



BALANCE CAREER AND FAMILY

THE ENTREPRENEUR'S *e*SOURCE®
Career Ownership Coaching®

How Women Can Achieve Career Growth Without Sacrificing Family.

Many women today are confronted with a challenging decision-to pursue their career ambitions or to be more available for their families. At The Entrepreneur's Source, we recognize this dilemma and have a unique understanding of it. We've guided numerous women towards a more balanced and fulfilling path, proving that this choice doesn't have to be a trade-off.

The struggle is real. You may feel stuck in your career. You may be putting in long hours with little reward. Perhaps you've hit a glass ceiling. Or you might miss important family moments because of work demands.

We not only hear and see you, but we also have tailored solutions that have successfully empowered women in situations similar to yours.

The Reality of Women in Today's Workforce

- Women comprise 46.8% of the workforce, yet only hold 35% of senior leadership positions (McKinsey & Company, “Women in the Workplace 2024”).
- 43% of highly qualified women with children leave their careers or take a break at some point (Harvard Business Review, “The Hidden Brain Drain: Off-Ramps and On-Ramps in Women’s Careers”).
- Women who take time off for family responsibilities earn 39% less than those who don’t take breaks (PayScale, “The State of the Gender Pay Gap 2024”).
- 68% of working mothers say they’ve experienced burnout trying to balance work and family (Working Mother Research Institute, “Modern Family Index”).

These statistics serve as a stark reminder that the conventional career trajectory often falls short in meeting the needs of women who aspire for both a thriving professional life and quality time with their families.

Continuing in a career that limits your growth and demands too much of your time comes with real costs:

- **Lost Income Potential:** Many women hit a salary ceiling in corporate jobs. This limit on earnings affects not just today’s lifestyle but long-term financial security.
- **Missing Important Family Moments:** Those soccer games, dance recitals, and quiet evenings helping with homework can’t be replaced.
- **Health Impacts:** Stress from trying to do it all can lead to burnout, anxiety, and physical health problems.
- **Reduced Job Satisfaction:** Feeling undervalued or overlooked for promotions can reduce one’s sense of purpose and achievement.
- **Limited Control:** Corporate restructuring, layoffs, and changing management can upend your career at any moment, no matter how hard you’ve worked.

What if there was another option? A path that offered:

1. Control over your schedule
2. Unlimited income potential
3. The ability to be present for family
4. Work that aligns with your values
5. Building equity in something you own

Business ownership offers these possibilities, but many women don't consider it because they believe myths about entrepreneurship.

Myth 1: "I need a unique business idea."

Truth: Most successful business owners didn't invent something new. They found proven business models and executed them well.

Myth 2: "I need a lot of money to start."

Truth: Many business options require modest investments, and financing solutions exist for qualified candidates.

Myth 3: "I don't have enough experience."

Truth: Good franchise systems provide training and support. Your leadership and people skills often matter more than industry knowledge.

Myth 4: "It's too risky."

Truth: While all businesses carry some risk, franchises have a 90% success rate compared to 15% for independent startups (International Franchise Association, "Franchise Business Economic Outlook 2024").

Myth 5: "I'll have to work more hours than in my corporate job."

Truth: As a business owner, you decide how to structure your business and role. Many women build businesses that allow them more flexibility, not less.

How Women Are Thriving Through Business Ownership

- Women-owned businesses grew 21% from 2019 to 2024, outpacing the national average of 9% (American Express, "State of Women-Owned Businesses Report").
- Women-owned businesses have a 21% higher chance of long-term success than men, offering a beacon of hope for aspiring female entrepreneurs (Small Business Administration Office of Advocacy).
- There are 14.5 million women-owned businesses in the U.S., representing 39.1% of all U.S. firms" (2025 Wells Fargo Impact of Women-Owned Businesses Report)
- Women-owned businesses received 36% of loan approvals in 2024, up from 35% in 2023; men received 29%. (Biz2Credit Women-Owned Business Study, as reported by Forbes)

- Women entrepreneurs are 18% more likely to receive business funding than men, but 80% less likely to apply. (Accompany Capital 2022 NYC Women Entrepreneurs Survey report)

Real Stories: Women Who Redefined Success

Sarah's Story: *From Corporate Burnout to Balanced Success:* Sarah spent 12 years climbing the corporate ladder in marketing. Her 60-hour work weeks meant missing her children's activities and having little family time. When her company was restructuring, she worried about job security despite her dedication. Working with a Career Ownership Coach® from The Entrepreneur's Source, Sarah explored business models that matched her skills and goals. She discovered a business services franchise that let her use her marketing expertise while setting her schedule.

