

Become A Franchise Owner The Start Up Guide To Lowering Risk Making Money And Owning What You Do

Is Franchising Right For You? Why start a business from scratch when you can have a piece of the greatest expansion strategy ever conceived? Franchising is BIG and getting bigger in every sector—from restaurants and coffee chains to pet care and insurance. There is a franchise for everything and everyone. As a potential franchise owner, you can be in charge of your own success while being supported by a known brand. Franchising gives you that ability, along with the satisfaction that comes only with building something that can last a lifetime and beyond. And, if you are successful, you eventually stop sweating the details and have the freedom to enjoy your life in a way that most around you cannot. In *The Franchisee Handbook*, franchise expert Mark Siebert walks you through the process of vetting and buying a franchise, helps you ask the right questions of franchisors and yourself, and gives you the resources you need to decide if franchising is right for you. Siebert shows you how to do your homework before making what could be the greatest financial decision of your life. You will learn how to: Accurately assess the risks of buying a franchise Determine if a franchise is a good fit for your personal goals Research and vet potential franchise opportunities Create a startup plan that meets your business goals Prepare your franchise for success Why dream about owning a franchise when you can take concrete steps to make it happen today? With *The Franchisee Handbook* as your guide, you have the power in your hands to start your own franchise journey right now.

Written by the late Dave Thomas, the widely known founder of Wendy's, and franchising consultant Michael Seid, this is a comprehensive and reliable resource for anyone interested in purchasing a franchise.

Whether you are considering getting into a franchise, or have made the commitment, *Franchising Demystified* provides you with a deep understanding of the franchisee-franchisor relationship. This definitive franchise handbook provides you with the tools to effectively assess the right franchise opportunity for you and then maximize your return on investment. Loaded with practical tips, *Franchising Demystified* helps you: - Identify the best franchise opportunities - Determine if franchising is right for you - Fully understand your rights under the license model - Improve and build upon the franchisee-franchisor relationship - Succeed and grow a successful, profitable business Real-life examples let you learn from other people's mistakes and experiences. *Franchising Demystified* is a must read for anyone considering buying a franchise or currently a franchisee ..

This book was written with the would-be franchisor in mind. It delves deeply into such topics as preparing to become a franchisor, the legal repercussions of franchising, how to recruit the right candidates, and how to manage a franchise system. This book will guide you in building a successful team of experts to help you create the stellar franchise brand that you dream of!

One Million in the Bank

How to Make \$1,000,000 with Your Own Business, Even If You Have No Money Or Experience

Estate Planning 101

The Development of a Business Method, 1840-1980

Franchise Management For Dummies

The Definitive Guide To Franchise Research

Franchise Times Guide to Selecting, Buying & Owning a Franchise

Discover the ins and outs of planning your own or your loved one's last wishes with this easy-to-understand guide to estate planning. No one likes to talk about death, but being prepared for any unexpected tragedy can help your loved ones navigate your loss more easily in the long run. From creating your advanced medical directives to designating your beneficiaries, estate planning can ensure that your wishes are carried out when you are no longer around. With *Estate Planning 101*, you can get your affairs in order before any unfortunate incident occurs. This easy-to-understand guide comes with detailed information on what needs to be done to protect your estate. With information on creating a living will, minimizing estate taxes, choosing an executor, and more, you will be prepared for the future, no matter what it brings. *Estate Planning 101* offers you step-by-step instructions and checklists to keep you organized for whatever life throws your way.

Have you ever thought of starting a franchise business but don't know where to begin? Buying a franchise sounds like a smart shortcut to becoming an entrepreneur, but is it for you? Best-selling author David Busker answers these questions and more in his new book *Franchise Vision: Transform Your Future Through Franchise Ownership*. In it, you'll learn: How to know if you have an entrepreneurial mindset The types and business models of franchises How the Franchise Continuum helps you define your criteria How to research and buy a franchise Where to focus your research What you'll need to have in place before you start a franchise How to identify and overcome red flags, roadblocks, and obstacles that can derail your efforts How to finance your business investment How to get help from advisors and consultants What to expect after signing a franchise agreement This book is not an inspirational sales call to arms that pretends everyone can and should buy a franchise. It's a comprehensive, down-to-earth examination of the process that starts with the most important question--should you do this? From there, David will take you through the process of researching and buying a franchise step by step with real-world examples to make every step crystal clear. David has been where you are. He made the transition from employee to

