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profit from failure**
*(and how to avoid it
in the first place)*

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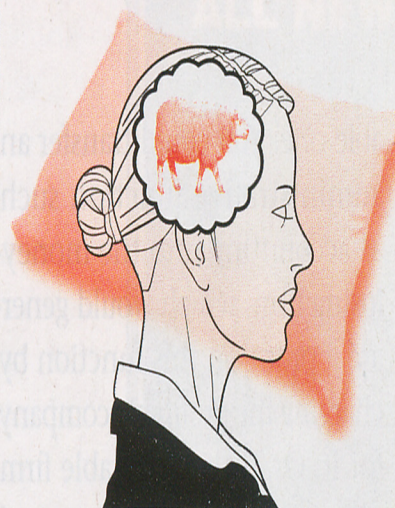
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HANDBOOK

PERSONAL ASSISTANT

BUSINESS TRAVEL



DREAMING OF SLEEP?

*How to get a good
night's rest when
you're on the road*

Sleeping well on business trips often seems like a fantasy. Crossing time zones and leaving the comforts of home can prevent adequate rest and make closing

the big deal that much harder. A 2005 British Airways survey found that one in four business travellers has nodded off in a meeting due to sleep deprivation.

Improve your chances of success by ensuring that when you book your hotel, you request a room away from elevators, vending machines and newlyweds. (But if you check in late, you'll end up beside the elevator, guaranteed.)

Bring your own pillow, earplugs, a clothespin to hold curtains closed and maybe even a white-noise machine to mask background noise. And be sure to follow your usual evening routine; for example, if you always read before bed, then be sure to bring a book.



Try talking yourself into a good night's sleep with self-hypnosis. Debbie Papadakis, director of Toronto's Hypno Healing Institute, recommends an updated version of counting sheep: lie down and count backward from 200, even numbers only (consecutive numbers would be too easy), adding "sleep" after each number. "When we mention or think of a word, that word has a picture," she says. "When I say, '200 sleep,' my mind, my body, my whole being sees and feels this sleep."

Dreaming of more ways to doze? You'll find some on Papadakis's free sleep-aid album, *The Art of Sleeping*, at hypno-healing.com. —JACLYN LAW

