

SLINGIN' SOME SLANG

IFE FEET—A condition—similar to “mall feet”—consisting of sore, aching feet after standing on them all day at a franchise expo.

*“I’ve gotta get some of those **Z-Coil** shoes. After two-and-a-half days of standing around, I’ve got IFE Feet. Tell Harry thicker carpet’s not splurging.”*

Ze Goggles—A phenomenon where the franchisor thinks his “baby” is adorable when no one else does. (This condition is also common to parents of ugly babies.)

“If he thinks anyone’s going to Google his concept to learn more, he’s totally got Ze Goggles.”

In Blackberry-speak:

kthxbi means “OK, thanks, bye.”

LOL—Laugh out loud—as in: “If we were having this conversation in person, you’d totally hear me guffawing.”

