(Mr. Tenkey's Tips #226) www.mrtenkey.com

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Dear Management:  Learn something from franchise growth (and failure) of the past...

Because if growth and longevity isn't planned out well...  it can be a costly endeavor.

Remember Blockbuster video?

They decided selling VHS was the thing to KEEP doing...  and their thoughts on streaming video?  "Nah, that's just a fad"...

Big mistake, right?

So what about you?  What are you selling?  And not only the product itself, but HOW are you distributing it?   Is it the best option?

For example:

Maybe, just maybe... taking an app by hand, is the mortgage equivalent to VHS of the past.

Just sayin...