead, flexible schedule, and proven market for the service. And even more importantly, it is widely attainable for individuals who have the passion and drive to succeed, but desire the training and support that a franchise can provide. To learn more, visit www.myvipcleaners.com.

Green Life Interiors

Building off the emerging popularity of 'green' architecture, Green Life Interiors, a Texas-based interiorscape business that has been providing interior plant design and foliage maintenance for workplace and other environments for the past 27 years, announced today it has partnered with one of the country's most renowned names in franchising to transform it from a "blooming" concept into a nationwide franchise.

The Findley Group, led by former Curves International president Gary Findley, has invested the necessary financial resources and infrastructure to take Green Life Interiors to the next level as a national franchise. Under Findley's direction as president of Curves, the women's fitness franchise grew from 50 locations in 1996 to more than 8,000 in 2006.

"When we partner with a franchise concept, it has to be something that fills a niche and offers tremendous potential in the marketplace, and Green Life Interiors definitely meets the criteria," Findley said. "Startup costs are low, the business model is sound and the services offered are in high demand. An increasing number of employers are finding interiorscapes to be an affordable way to both enhance the beauty of their work environment, and boost their bottom line by increasing employee productivity and health."

The interiorscaping company, which offers interior design and layout, sales/lease of plants, installation and ongoing maintenance to mostly corporate but also some residential settings, has been successfully serving central Texas for 27 years. Eight years ago, Susan Sadler, a former administrative assistant and community college instructor, took the entrepreneurial plunge and purchased the Waco-based company,



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changing its name to Green Life Interiors. Since starting to offer franchise opportunities in 2005, Sadler has sold one franchise serving southern California.

Now, building on the success of both locations, Sadler has announced plans to work with the Findley Group to open 10 locations in Texas by the end of 2007, with 35 nationwide by 2010. Sadler expects ambitious entrepreneurs to jump at the chance to get in at the ground-floor of the established and growing interiorscape industry.

The initial start-up cost for a Green Life Interiors franchise is \$50,000 to \$70,000, which includes a \$30,000 franchising fee to cover costs of initial and ongoing training and support and marketing materials. The business model is set up for franchise owners to lease office space and hire a team of sales professionals and horticultural technicians. In addition, the company has plans to test out a storefront retail location in the near future designed to capture street business, for a potential future offering.

According to Sadler, most business owners want to make their lobbies and offices look great and stand out with interior greenery, but they either don't have the time or the knowledge to do it themselves. "We provide an affordable and valuable way for them to do this," said Sadler, who pointed out that in central Texas, the average cost of Green Life Interiors' services is approximately \$150 per month. For more information, visit www.greenlifeinteriors.com or call 877-757-1445.

Lite For Life

Lite For Life® is a franchised network of weight-loss consulting centers that also feature Lite Food Markets. Lite For Life counselors are dedicated to teaching clients how to eat right and coaching them through gradual lifestyle changes needed to lose weight, eliminate cravings and keep the pounds off for good. The program is based on blood sugar stabilization, first articulated by Seale Harris, M.D., who discovered the link between blood sugar and obesity in the 1920s, said the company.

Blood sugar levels play an important role in one's weight and health because blood sugar levels dictate insulin levels and insulin is the most powerful fat storage hormone in your body. When insulin levels are elevated, two things happen that affect your ability to lose weight: a) you store more of what you eat as fat and burn fat less efficiently, even if you exercise; b) your blood sugar drops and you get powerful cravings that cannot be overcome by willpower.

Lite For Life's Lite Food Market features a variety of private-label and other pre-

mium-quality, nutritious prepared entrees, snacks, salads, wraps, desserts, fresh fruits, vitamin supplements and other products that complement the Lite For Life program. Clients are not obligated to make purchases from the Lite Food Market.

Because Lite For Life is an intensive, one-on-one program, it offers a sound alternative to traditional cookie-cutter diet programs and others that require the purchase of expensive pre-packaged meals. Lite For Life is also unique in that it allows non-clients to make purchases at its Lite Food Markets.

According to market research conducted by Tampa-based Marketdata, the U.S. weight loss market represents a \$55 billion industry. National health experts estimate that 60 percent or more of all Americans are overweight.

Founder Maureen Sullivan's interest in nutrition and blood sugar grew out of her own experiences as an overweight teenager and wife of a Type 1 diabetic who died of complications from the disease at the age of 37. With her second husband, Howard, Sullivan opened a weight-loss franchise in Burlingame, Calif., in 1978 and she strongly influenced her fellow franchisees by introducing the principles of blood sugar stabilization and eventually controlled 22 franchises.

Sullivan founded Lite For Life in 1991 to further pursue her personal mission of helping people lose weight. In 2003, after a long and successful entrepreneurial career in sales and sales management, Christopher Bruno – Maureen's son – founded Seale Harris Corp. in order to bring his mother's weight-loss expertise to a wider audience through franchising. In obtaining the rights to the Seale Harris name, Lite For Life has built its brand around the work of the famed physician and scientist who set the medical and scientific standard for weight-loss programs. The first franchised Lite For Life location opened in Saratoga, Calif., in 2003.

There are currently 11 Lite For Life centers; 10 in northern California and a single location in Covington, La. Projections are to add one franchisee per month through the remainder of 2007 with long-term estimates calling for 250 centers in operation by the end of 2010.

The estimated initial investment for a Lite For Life Center ranges from \$79,885 to \$198,200, which includes a \$25,000 franchise fee and \$2,000 store launch fee. The ongoing royalty is five percent of gross sales and there is a two percent contribution to a cooperative marketing fund.

For more information on Seale Harris Corp/Lite For Life® visit their website at: www.liteforlife.com or call 650/941-3200.

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Rotobrush

Rotobrush® International LLC, the market leader in air duct cleaning, opened a new training laboratory to hundreds of students in the first quarter of 2007. The new lab offers hands-on stations with different scenarios found in the field. Stations include extended plenum, radial perimeter, flex duct, and service openings, and use both the Rotobrush aiR+® air duct cleaning system and Atlantic Engineering Ultralite II equipment. The facility has a unique job site feel, specially designed to mimic real rooms.

Students each use the equipment in different scenarios and interact with instructors and other air duct cleaners from around the U.S. and other countries. "The facility is so large and it's all state of the art. The training that you get when you purchase a machine — it's phenomenal. They take you through everything step by step," said Rick Guterrez, a Rotobrush customer and trainee, "There were a lot of companies from all over the United States. I was impressed that so many people were interested in this company. Now that I've come to the training facility and met people that are in the same line of business, we talk to each other and we network with each other."

