

# CHARLES N. INTERNICOLA'S **BUSINESS & FRANCHISE** LAW REPORT

volume 2 | issue 4

## INTERSECTION OF BUSINESS AND LAW

### BUILDING A SUCCESSFUL BUSINESS: IT IS THE SMALL THINGS THAT MATTER MOST



As each year moves on, one absolute certainty that I am consistently reminded of is that success – whether in business or personal life – is much more about the small things. That is, the seemingly small steps (that alone in an isolated instance are not difficult to achieve) that successful people consistently implement, undertake and achieve on a day to day basis – each

and every day. The differentiating factor being the consistent, hourly and daily implementation of these seemingly innocuous small steps. While everyone once in a while may take these steps at one point or another, successful people follow them every day.

So why am I writing about this? Is it because I am some superstar successful person? No – not at all. While we have achieved successes that I am quite proud of, I am reminded every day that there is so much more room for improvement and that this improvement must start with the small administrative and business steps (systems) that must be followed every day. Recently our team met to implement a new system for tracking cases, monitoring tasks and promises that we make. This new system isn't based on some fancy software system or new technology but rather an

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#### ABOUT CHARLES N. INTERNICOLA, ESQ.



Charles is a national business and franchise lawyer and, like you, he is also a business owner and entrepreneur. This newsletter is all about business, entrepreneurship and maintaining a dialogue with our clients and friends where, collectively, we share a mindset of success and learn from one another. We are always glad to hear from you and look forward to your input.

The Internicola Law Firm, PC is a national business and franchise law firm that assists business owners with legal issues involving business expansion and protection.

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## “IN ORDER TO BE HAPPY IN LIFE, YOU HAVE TO ENJOY WHAT YOU DO”



Congratulations to our client Hector Castanon for taking the plunge and making a career change by opening his Simple Computer Repair business in Staten Island, New York!

Simple Computer Repair focuses on repairing desktops, laptops, tablets, iPhones and game consoles. What sets them apart from most repair shops is that they do not charge a diagnosing fee and do not charge customers at an hourly rate. They will fix your device for a flat fee and will not sell you computer hardware that you do not need. They repair your devices out in the open for everyone to see.

What makes Hector’s entrepreneurial story so special is that he came from a family of small business owners. His father started an auto repair business and his two brothers also had small businesses. After moving back and forth from Texas, New Jersey and New York taking different career paths over the years, including teaching mathematics, he considered owning a small franchise business.

“...I knew I had to make a significant change in my life... It was time to reinvent myself!” —Hector Castanon



**Why did Hector decide to open a Simple Computer Repair?** The reason why Hector decided to open this particular business was because “in order to be happy in life, you have to enjoy what you do.” He always had an interest in computers, excelled at being a corporate sales trainer and saw that the local area was lacking in professional computer repair services.

**What is key advice that Hector has for future franchisees?** As a franchisee, Hector recommends doing extensive research when looking to buy a franchise. He even traveled to Las Vegas to see the stores himself which gave him a better idea of Simple Computer Repair’s “business model, core values, customer service, and overall way of doing business.” He is also planning on growing his business by joining the local Chamber of Commerce, making a presence by attending trade shows, festivals and conferences and eventually would like to see small satellite stores that specifically remove computer viruses and repair iDevices.

Once again, congratulations to Hector Castanon for opening a Simple Computer Repair business! We wish you much success. ■

*For more information about the services offered by Simple Computer Repair, including a free diagnosis of your computer, please be sure to visit [StatenIsland.SimpleComputerRepair.com](http://StatenIsland.SimpleComputerRepair.com) or call (718) 667-7271.*

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# BUILDING A SUCCESSFUL BUSINESS: IT IS THE SMALL THINGS THAT MATTER MOST

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*Photos from the International Franchise Expo at the Javits Center*

old school system involving ink, paper and a dedicated team focused on tracking our goals and tasks. These steps are nothing dramatic and not far off of our “old system” and while they are small, consistent and constant implementation is never an easy thing but our success does depend on it.

On another note, things have been real interesting here. Our monthly general counsel program has been extremely well received and we have been fortunate that a number of new clients have asked us to come on board to protect their trademarks, review their contracts and structure a legal representation program that involves interaction with them on a consistent weekly and monthly basis – again small steps that, over time, should reduce their litigation exposure, cut down unnecessary legal fees and allow them to expand their business.

Also, Thoughts Are Things Franchising, LLC – franchisor of the ECOMAIDS franchise system – has obtained franchise registration and recently attended the IFA Franchise Expo. Two years ago our management team acquired the system and have been working hard on its relaunch. The photos are from the Expo. On a personal level I am quite proud of our team and the fact that my 16 year old son CJ contributed. CJ got to participate in the conference and its preparation – including filling about 2,000 product sample bottles. For ECOMAIDS there have been many small steps that will hopefully add up to a great brand and system.



Enjoy your summer! ■

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## CONNECT WITH US!





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QUOTE OF THE MONTH

“ Strive not to be a success, but rather to be of value.”  
—Albert Einstein



SPECIAL PROGRAMS



ARE YOU A BUSINESS OWNER?  
WOULD YOU LIKE A COST EFFECTIVE SOLUTION TO MANAGE THE LEGAL NEEDS OF YOUR BUSINESS?

Contact us at (718) 979-8688 to learn about The Internicola Law Firm, P.C.'s General Counsel Program - a customized fixed fee monthly legal representation program for the Expansion and Protection of your Business.

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