entrepreneur, so he knows the joys and the pitfalls of this journey. He has lived the life of a multi-unit franchisee and self-employed business owner, so he's been through the process multiple times and learned something each time. "Franchise Vision is a fabulous resource for anyone thinking about getting into their own franchise business. It covers all the important topics involved in conducting a thorough investigation of opportunities and, even more importantly, it also does a wonderful job of explaining the emotional challenges that all of us face when contemplating doing something new. The book's focus on creating a vision of how you want your life to be in the future and then using this vision as a guide to decide which opportunities would be best for you is genius!" - Jeff Elgin, Founder and CEO, FranChoice, Inc. Franchise Vision is a motivational yet practical guide to understanding the path to franchise ownership, with real-world examples and step-by-step explanations to help those considering franchise ownership make decisions and navigate their journey with confidence. If you have ever wondered about how franchising works and how to investigate becoming a franchise owner, this book is for you. With this book you can confidently get started on your franchise journey today. As a nationally renowned franchise consultant, best-selling author, and franchise owner, David Busker has helped hundreds of candidates navigate the transition from employee to entrepreneur. His insights from leading and starting various businesses, as well as a no-nonsense educational approach, have endeared him to candidates seeking franchise ownership. With deep experience in multiple aspects of business as a CEO, CFO, CPA, business owner, startup founder, and multi-unit franchisee, Visualize your future and discover your inner entrepreneur today!

From Mike Michalowicz, bestselling author of Profit First, Clockwork, and Fix This Next, a practical and proven guide to standing out in a crowded market. Many business owners are frustrated because they feel invisible in a crowded marketplace. They know they are better than their competitors, but when they focus on that fact, they get little in return. That's because, to customers, better is not actually better. Different is better. And those who market differently, win. In his new marketing book, Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humor and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing: 1. Does it differentiate? 2. Does it attract? 3. Does it direct? Get Different is a game-changer for everyone who struggles to grow because their brand, message, product or service doesn't stand out and connect with customers--the long-anticipated answer to the defining business challenge of our time.

WINNER □ 2021 PULITZER PRIZE IN HISTORY Winner □ 2022 James Beard Foundation Book Award [Writing] The "stunning" (David W. Blight) untold history of how fast food became one of the greatest generators of black wealth in America. Just as The Color of Law provided a vital understanding of redlining and racial segregation, Marcia Chatelain's Franchise investigates the complex interrelationship between black communities and America's largest, most popular fast food chain. Taking us from the first McDonald's drive-in in San Bernardino to the franchise on Florissant Avenue in Ferguson, Missouri, in the summer of 2014, Chatelain shows how fast food is a source of both power—economic and political—and despair for African Americans. As she contends, fast food is, more than ever before, a key battlefield in the fight for racial justice.