Rotobrush staff instructors, who include nine Air Systems Cleaning Specialists (ASCS), lead students in the monthly Rotobrush certified training program. In addition, training includes classroom participation on topics including HVAC systems, indoor air quality, microbial contamination, the air duct cleaning process, equipment and maintenance, and business planning and marketing. Rotobrush has a designated 3,600 square foot training facility near the Dallas-Fort Worth airport.

Rotobrush International LLC, based in Grapevine, Texas, has over two decades of experience in the indoor air quality industry. Rotobrush provides air duct cleaning business opportunities, training and support, and manufactures portable

air duct cleaning equipment, parts and accessories, electrostatic filters and video inspection systems. Visit www.rotobrush.com to learn more.

UNITS Mobile Storage

With the convenience of a moving company and the affordability of self-storage, UNITS Mobile Storage is now "delivering" its franchise opportunity to entrepreneurs looking to become part of an emerging segment in the \$22.6 billion self-storage industry.

UNITS' patented-pending pickup and delivery system provides a hassle-free solution to the moving and storage process—saving customers both time and money. Adding on to its existing two corporate-owned and eight franchised operations, UNITS plans call for 50 franchises by 2011.

"The moving and storage industry has seen significant growth over the last two decades and shows no signs of slowing down," said Michael McAlhany, president and founder of UNITS Mobile Storage. "With more than 41 million Americans moving yearly, UNITS is offering a tremendous business opportunity in a widely untapped market with a steadily growing client base for years to come."

UNITS takes the headache out of the traditional moving and storage process by combining the best of both the fixed and mobile storage worlds. Customers are provided with a self-storage "UNIT" which they can pack at their own pace. Once the packing is complete, the UNIT can either remain at the customers' location or be delivered to UNITS' own secure, climate-controlled storage facility until its ready to be brought back to the customer, eliminating the need to hire movers or rent a moving truck.

"At UNITS, we think of ourselves not as a moving and storage company, but as an organization that delivers a one-of-a-kind product, supported by dedicated, local cus-

tomers service," McAlhany said. "It is our commitment to our service and affordable rates that will help us generate ongoing customer referrals and repeat business."

Once in storage, UNITS' customers have the option to visit their storage UNIT two times each month at no charge with just four hours notice. They will be provided with indoor access to UNITS' climate-controlled storage facility, equipped with state-of-the-art security systems including motion and fire sensors. For extra piece-of-mind, affordable, short-term insurance from industry partner TenantOne is also available for items stored with UNITS.

UNITS offers a tremendous franchise opportunity, ideal for individuals who have strong business management skills, an entrepreneurial spirit, and a desire to become part of the emerging mobile storage segment. Franchisees will need to invest between \$250,000 and \$500,000 to open a UNITS franchise, including a one-time franchise fee ranging from \$40,000 and \$60,000. A single protected franchise territory covers a population of 400,000.

Franchise owners will be required to purchase a minimum of ten 8 by 12 foot containers and ten 8 by 16 foot containers prior to opening their business.

According to McAlhany, franchisees will recoup the cost of the containers after only 18 months, leaving plenty of room for ongoing residual income.

Franchisees will also need a storage facility with at least 25,000 square feet and 30-foot high ceilings, a heavy-duty delivery truck with a patented-pending rollback body, and a 15,000 pound minimum capacity lift truck to move UNITS' storage containers — all of which can be purchased directly from UNITS Franchising Group, Inc.

Adding to its existing two corporate-owned and eight franchised operations, UNITS plans call for 50 franchises by 2011. For more information, visit www.unitsstorage.com.



Sport Clips

Sport Clips, a national chain of sports-themed haircutters, is the only one tailored to men and boys in a highly fragmented \$40 billion a year industry. The company had in-store sales of \$90 million in '06 and will have \$125 million in '07. There are 400+ Sport Clips stores across the country and plans to open 1,000 by 2010. It also has professional sports affiliations with NASCAR, MLB, NHL and NBA teams.

Gordon Logan is the founder of Sport Clips, Inc. Recognizing the potential of targeting the huge market of haircuts for men and boys, Logan and his management team developed the Sport Clips concept, including the development of haircutting systems, operating procedures, and marketing pro-

grams to capitalize on this market. With more than 20 years of franchising experience, Logan has distilled his knowledge of the hair care industry to simplify and focus the Sport Clips systems.

Veterans interested in owning a Sport Clips get a \$5000 discount off Sport Clips' franchise fee of \$49,500 through participation in the Veterans Transition Franchise Initiative, also known as VetFran, which was created in 1991 during the Gulf War.

For more info on this franchise opportunity, visit www.sportclips.com.

Edible Arrangements

Edible Arrangements, the national leading purveyor of exquisite, hand-sculpted, fresh fruit "bouquets", the #4 company on

Inc's 2006 Top 500 fastest growing company list, announces a new business concept called Frutation, that will take fresh fruit products to the next level.

Fruitation is an all natural fruit station for people on the go who want fresh, healthy and delicious fruit treats right at their fingertips, including Fruithy™ (smoothies), fresh juices, fruit salads, fruit sundaes, single pieces of dipped fruit and Frusala™ (spiced fruit salad). Fruitation builds on the core business of Edible Arrangements that is nationally recognized known for freshness, great product quality, and excellent service. Edible Arrangements known for its healthy delicious and made to order fresh fruit bouquets, expands its business model to, consumers offering them a reason to now walk into an Edible Arrangements store and grab and go—Fruitation is the new fast fruit!

Fruitation sites launches this month in Edible Arrangements' stores in the following markets: Huntington, West Virginia; Denver, Colorado; and Hartford, Connecticut. Future upcoming sites will include malls, airports, sporting stadiums and other places with high foot traffic. Plans for international expansion are in the works.

Tariq Farid, CEO, and his brother, Kamran Farid, COO, are co-founders of family-owned Edible Arrangements International have hit the 700th mark on the number of franchises in the United States, Canada, Puerto Rico and the U.K. When they launched their fruit franchise business six years ago in East Haven, Conn., their dream was simple: to build a dynamic growth franchise system that would satisfy a strong consumer need and stand out from the rest. And it does.

