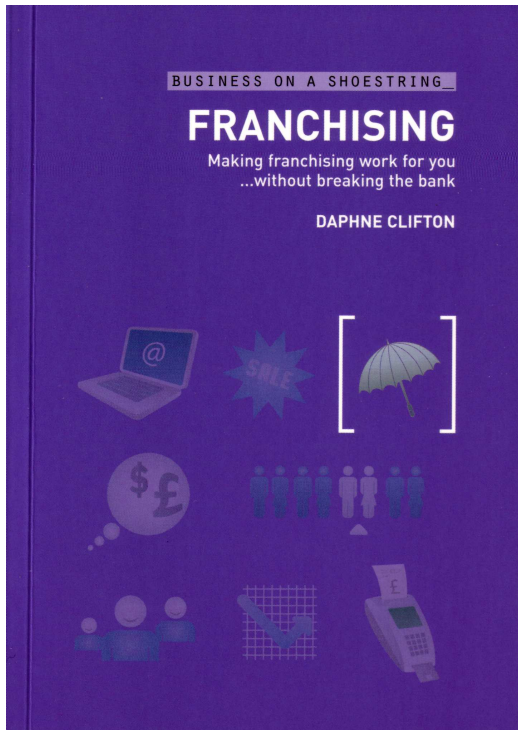


## PRESS RELEASE

5 November 2008

Following the success of 'Network with confidence' Daphne Clifton's next book has been launched....

### START OR GROW YOUR BUSINESS BY FRANCHISING



At a time when many business people feel like a rabbit caught in the headlights of recession, it's refreshing to find out that banks will still lend money to strong business cases. Those with an entrepreneurial spirit who want to run their own business can do so by buying in to a tried and tested business model. By finding the right franchise to fit your lifestyle goals, franchising is a real opportunity to succeed in tough times. With redundancy comes a sense of loss and despair but could a redundancy payment be the start of an exciting new life?

"Franchising - making franchising work for you without breaking the bank" from AC Black 'Business on a shoestring series' (ISBN 978 0 7136 7543 6) by Daphne Clifton, offers a comprehensive guide to franchising for those wanting to franchise their business or buy in to a business as a franchisee. The book's glossary clarifies much of the franchising jargon, including a Who's Who of Industry bodies, specialists and websites. The book sets out the pros and cons of franchising and almost more importantly, starts with a chapter on whether franchising will work for you as a person.

**ABOUT THE AUTHOR:** A passionate, energetic businesswoman, Daphne Clifton is a business coach, seminar leader and motivational speaker. With this book she brings a no-nonsense approach to all aspects of building and running a successful franchise.

**TO INTERVIEW** Daphne, ask her to write a feature for your publication, run a seminar or take some top tips from the book, contact Clifton Consulting: 020 8473 0261 or [www.cliftonconsulting.com](http://www.cliftonconsulting.com)