

## **The Entrepreneur's Source Featured as Franchise Experts on Fox & Friends**

*Alexandria Warren, Spokesperson for the Leading National Franchise Coaching Franchisor, Talks Food Trucks and Franchising on Fox News' Top Morning Show*

Southbury, CT ([PRWEB](#)) July 26, 2016 -- On Father's Day, June 19th, 2016, [Alexandria Warren](#) of The Entrepreneur's Source was featured as a thought leader in franchising on a Fox & Friends segment highlighting the rise of food trucks and other mobile units in franchising. Warren joined leading franchise executives from sweetFrog Frozen Yogurt, Rita's Italian Ice, and Philly Pretzel Factory as they put their food trucks on full display during the Sunday morning broadcast ([see the full segment here](#)).

Fox & Friends host Rick Reichmuth interviewed Warren as a leading authority on the rising trend of mobile franchise units – many of which were showcased at this year's International Franchise Expo hosted by the Javits Center in New York City. During the interview, Warren said the mobile options offered by Philly Pretzel Factory is one of hundreds that franchise prospects can access through The Entrepreneur's Source network of experienced franchise coaches.

"I'm with The Entrepreneur's Source and we help individuals find the franchise that's right for them," said Warren. "Philly Pretzel Factory is one of our many brands that offer fantastic mobile opportunities. There are so many different ways that franchise prospects can get involved with the franchise brands we represent and we encourage anyone interested in a career alternative to find the best franchise match for them through The Entrepreneur's Source coaching network."

According to [Terry Powell](#), Entrepreneur & Visionary Founder of The Entrepreneur's Source, this rise of mobile units in franchising is one of countless reasons why it's important for aspiring entrepreneurs to work with experienced franchise coaches when exploring franchise opportunities.

"At The Entrepreneur's Source, we work hand-in-hand with our franchise coaches to ensure we're ahead of the curve with all current and potential trends impacting the franchising space like these new mobile opportunities," said Powell. "We've been living and breathing franchising for more than 30 years and have an excellent understanding of which new trends are most likely to have staying power. Therefore, it's mission critical for all franchise candidates to work with a franchise coach who can help them avoid 'new shiny objects' and capitalize on high-upside opportunities that are a perfect match."

For more information on The Entrepreneur's Source, please visit <http://www.EntrepreneursSource.com/>.

### About The Entrepreneur's Source®

Established in 1984, The Entrepreneur's Source has been North America's leading alternative career coaching franchise dedicated to the entrepreneur for more than 32 years. Today, with more than 120 offices in the United States and Canada, The Entrepreneur's Source continues to dominate the \$1.5 billion-dollar Business Coaching/Consulting franchise market in North America.

The Entrepreneur's Source network of franchise coaches offers a full range of services to individuals seeking alternate career options and to franchise businesses looking to increase performance. For more information about The Entrepreneur's Source, please visit <http://www.EntrepreneursSource.com/>.



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