Edible Arrangements began in 1999 with a single store in East Haven, Conn., followed by the opening of the first franchise store in 2001. Edible Arrangements International has 700 franchise stores across the U.S. and Canada, with 379 franchise stores operating and 237 new stores opening soon. A U.K. store opened in January 2006. Bouquets from Edible Arrangements can be ordered by telephone, on the company's Website or at one of its stores. A variety of arrangements come in several sizes and range in price from \$32 to \$200. For more information, please visit www.ediblearrangements.com.

Roni Deutch Tax

The queen of IRS debt elimination is building a franchise empire.

Building off her celebrity status from TV commercials seen every day, in every major U.S. market, Roni Deutch, owner of the largest Tax Resolution Law Firm in the United States, has announced plans

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to stamp her name on more than 200 tax preparation franchises across the country in the next two years.

After helping tens of thousands of people save \$5,000 to \$4 million in IRS debt over the past 16 years through her California-based tax attorney firm, Deutch is on a double-pronged mission – ironically, to eliminate the need for tax resolution by providing Americans with competent, professional tax return preparation, and to provide a recession-proof business opportunity for entrepreneurs seeking a piece of the booming tax preparation industry. According to the IRS, 229 million tax returns need to be prepared each year and 62 percent of Americans hire a tax professional to prepare their return.

“Over the past 16 years I have seen the devastating effect and hardships that sloppy, unprofessional and inaccurate tax return preparation can have on people’s lives,” Deutch said. “Decent, hard-working people get into serious tax trouble by making simple mistakes on their tax returns, or by paying incompetent people to make the mistakes for them. I’ve helped people with their IRS tax problems, but now I want to prevent them from getting into trouble in the first place. Roni Deutch Tax Centers will help millions of people avoid costly mistakes they would otherwise have to spend years paying for. I’m calling it pre-

ventive medicine for tax liability.”

The first Roni Deutch Tax Center, opened by Deutch herself in June 2006 in Fair Oaks, CA, has already prepared more than 6,000 tax returns. Also, through a strategic alliance, Deutch operates an additional six Roni Deutch Tax Center units with kiosks inside Money Mart® / Loan Mart® check cashing and payday loan locations in Sacramento. Potential franchisees will have the opportunity to service Money Mart / Loan Mart customers, in addition to their storefront Roni Deutch Tax Center franchise. Money Mart / Loan Mart are the second largest network of retail financial services stores in the United States.

Every Roni Deutch Tax Center will be open for three and a half months from mid-January through April 15. Franchisees will undergo an 11-day training course at the Roni Deutch Tax Centers corporate office in Sacramento, where they become certified to complete and file tax returns. During the other nine months of the year, the franchise is required to only be open one day a week.

“Franchisees have the potential of earning an entire year’s salary in as little as three and half months. Based on my model, it’s realistic that franchisees can process 450 returns in their first year, gradually working their way up to 1,000 by year six,” Deutch said. “Every year millions of people solicit

the services of tax professionals and that number is growing every year. I’m seeking out ambitious, driven individuals with an entrepreneurial spirit who are as passionate about helping people as I am. It’s my name and credibility on the door.”

A Roni Deutch Tax Center franchisee can expect to pay somewhere between \$39,000 and \$93,000 to open a tax center location. For more information, visit www.rdtc.com, or call 866-RDTC-BUY 866-738-2289.

Ageless Remedies

Over the past five years, the medical spa industry has increased 133 percent and the number of med-spas went from approximately 45 facilities in 2002 to more than 2,000 facilities in 2007, according to the International Medical Spa Association.

Ageless Remedies caters to the 78 million U.S. baby boomers and thrives off the \$11 billion market for cosmetic procedures and is part of the med-spa industry, the fastest growing segment of the spa industry, representing a larger consumer movement towards more aggressive skin care treatments and anti-aging services.

Ageless Remedies had system wide sales of 2.1 million in 2006 and its projected system wide sales for 2007 are 5.2 million. The franchise plans to have 15

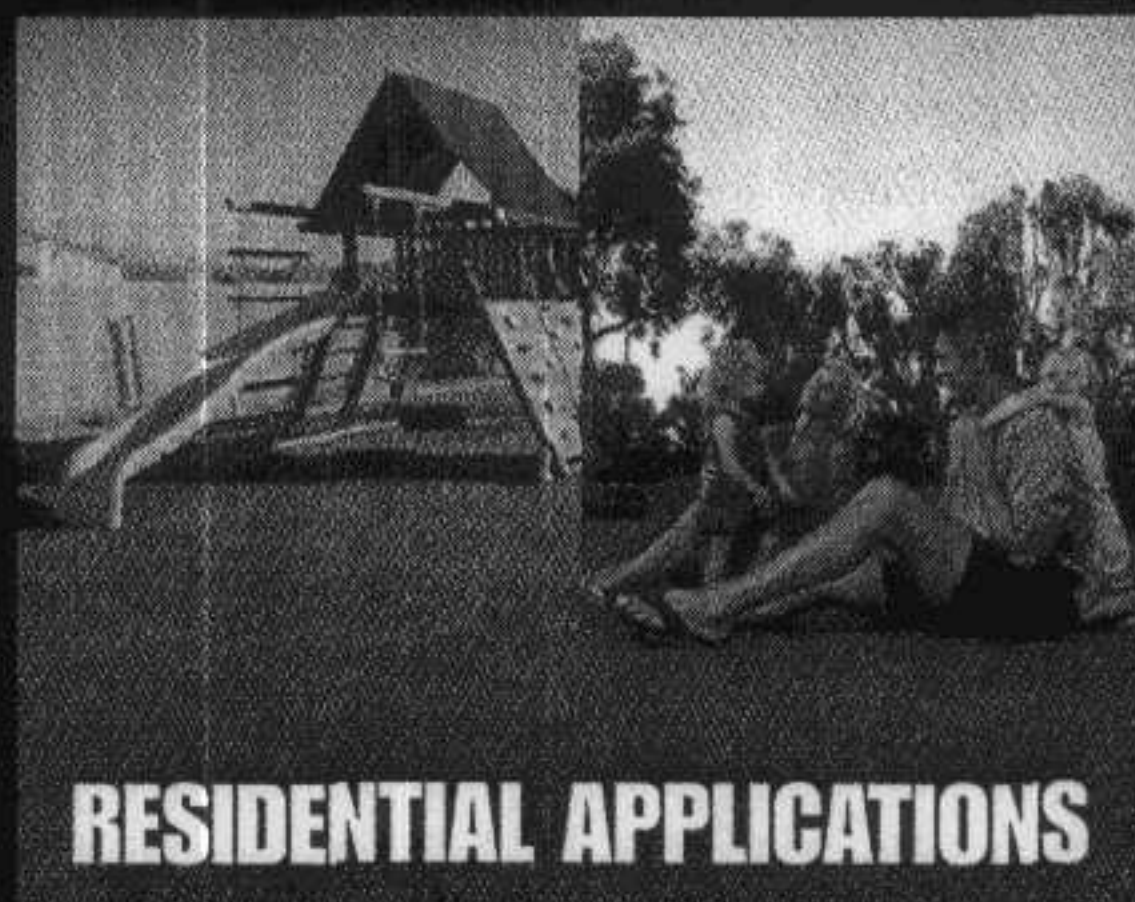
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locations in operation by 2007 and a total of 50 locations by 2011.

