

# RACHEL ELNAUGH

entrepreneur

Inspiring, motivating and helping entrepreneurs achieve business success.

## **MEDIA RELEASE**

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### Franchise For Business Success, Says Former TV Dragon Rachel Elnaugh

Over 80% of those wanting to start their own business should consider taking up a franchise rather than starting a completely new business from scratch, says former TV Dragon Rachel Elnaugh. Her advice comes following the latest analysis of her Entrepreneurial Profile Test which anyone thinking of going it alone can complete online at [www.rachelelnaugh.com](http://www.rachelelnaugh.com). Hundreds have completed the free Test since it was launched in April this year and can testify to its accuracy.

Ms Elnaugh has used her own TV observations of business owners during filming for Dragon's Den as well as extensive research to create the Profiler, an online psychometric test which determines the person's entrepreneurial type and from there the kind of business they are most suited to.

"I'm a great believer that all types of people can and indeed do go into business and be a 'success' but individual motivation and definitions of success are extremely varied. The Profiler Test helps to understand peoples' motivations and drivers, which often conflict," says Rachel. "For example most people want to make money, but when you dig deeper, the reason they want lots of money is that they don't actually want to work. To be hugely successful in business usually requires absolute commitment almost to the point of obsession which is why even highly successful entrepreneurs can't stop even when they have achieved their success."

"While it is brilliant that, following the success of business shows like 'The Apprentice' and 'Dragons' Den' 17 million people in the UK are reportedly currently thinking of starting their own business, the sad fact is that two thirds of these are statistically

headed for failure within two years. Franchising offers a much lower risk way of cutting your teeth in business for those just starting out. “

Rachel’s next step in developing her Profiling service is to match these would-be entrepreneurs to franchise or other business opportunities. “For many people, a ready-made business with proven processes, training and support is just what they need to put their toe in the water of self-employment,” she says. “Whatever the outcome, the Profiler will have averted a few failures, and possibly reassured others that they are in the right career after all.”

Ms Elnaugh is currently writing her first book and expecting her fifth child in October. She will be speaking at the Business Start-up Show at Olympia from 2 - 3 November 2007. Visitors will be able to complete the Profiler as well as discuss their business idea personally with Rachel who will be present throughout the Show.

**ENDS**

**MEDIA ENQUIRIES:**

Louise Third, Integra Communications

0115 9061377

07773 288342

[louise@integra.gb.com](mailto:louise@integra.gb.com)

**Notes:**

1. Rachel Elnaugh, entrepreneur, launched her Entrepreneurial Profiler in April 2007 at the Business Start-up Show at Excel London. The in-depth questioning and subsequent analysis places the individual in one of nine entrepreneurial types, including Alphapreneur, Sociopreneur, Passionpreneur and Mumpreneur.

For more information go to [http://www.rachelelnaugh.com/how\\_test\\_works.html](http://www.rachelelnaugh.com/how_test_works.html)

2. Rachel’s first book will be published by Crimson Publishing in 2008 and draws from interviews with a number of well-known entrepreneurs to discuss some of the hard lessons learned through business failure. Rachel shares her expertise, business insight and observations with audiences across the UK.

3. Entry tickets to the Business Start-up Show 2-4 November at Olympia can be ordered from [www.bstartup.com](http://www.bstartup.com)