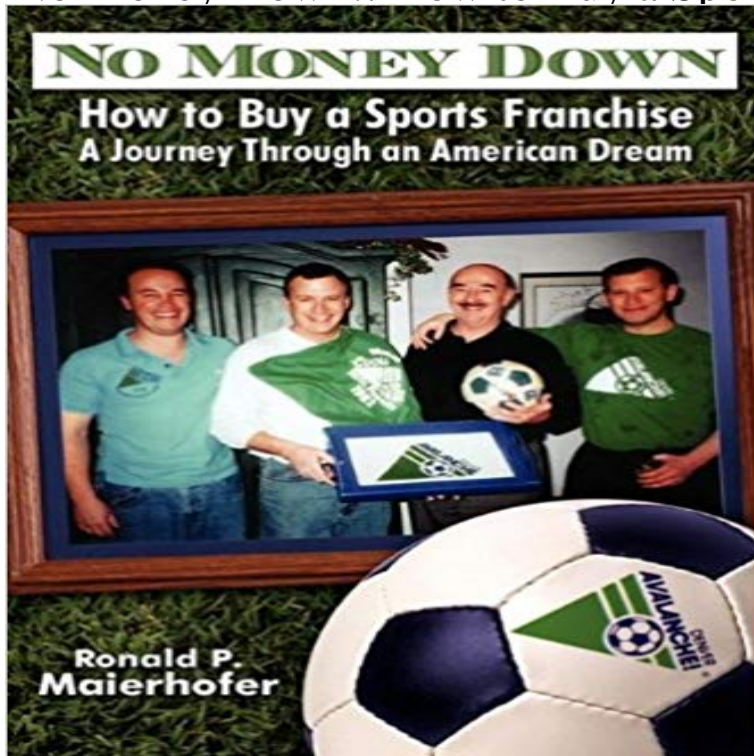


## No Money Down!: How to Buy a Sports Franchise



Have you ever dreamed, or had a fantasy about owning a sports franchise? This is a compelling story about the authors journey through his American dream. His story covers the years 1979 to 1983, during which he successfully acquired a professional indoor soccer team franchise in the Major Indoor Soccer League (MISL), with no money down, and how he subsequently lost it. The author has a practical leveraging method, which when used, can be applied to buying or acquiring any business. He clearly and simply lays out those guidelines. This is a story of a working mans desire and how he figured out how to initially get a franchise funded with other peoples money (OPM). And, after funding, to market it successfully against other established and popular sport leagues, then only to see how quickly it vanished. Guidelines to the steps to acquiring a sports franchise are laid out. The birth of the authors dream begins in 1979, while vacationing on the beautiful island of Virgin Gorda. In Chapter 1 we are exposed to his vision, which at this time is nothing more than a pipe dream. Guidelines to acquiring a franchise are laid out in Chapter 2. The game plan is developed and strategies unfurled. Once awarded the franchise, he must raise the funds to sustain the franchise and operational costs. In Chapter 3 he develops step by step instructions on how to legally structure the deal, to entice investors and to learn about funding. Chapters 4, 5, and 6 give us detailed insights about the inner workings of a sports franchise How to organize! How to staff! How to market the dream! And, how to acquire players! These chapters are a must for all sports marketers, sports educators and entrepreneurs. Chapter 7 sweeps us into the cacophony of a major indoor sporting event. The media coverage is outlined in Chapter 8. We commiserate with the author as he describes the demise of his dream in Chapter 9 and how he rises

from the ashes in the final chapter. From Chapter 7: Imagine if you can, sitting in a luxurious and darkened indoor arena at game time waiting for your team to be introduced for the first time. The playing field is a plush, emerald green, fast-track surface. Suddenly, flashing strobe lights appear, swirling their multicolored beams around the arena. Then, deafening music starts playing! You feel your adrenalin rising and you are getting into the magic. Unexpectedly, a spotlight appears at one end of the arena. The light is focused on one of the goals, and it and the surrounding area is engulfed in artificial fog.... Its game time!

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