The first U.S. franchise to combine skin care procedures with retail product apothecaries has caught the eye of an experienced franchising investment team that is putting the concept on the map by catering to mainstream America – finally removing the “luxury, celebrity status” that medical spas have traditionally held in the marketplace.

In a move that speaks volumes to its market potential, Franchising Concepts, led by franchising veteran Mike Lassiter, has invested in Ageless Remedies as an equity partner to help take the concept to the next level in franchising. Over the past 25 years, Lassiter has launched seven new franchise companies and/or franchise related

companies and has successful multi-unit management experience as a franchisee, franchisor and area developer. In addition, David Smith, with 15 years of broad-based experience in franchise, retail, service and consulting environment, left his executive position with HoneyBaked Ham to become a partner with Ageless Remedies and serve as its Chief Operating Officer.

“The desire for healthier, better looking skin is shared by everyone, not just those in the upper income brackets,” Smith said. “Ageless Remedies has found its niche by focusing on skin care and providing personalized skin care regimens for all age groups and all skin types. From the woman in her 40s that wants to reverse sun damage, to the man in his 20s who

wants permanent hair removal, to the teenager who needs acne treatments, we achieve results for all of them.”

The Ageless Remedies environment features an old-world nostalgic feel with rich, dark-wooded floors and furniture and an open layout that makes clients feel comfortable as they walk through the doors. “Why would anybody want to have a procedure done in an intimidating and sterile doctor’s office, when they could come to a place like Ageless Remedies, where they experience procedures by highly-trained medical professionals in a friendly, elegant and relaxing atmosphere?” noted Ageless Remedies founder and co-president Maureen Herrmann, a 20-year cosmetic industry veteran who previously held positions with prestigious cosmetic leaders such as Chanel, YSL and Christian Dior.

Estimated start-up costs for a franchise location range from \$314,300 - \$392,850. Each location has a medical director, a licensed physician who supervises all care and procedures, leaving owners free to focus on other areas of the business. While 50 percent of Ageless Remedies franchise owners are physicians, the remainder is former corporate executives and other professionals seeking an opportunity to own their own business in a booming segment. Ageless Remedies offers franchisees extensive initial and ongoing training in all aspects of the business. For more information, visit www.agelessremedies.com

Franchising Concepts partners with proven businesses to develop and implement a customized franchising program to meet their business growth objectives. Currently working with Ageless Remedies, Rising Roll Gourmet and Justix franchise concepts, the company handles everything from legal establishment of franchise organization (including UFOC and state registration) to marketing and sales of franchises and site selection/market development. Franchising Concepts also provides ongoing consultation and franchisee communication. For more information, please visit www.franchisingconcepts.com.

FETCH! Pet Care

Having served as a North Carolina-area law enforcement officer for 10 long years, Kelly Strowd was, in her words, “downright burned out.” Working currently as a detective and, before that, a patrol officer, Kelly earns her living in a world where the negative side of modern-day life is on full display.

After one too many long and difficult days on the “beat,” Kelly did some deep soul searching and decided she needed to compliment her “day job” with an endeavor that would bring her personal joy and ful-

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fillment...and some extra income to boot. With that epiphany and a bit of research on business opportunities, in late 2006 Kelly opened her own franchise with FETCH! Pet Care - the nation's largest provider of professional pet sitting and dog walking services. Her business now boasts a staff of 17 pet sitters who service a rapidly growing base of satisfied pet owners.

Kelly still works as a police detective, but she also now operates her successful home-based pet care business in her free time. While moonlighting can be exhausting on some days, having the opportunity to parlay her passion for pets into a successful business has been extremely gratifying for her, and has actually reduced her overall stress level - even

as she carries out her detective duties.

"With more than two-thirds of all U.S. households collectively owning upwards of 360 million pets, the pet care service industry is 'coming of age,'" notes FETCH! Pet Care founder and CEO Paul Mann. "These women have timed their career transformations perfectly as the pet care industry burgeons amid the large number of baby boomers and double income households whose disposable income is on the increase and with the trend of pet 'humanization' on the rise in terms of how pets are treated and pampered. The ladies of FETCH! Pet Care are gaining market share at lightening speed, and have no career change regrets." Pet care services is a \$38 billion industry

FETCH! Pet Care provides pet owners with a range of services that meet their every need and budget, including boarding and daycare in the sitter's home, overnight sitting and daily visits in the client's home, private and group dog outings, pet taxiing, Go FETCH! four-legged fitness, yard pet waste removal, and miscellaneous home care. A free in-home consultation permits clients, pets and professionally trained and screened sitters to get pre-acquainted and address each pet's unique needs.

Learn more at: www.FetchPetCare.com or toll-free telephone at 1-866-338-2463.

Romp n' Roll

What began with one mother's frustration of traveling to multiple destinations for her young children's gymnastics, art and music activities has emerged as one of the hottest tickets in today's fast-growing children's services franchise segment.

"When classes and party spots started filling even before the doors of our first location opened, we realized we weren't the only parents tired of driving from one end of town to the other to get our kids to their different activities," said Babz Barnett, who along with her husband, Michael, founded Romp n' Roll in 2004. "When our second location received the same outpouring, we had a feeling we were onto something huge. Turns out we were right."

Romp n' Roll, all about learning and fun, is different from any other children's enrichment concept with its expansive class offerings that include creative gym classes, art sessions, music programs, birthday parties, camps and more, all in one location. Additional offerings include specialty classes such as Princess Class, Superheroes, Mommy and Me art classes, and Romp y Roll en Español. By staying in tune with what today's parents need and what children want, Romp n' Roll is quickly drawing the attention of both big-time franchise players and time-crunched parents who want only the best programs for their children.