4 Pillars to Strengthen, Protect and Grow Your Business

Startup Nation

Evaluating Franchise Opportunities

The Educated Franchisee

Franchise Buyers Self Check

Get Different

The Start-Up Guide to Lowering Risk, Making Money, and Owning What you Do

The Franchise Fix helps franchisees set up their food franchise business for success. Investing on a proven food franchise does not guarantee success for the franchisee. To be a successful franchisee, franchisees must set up the right management systems to support their business as well as take advantage of everything the franchisor has to offer. The Franchise Fix is a step-by-step guide that shows franchisees how to do exactly that! Covering the winning systems and processes that food industry veteran Aicha Bascaro discovered from working with hundreds of successful franchisees across the US and around the world, The Franchise Fix helps franchisees take control of their food franchise and increase their profits. Want to take control of your life? Want to trade in that listless job and create the company you've always dreamed of? Millions of new businesses are started each year, from online diamond dealers to part-time "pet projects" to the latest franchises. StartupNation is all about putting you in the driver's seat to start your own business. Jeff and Rich Sloan are lifelong entrepreneurs who have created dozens of successful businesses and have guided and advised thousands of others through their nationally syndicated radio talk show, on their Web site, and in their weekly online newsletter. In StartupNation, the Sloan Brothers examines every aspect of smart entrepreneurship and help you create the business you've always dreamed of. You'll learn about the dos and don'ts and the highs and lows of building your own business through the Sloan's in-the-trenches insights and the inspirational tales of over thirty other gutsy entrepreneurs. Among the stories you'll read about: • The Sloans' own patented invention, the Battery Buddy®, which generated more than \$1 million in royalties • Lavetta Willis, who built Dada Footwear into a fashion brand that now produces sneakers worn by NBA basketball stars • Tom Nardone, who created the booming ShopInPrivate.com, where people can order items they're embarrassed to buy at the local drugstore. StartupNation presents a master course in identifying a good idea, building the right kind of

business around it, and avoiding the pitfalls that can derail you. If you've ever dreamed of pursuing your own business, StartupNation will be your most powerful resource.

The unapologetic, laugh-your-ass-off military memoir both vets and civilians have been waiting for, from a five-tour Army Ranger turned YouTube phenomenon and zealous advocate for veterans--this is Deadpool meets Captain America, except one went to business school and one went to therapy, and it's anyone's guess which is which.

Included in this rare collection of business insights are business notables, including former NBA player George Tinsley, "Undercover Boss" TV star Steve Greenbaum, Expert Branding & PR consultant Nick Powills, Ken Yancey CEO of SCORE, one of the largest advisory groups in the USA, and Rocco Fiorentino, CEO, of one the nation's most successful business funding organizations. This book is also loaded with expert insights from selected business consultants specializing in helping people become their own boss. They want to help do the same for you. These business men and women know all about success. In life and in business. In this book you'll learn:

- What it takes to become satisfied in business and in life.
- How the "Disney principle" can set you head and shoulders above the competition
- What personality traits you must exhibit to conquer the new economy
- How to impact your community through business
- How diversity can be a niche you dominate
- Why millennials are the future of franchising
- The competitive edge you have as a woman business owner
- Why experience isn't necessary to become your own boss
- How to find success where you least expect it

If you feel stuck in the corporate world just going through the motions or if you've ever thought about becoming your own boss, this book is for you. You won't be the same after reading it.

The Business Systems Needed to Capture the Power of Your Food Franchise

Becoming Empowered, Self-Reliant, and Rich in Every Way

Everything You Need to Know About Buying a Franchise

Street Smart Franchising: A Must Read Before You Buy a Franchise!

Buying a Franchise

Franchising in America

Franchising is one of the fastest and most popular means of business expansion. At the core of franchising is the licensing of intellectual property rights. Packed with examples and tips, this practical guide for business people outlines different types of franchise and takes you through the franchising process, identifying the key issues to consider at each stage.

"To thine own self be true, and it must follow, as the night the day, thou canst not then be false to any man" -Shakespeare (from Hamlet) Regardless of why you have chosen to investigate the purchase of a franchise, the assumption is that you are at a certain stage in your life at which you have certain experience and success. The purchase of a franchise is a significant investment...usually thousands, if not hundreds of thousands, of dollars. Do you have the intestinal fortitude to be in business for yourself? When you decide to buy a franchise, there are certain character traits you must possess. Owning and operating your own business requires motivation, willingness to work hard, wisdom, money, people skills, communication, knowledge and experience, family support, perseverance and being level-headed, among many other things, such as complete trust in the franchisor.

Motivation is the "unbridled desire" that drives us no matter what...that burning fire to succeed to do whatever is necessary to make the franchise work. What is your motivation in starting your own business? Knowing that you will be a good fit, financially, culturally and mentally will make you a much better franchisee.

Anyone can make enough to save \$1,000,000 in 3-7 years. Most self-made millionaires are made through business ownership. Many people think about it but never take action, they do not have an idea, they do not have the money, and flat just do not know how. This is a practical book to teach you how to find, start, finance, and get free advice to own and grow your own business. For example, a yardman with no money was worth over \$9,000,000 in 7 years after buying a nursery and growing his business. There are many more stories and lessons, to include how the author went from bankrupt to having his first million dollars in 3 ½ years. This book will change your perspective and put you on the path to financial independence.

