



A Paradigm Shift is Taking Place in the Home Based Business and Franchise Arena

There is a growing wave of an economic shift worldwide, and Global Abundance Program (G.A.P.) is perfectly positioned to ride that wave.

Brisbane, Australia, June 27, 2007 --(PR.com)-- With 79 Million people in the U.S. alone, planning to start an independent business in the next three to five years (Forbes magazine), many will begin with high hopes of success, within the familiarity of a franchise or brick and mortar business. According to Entrepreneur Magazine, 97% of all small businesses fail in the first 5 years, which means that out of 79 million, there will be 76,630,000 failures. A change in mindset however, could reveal a better way.

The discovery of [G.A.P. Titanium](#) as a lucrative alternative to traditional business couldn't have come at a better time for Australia's first G.A.P. Business Owner, Jenny Rogan. "I found the Global Abundance Program when I was on the brink of starting contract work again. I've never truly enjoyed working for a boss and always wanted my own work-from-any-location business. A traditional brick and mortar store or franchise has never appealed to me. It's not just the start-up costs, legalities and ongoing fees and charges. I simply could not ever see any possibility of the freedom and lifestyle I was longing for."

It seems that all human beings have an entrepreneurial or creative spirit. Whilst some have buried those aspirations deep within, others wear the desire for their own enterprise on their sleeve. There is a built-in desire in everyone to want to better themselves and improve their lives. They want to be their own boss and are ultimately striving for greater freedom. The freedom to spend quantity time with their families; enjoy leisure time with friends; take off for a weekend getaway at a moments notice; or simply savor the peace and tranquility of the golf course at any time they please.

"Australians are gutsy, hard workers and will put their heart and soul into a new enterprise when they see what looks like the light of freedom at the end of the tunnel", says Jenny. "However, paying a premium price to become enslaved for up to 16 hours a day, 6 or 7 days a week, can turn that light of freedom into a freight train. My philosophy about any business is that it must make peoples' lives better, including the business owner's."

The greatest freedom that G.A.P. Titanium has afforded for this Australian, is the freedom to work from anywhere she chooses to call her office. "All I need is a laptop and an internet connection and I'm in business ... serious business."

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