Enter Gary Findley, the former Curves International president credited for growing the nation's largest women's-only fitness chain to 8,000 units when he left the company in 2006 to pursue new opportunities in franchising. Impressed with the success of the Barnetts' first two locations in Virginia and the market demand for the concept, Romp n' Roll was chosen as one of a select number of emerging franchise concepts to be represented by his Waco, Texas-based company, The Findley Group, which provides sales representation and consulting services to promising franchises like Romp n' Roll for marketplace growth.

While most traditional kids gyms and community programs are set-up vertically

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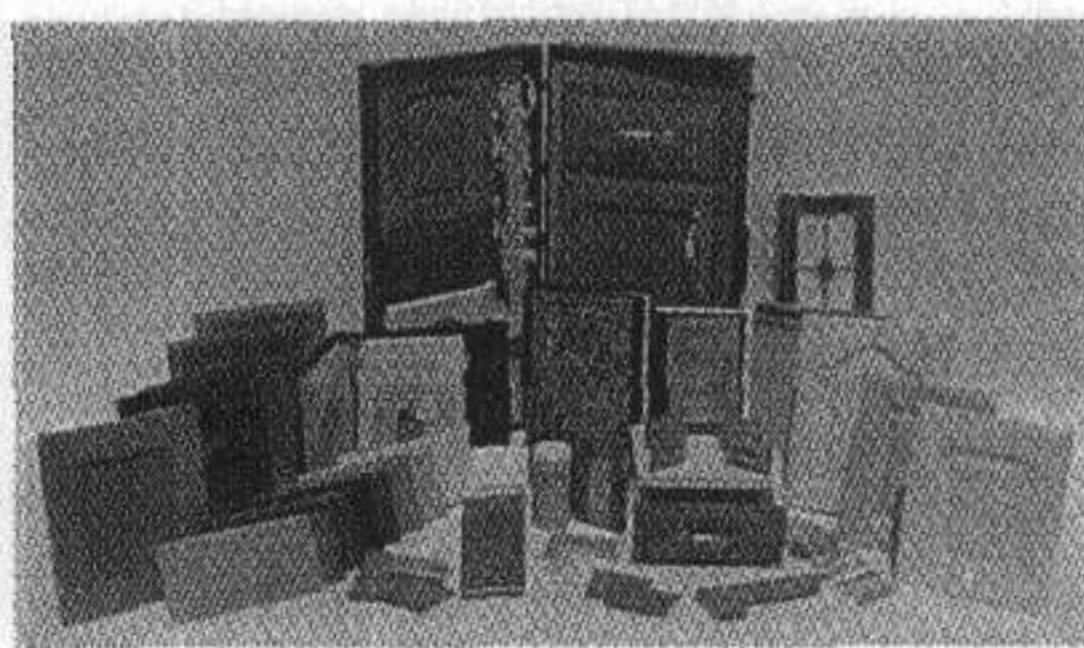
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to solely focus on one type of activity for children up to age 12, Romp n' Roll focuses on the specific age group of 3 months to five years with a horizontal approach.

Classes are offered in 6 and 12 week sessions and prices range in each market. Specialty courses, camp and party packages also range in price per market. All Romp n' Roll locations are designed to give the feel of a whimsical experience for children with brightly colored walls, ramps, bridges, slides, and tunnels, as well as a trapeze, balance beam and monkey bars, fun inspired murals and foam flooring.

"This is a happy place and happy type of business to be in," Babz Barnett said. "We always tell our employees and our owners that it's not going to work every day, it's going to play. You fill up with joy to see these kids just having the time of their lives. Once they get in, they don't want to leave, and they can't wait until their next class. It's very motivating to know you are making such a positive difference in the lives of these children and their families."

The franchise fee is \$39,500 and the investment range to open a Romp n' Roll is between \$180,000 and \$280,000. Franchisees are supported via site-selection, equipment purchase, operations training, complete lesson plans for each class, build-out, marketing support and on-going consultation. Locations are typically 3,500 square feet locations and experience the highest volume when located in neighborhood strip centers. For info, visit www.rompnroll.com/.

Beverly Hills Weight Loss & Wellness

A trend setting franchise concept in weight loss and wellness, Beverly Hills Weight Loss & Wellness offers nearly 20 years of proven success in the \$100 billion per year wellness industry. Operating almost exclusively in the Southeastern United States, the company is now taking its successful track record and cutting-edge concept nationwide and offering an affordable franchise opportunity with projections of opening more than 100 locations by 2009.

With a team of leading wellness specialists supporting the weight loss program and new product developments, including a children's program unique to the wellness industry, Beverly Hills Weight Loss & Wellness is poised to expand and become a dominant force in the franchise industry through its commitment to add significant presence across the country.