Buying a franchise can be a handy shortcut to the American dream of owning your own business. But there are dangerous pitfalls--and possible drawbacks to even the best franchise deals. Here, for every prospective franchisee, is authoritative advice from a trustworthy source. The experts of Franchise Times offer their picks of the top 200 franchises and 100 up-and-comers, complete with contact information, financial requirements, fees, and more. There are practical tips on everything from hiring and marketing to financing your franchise, leasing a retail space (or setting up a home office), and deciding if you should buy or run a franchise with your spouse. With anecdotes and advice from current franchisees and franchisors, this is a book every would-be entrepreneur should read before signing a contract.

In Good Company: Managing Intellectual Property Issues in Franchising

The Franchise MBA Workbook

How To Become A Franchise Business Owner, How To Start A Profitable Franchise Business, How To Be Highly Successful As A Franchise Business Owner, The Benefits Of Starting A Franchise Business, And How To Generate Wealth Online On Social Media Platforms

Brick & Mortar Franchise Success

America's Leading Entrepreneurial Experts Reveal the Secrets to Building a Block buster Business

*How to Buy a Franchise or Franchise Your Own Business
Control Your Own Destiny Through Franchise Ownership*

Take Your Business from Average to Extraordinary The Wealthy Franchisee pulls concepts from cognitive behavioral therapy, brain science, interviews, and Scott Greenberg's firsthand experience as a franchisee to help readers replicate the mental habits, tactics, and financial results of high-performing franchisees. As a franchising consultant, Scott Greenberg has helped franchise owners and franchisees improve their performance. Readers will learn how to: Explore their own mental responses and become more self-aware Bring out the best in employees and build superstar teams Dazzle customers and increase sales with emotionally satisfying experiences Optimize the human elements of their operation so they can grow into a next-level enterprise and become wealthy

McDonalds, Sonic, Subway, Dairy Queen, Circle K, Piggly Wiggly—all well-known franchises in America and beyond. You've probably sometimes wondered how so many of them could exist, how they manage to stay in business, and how they continue to thrive. Maybe you've even thought about running one of your own, but didn't know where to begin. Well, now you do, thanks to Running a Franchise For Dummies. Pick the perfect franchise for you Create marketing plans and branding for your new franchise Understand all of the complex legal issues surrounding the ownership of a franchise Uncover the secrets to continued success and future expansion Running a Franchise for Dummies is a clear and concise guide for anyone who wants to be their own boss and stand on the shoulders of franchise giants both big and small.

THE INSIDER'S GUIDE TO BUYING, OWNING AND OPERATING A FRANCHISE. Prepping you for what it takes to succeed in franchising, franchise experts Joe Mathews, Don DeBolt and Deb Percival deliver an insider's view of how franchising works, imparting real-world tactics and strategies, and empowering you to decide if franchising is for you. Street Smart Franchising is the kind of book I wish every one of our current and prospective franchisees would take the time to read. It beautifully captures the challenges of owning and operating a franchise business along with practical guidance on how to make it work. Anyone considering a franchise investment will make a better investment decision by reading this down-to-earth self help book. Don't miss it!" -- David McKinnon, chairman/CEO, Service Brands International: Molly Maid, 1-800 Dryclean, Mr. Handyman, Ductz "Twenty-five years ago when I became a franchisee of the Great American Cookie Company, this book would have saved me a world of grief. Street Smart Franchising lays it out. No sugar coating. It's a realistic guide on how to make one the most important decisions of your life." -- Lawrence (Doc) Cohen, past chairman, International Franchise Association, franchisee of 21 units - Great American Cookie Company, Pretzel Time, and Coffee Beanery. "At the International Franchise Association, we were privy to all the fine books on franchising. What's truly unique about Street Smart Franchising is the carefully crafted treatment of how emotions and behavior influence success. It's another must read for any prospective franchisee--good stuff for folks who have been in the business a while too." -- Matt Shay, past president, International Franchise Association Joe Mathews has held management roles with such national chains as Subway, Blimpie, Motophoto and the Entrepreneur's Source. Don DeBolt is a former president of the International Franchise Association. Deb Percival works in franchise development.