Today, Sarah earns 40% more than in her corporate role and never misses her kids' events. "I wish I'd made this move years earlier," she says. "I no longer have to choose between career success and being there for my family."

Maria's Story: *Finding Purpose After a Career Break:* After taking six years off to raise her children, Maria worried her skills were outdated. Job interviews focused on her "employment gap" rather than her abilities. Her Career Ownership Coach® helped her see how her community leadership and organizational skills could transfer to business ownership. Maria invested in an education franchise that aligned with her values.

"Returning to the workforce on my terms was empowering," Maria shares. "I'm building something meaningful while being the role model I want to be for my daughters."

Jennifer's Story: *Breaking Through the Glass Ceiling:* Despite consistent performance, Jennifer watched male colleagues receive promotions while she remained stuck at middle management. Her Career Ownership Coach® helped her see how business ownership could break through these barriers.

Jennifer now owns three health service locations with plans for more. "The glass ceiling doesn't exist when you own the building," she laughs. "My income reflects my true value, and I decide who gets promoted."

The Role of a Career Ownership Coach®

Making the transition from employee to entrepreneur can feel overwhelming. This is where a Career Ownership Coach® from The Entrepreneur's Source makes all the difference.

- **Clarify Your Goals:** Understand what you genuinely want regarding income, lifestyle, wealth, and equity.
- **Discover Your Options:** Explore business models that match your strengths, interests, and goals.
- **Overcome Fears:** Address concerns about business ownership with facts and education.
- **Make Informed Decisions:** Get objective guidance without pressure to choose any particular path.
- **Plan Your Transition:** Create a roadmap from employment to business ownership at a pace that works for you.

Career Ownership Coaches® take a holistic approach. They consider your professional goals, family priorities, values, and long-term vision.

Working with a Career Ownership Coach® follows a patented and proven process:

- **Discovery:** Your coach listens to understand your current situation, frustrations, and aspirations.
- **Assessment:** Through specialized tools, you gain clarity about your goals for Income, Lifestyle, Wealth, and Equity (I.L.W.E.®).
- **Education:** Your coach helps you understand various business models and how they align with your goals.
- **Exploration:** With guidance, you investigate specific opportunities that match your criteria.
- **Validation:** Your coach helps you thoroughly research options, connecting you with current owners and industry experts.
- **Decision:** With complete information, you decide whether business ownership is right for you and which opportunity best suits you.
- **Transition Support:** Your coach remains behind as you launch your new venture.

Throughout this process, your Career Ownership Coach® is an objective sounding board. They have no incentive to push you toward any business. Their success comes from helping you find the right fit for your goals.

The First Step is just a Phone call! Redefining success on your terms starts with

a single step: a conversation. A no-cost, no-obligation discovery call with a Career Ownership Coach® can open doors you might not have considered.

This conversation isn't about making an immediate decision. It's about expanding your awareness of what's possible.

Many women report that just having this initial conversation brings clarity and relief. Finally, someone understands their struggle and can show them options beyond the traditional career path.

The statistics are clear: the traditional career path often forces women to choose between professional achievement and family priorities. But thousands of women have discovered a different way.

At The Entrepreneur's Source, we believe no woman should have to choose between career success and family fulfillment. With the proper guidance, you can have both.

The question isn't whether you can achieve career growth and family balance. The question is: Why wait any longer to discover how?

About The Entrepreneur's Source

The Entrepreneur's Source® is North America's leading career ownership coaching franchise. For over 40 years, we've helped thousands of individuals explore business ownership as an alternative to traditional employment. Our patented coaching process empowers people to take control of their careers and achieve their Income, Lifestyle, Wealth, and Equity goals.

To schedule your complimentary discovery call with a Career Ownership Coach®, visit www.entrepreneurssource.com or call 1-800-289-0086.