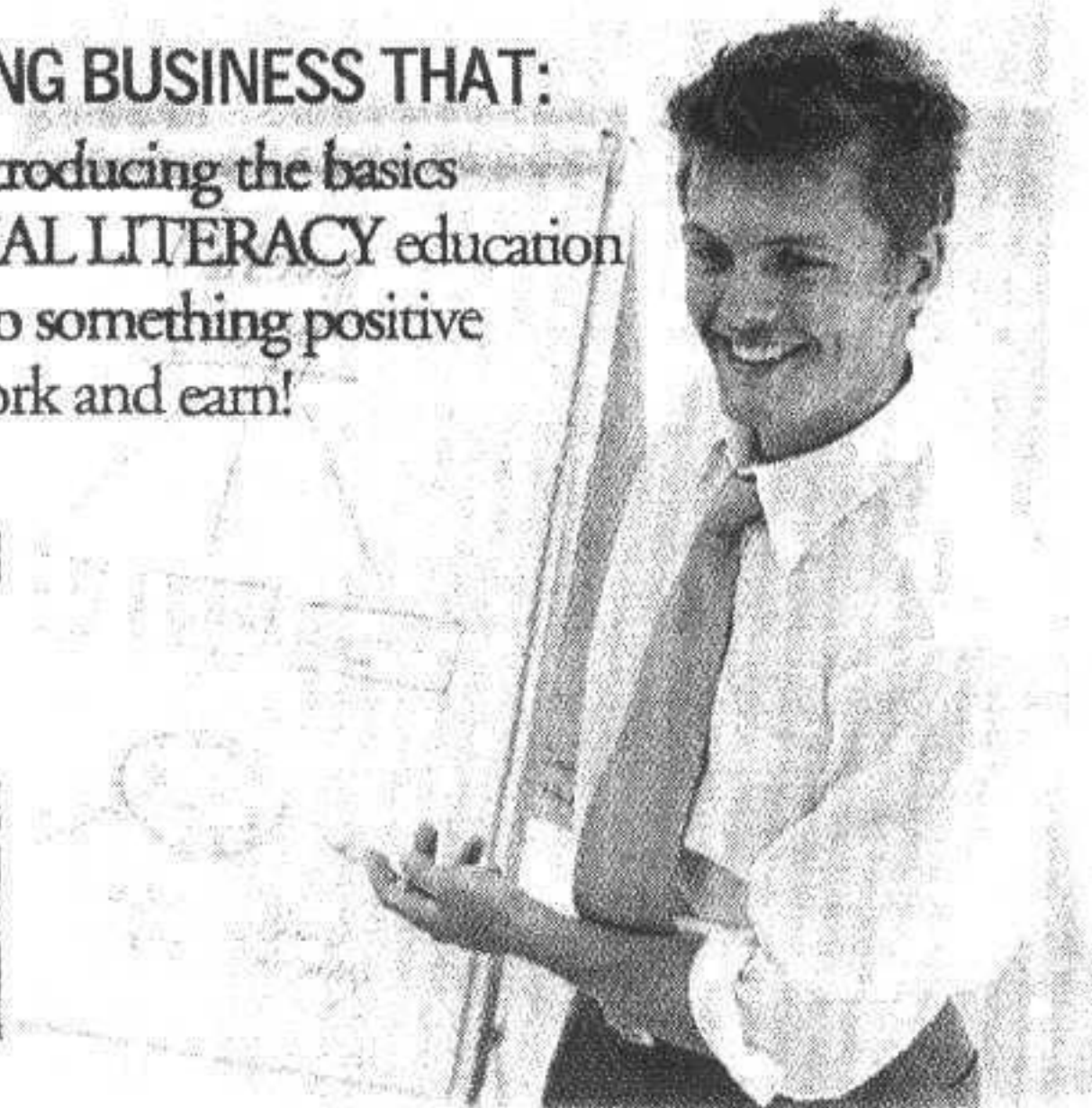
"We've had great success with helping people lead healthier lifestyles," said Mike D'Apolito, president and CEO of Beverly Hills Weight Loss & Wellness. "Our proven business model has sustained positive



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growth in existing markets and has allowed us to focus on development throughout the United States. We're thrilled to bring our wellness professionals to the masses and a new framework to a wide-spread industry."

Originating in 1988 from a single location, Beverly Hills Weight Loss & Wellness provide the essential tools to help live a healthier lifestyle. The concept has helped thousands of clients gain control of their weight through one-on-one counseling tailored to each individual's challenges and needs. Plus, Beverly Hills Weight Loss & Wellness serves as an emotional support system that aims to acquaint clients with healthier eating habits.

"With more than sixty percent of Americans categorized as overweight, our customized, personal approach to weight loss and wellness offers a unique franchise opportunity for potential investors," said Mike D'Apolito, president and CEO of Beverly Hills Weight Loss & Wellness.

Counseling sessions, performed at the clinic, are ideally done three times a week and include private weigh-ins. On a Beverly Hills Weight Loss & Wellness plan, the client will eat grocery store-bought foods and undergo evaluations that include a health assessment, a six-week stabilization period and a continuative maintenance program.

The initial franchise fee is \$25,000 and the estimated initial investment range to open a Beverly Hills Weight Loss & Wellness is between \$49,000 and \$84,000. Beverly Hills Weight Loss & Wellness supports franchisees with initial on-site step-by-step training, which includes site selection, facility layout and other guidance to help them run a successful business. For franchise information, visit www.beverlyhillsweightloss.com.

Play N Trade

Play N Trade Franchise, Inc., the fastest-growing video game retailer in the U.S., today announced that it has sold 200 franchises in 10 months, strengthening the company's industry-leading position and expanding its international presence.

"Achieving this significant milestone in just a few months validates our business model and the exciting product we are bringing to the market," said Yuvi Shmul, CEO of Play N Trade. "Play N Trade stores deliver the ultimate gaming experience that can't be found anywhere else, and our phenomenal success is proof of that. Existing Play N Trade stores are doing such great business that other entrepreneurs and small business owners are talking to franchisees and calling our corporate offices to find out how they can

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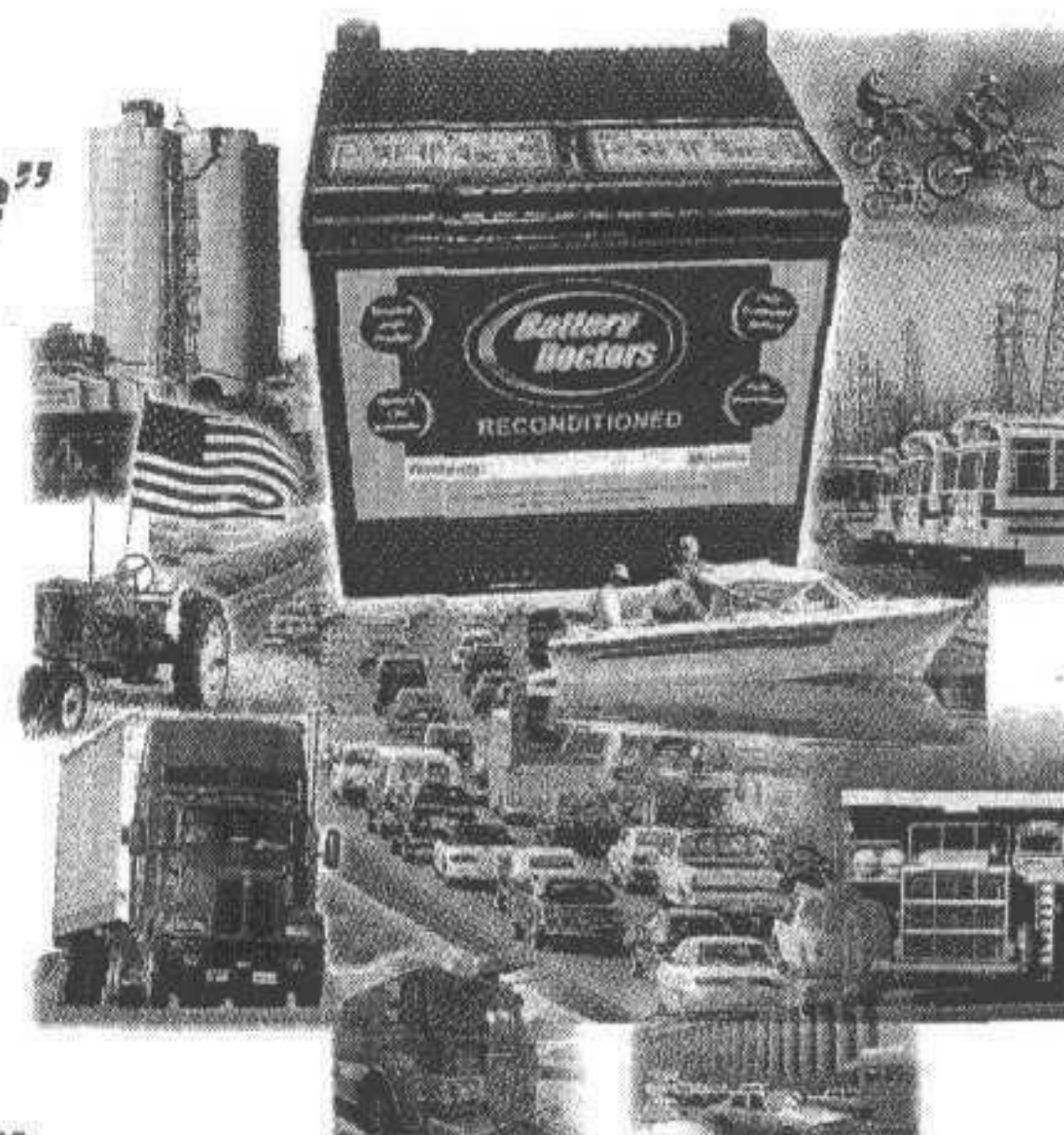
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be part of this \$12.5 billion industry that offers excellent growth opportunity."

Designed by gamers for gamers, Play N Trade stores feature multiple flat screens on the walls, WiFi connectivity, a compelling design, and exceptional customer service. Play N Trade stores offer a unique interactive environment that includes hosting local and national tournaments, a "try before you buy" policy, and console and disc repair service. Customers can also trade-in or sell used games, accessories and consoles, and choose from a wide variety of products ranging from retro gaming to the latest consoles and games.

"Play N Trade does not have any corporate stores; therefore, we are totally dedicated to the success of our franchi-

sees," Shmul said. "Our training and support programs are superior to any other franchise operation, and we are constantly striving to find new ways to make franchisee stores fun and profitable."

Play N Trade franchisee support includes extensive sales, marketing and business management training, site location assistance, in-store digital advertising, and a locally-branded Web site. The Play N Trade proprietary POS (Point of Sale) system provides all of the tools necessary to operate every aspect of inventory control in a retail setting.

"According to Forrester Research, the video game industry has already surpassed the film industry, and they project that growth to continue, estimating that gaming consoles

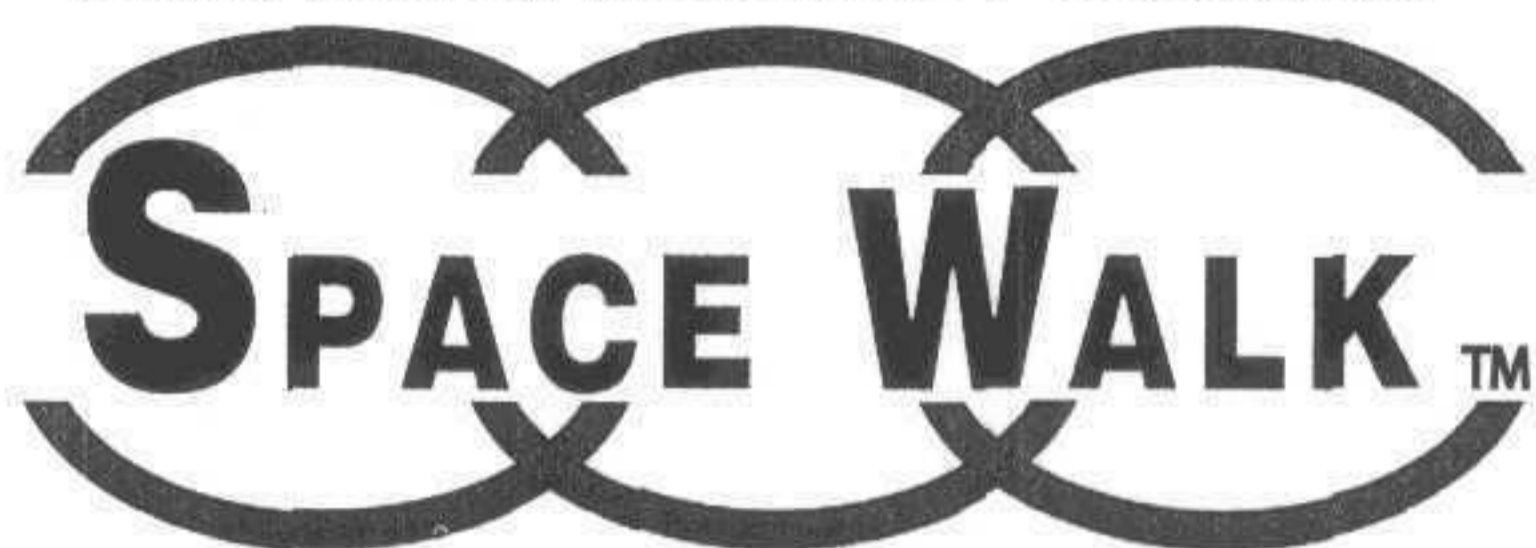
will be in nearly half of all North American households by 2011. Play N Trade offers the most exciting opportunity to capitalize on this hot trend," Shmul said.

The initial franchisee fee varies from \$22,000 to \$75,000 based on the number of stores the franchisee commits to opening. For one store, the initial franchise fee is \$22,000. For three stores, the initial fee is \$50,000 and for five stores, the fee is \$75,000. The total initial investment varies from \$127,700 to \$243,700, including the initial franchise fee.

According to the franchisor, "Whether you are a hard core gamer salivating for the latest titles, a parent looking for sound advice, or you simply want to "get in the game" by opening your own Play N Trade, we have a solution for you." Please visit www.playntrade.com or call 888.PNT.GAME for more information.

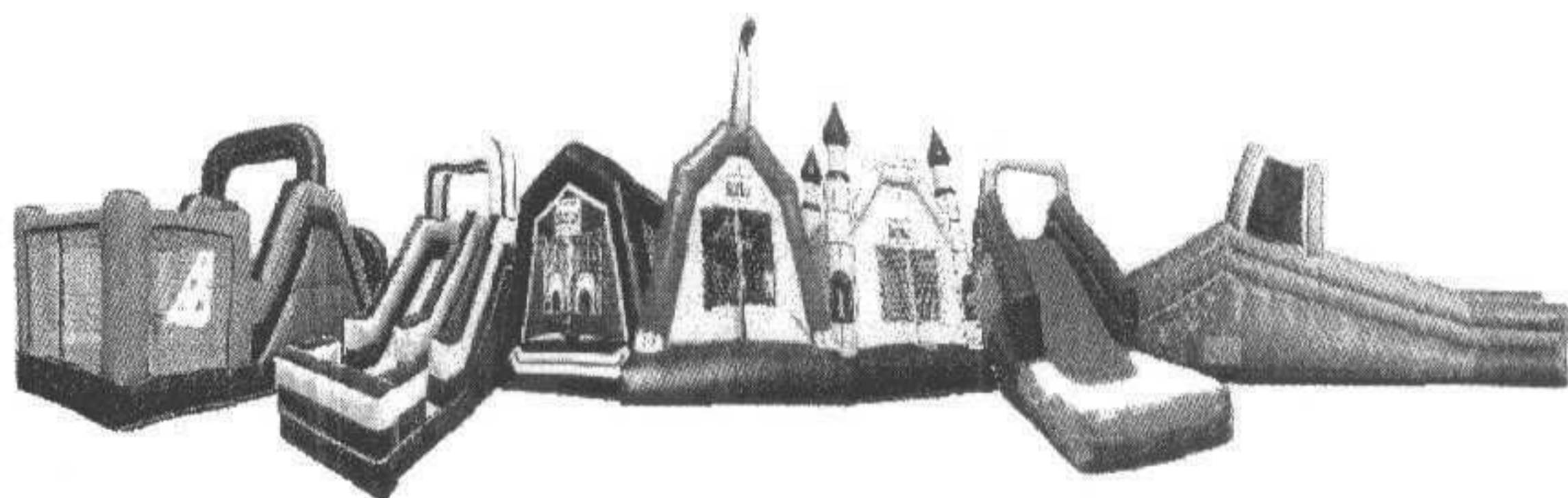
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One World Fine Foods

This specialty natural food and product market founded in San Diego in 2004 by Michael and Bibiana Bulloch, is now offering franchise opportunities to California and other parts of the country.

With a vision to become the leading brand of "Neighborhood Natural Markets," One World Fine Foods combines the characteristics of a convenience market with a healthful product and service offering, all situated in a small and efficient footprint and operates within a proven, solid food service niche.

The specialty neighborhood natural food and product market combines culture, community, and responsibility with fine foods all geared toward supporting a healthy lifestyle full of vitality. The flagship store, which also serves as the franchise training facility, is located at 1631 6th Avenue in San Diego, on the ground floor of a condominium complex.

The company's goal is to award 25 franchises and five company units in the next five years. The franchise fee for one unit is \$35,000 and the estimated cost to establish a new One World franchise is between \$454,000 and \$715,000. For more information, visit www.oneworld-food.com or call 888-867-2702.

The Loan Consultants, Inc.

Owning your own business can be a lot easier if you tie in with an existing franchise or company that offers a business opportunity, or "turnkey" package. The Loan Consultants, Inc. have been in business for more than two decades helping entrepreneurs start their own business.

You'll become a business finance consultant and The Loan Consultants will train and certify you. They also help you find

wholesale funding sources. You will start your own business assisting your clients in finding business loans, equipment leasing opportunities, real estate, receivable financing and more.

For more information on how to start this business and to learn about the company, visit their website at: www.viewbfc.com. Their phone number is 800-336-3933. You can call to receive a free 45 minute DVD seminar and brochure.

Lil' Orbits

We often stroll through street fairs checking out the vendors and to see what's selling well. There always seems to be a line around every food stand. You can start your own food business even if you can't cook anything. Lil' Orbits offers a business opportunity that will have you serving up a storm of donuts at fairs, parties, malls, events and flea markets. Mini donuts are big business!

The company will teach you everything you need to know about running your portable donut factory; it requires limited counter space and is completely automatic. It is not hard to imagine yourself making \$500 and more a day with this business at the right venue. Have fun while you make money. Contact Lil' Orbits, Inc. by visiting www.lilorbits.com or email: contact@lilorbits.com. The phone number is 800/228-8305 or 763/559-7505.

For Every Body

For Every Body, a Utah-based candle and air freshener manufacturer, began in 1995 when a busy mother raising nine children set out to teach them the value of hard work. A little over a decade later, Becky Lunceford Anderson's kitchen chemistry project turned into a multi-million dollar company with record growth in 2007. The company plans to triple its current business in the next two years.

For Every Body has supported breast cancer awareness for the past eight years by donating more than 1500 candles to hospitals in Utah. This year they will highlight and support one woman on their website. They will contribute to her emotionally and financially by catering to her personal needs such as housekeeping, medical bills, or taking care of her children.

The company recently launched a home party division called *For Every Body At Home* as a way to expand to a new market, and to give women the opportunity to start their own business. The company owns and operates a 100,000 square foot manufacturing plant in Utah where they make the candles, air fresheners, accessories and home décor items. The inventory includes soy candles and candles with non-lead zinc

core wicks.

While the products are sold in retail chains such as Kohl's, JoAnn Fabrics, Home Depot and TJ Maxx, the company apparently feels they can create a viable market for home-based entrepreneurs to sell. If you are interested in learning more, visit www.foreverybody.com.

Kinderdance

The Melbourne, Florida-based *Kinderdance International Inc.* has been steadily expanding since its founding in 1979. Since opening, the company has taught hundreds of thousands of children and now, each week, about 12,000 kids participate in its programs.

Kinderdance programs emphasize self-

confidence and self-esteem in children by teaching them to share, lead, interact and respond to others' needs, as well as their own. The skills are taught using dance, fitness and creative movement, combined with education in numbers, colors, shapes and words. Movements and focus on motor development, body awareness and gymnastics by using fun music and fitness routines.

The company offers the educational movement programs on site to child-care centers, recreational centers, churches, fitness centers, and many other viable locations. For more information on Kinderdance and its programs call 800-554-2334 or visit their website at www.kinderdance.com. ●