Essay from the year 2005 in the subject Business economics - Company formation, Business Plans, grade: A, University of Otago (Department of Management), course: Small Businesses, 31 entries in the bibliography, language: English, abstract: Franchising as a way of starting or operating a small business that is more likely to be successful than engaging in an independent small business. This was the predominant opinion during the last decades (Hoy, 1994). The common view towards franchising merits a closer look into situations franchising and non-franchising small businesses could face to finally answer the title-question of this essay "To what extent do you (do I) agree with the view that Franchising is the salvation of people starting and operating a small business'." To provide a sound answer the initial question requires some clarification. The basic notions of 'franchising' and 'small business' are defined and described in the first chapter. The second chapter, however, focuses on the person who starts or runs the small business, the entrepreneur or small business owner. The understanding of the entrepreneur's personality shall be enhanced by asking several questions. What kinds of decisions do self-employed people have to make, what are the threats they are confronted with and what determinates their failure and success? What might be the reasons for entrepreneurial behaviour and how might small business people feel running or starting the business? Moreover, what could the term 'salvation' mean to these people, and how could 'salvation' be interpreted? The third part of this essay combines the insights of the previous chapters by displaying the framing conditions that could induce the future small business person to start a franchise as first-time self-employment or the existing entrepreneur to give up an existing independent business in order to run a franchise. Whether franchising finally meets 'salvation', what kind of advantages and disadvantages franc

Mastering the 4 Essential Steps to Owning a Franchise

Game-Changing Steps to Becoming a Thriving Franchise Superstar

The Definitive Franchise Handbook.

Franchise Vision

How and Why to Franchise Your Business

Franchise Bible

Become a Franchise Owner!

Franchise Your Growth Expert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever—franchising. Siebert

tells you what to expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help grow your business exponentially through franchising. Learn how to: Evaluate your existing businesses for franchisability Identify the advantages and disadvantages of franchising Develop a business plan for growth on steroids Evaluate legal risk, obtain necessary documents, and protect intellectual property Create marketing plans, build lead generation, and branding for a new franchise Cultivate the franchisee-franchisor relationship

Experienced franchisees and franchisors tell entrepreneurs what they need to know before they buy a franchise. Second edition includes a sample copy of the entire UFOC plus 40% new and updated examples. This straight-shooting franchise guide goes beyond the "how to" to teach potential franchisees what to expect when starting a franchise. Real life stories from the trenches illustrate how to cope with the difficulties a franchise presents. The author reveals the personality types most likely to succeed at franchising, and identifies entrepreneurial traits that may increase risk of failure. Plus, it takes an in-depth look at the research and investigation of a franchise, something glossed over in most franchise books.

This essay sheds light on how to become a franchise business owner, demystifies how to start a profitable franchise business, and expounds upon how to be highly successful as a franchise business owner. Moreover, the benefits of starting a franchise business are delineated in this essay. Furthermore, how to generate extreme wealth online on social media platforms by profusely producing ample lucrative income generating assets is elucidated in this essay. Additionally, the utmost best income generating assets to create for generating extreme wealth online in the digital era are identified, how to become a highly successful influencer online on social media platforms is elucidated, and the plethora of assorted benefits of becoming a successful influencer online are revealed in this essay. Moreover, how to attain extreme fame leverage is demystified and how to earn substantial money online so that you afford to eminently enrich every aspect of your life is meticulously expounded upon in this essay. While starting a profitable franchise business may seem be an eminently cumbersome, expensive, time consuming, and daunting undertaking in the digital era, it is more viable than ever before. While launching a profitable franchise business may seem be an eminently cumbersome, expensive, time consuming, and daunting undertaking in the digital era, it is more viable than ever before. Much to the relief of prospective franchise business owners, it is possible to become a franchise business owner at a young age and the journey to becoming a franchise business owner is not as lengthy as the duration of the journey to pursuing other occupations, such as a medical doctor or attorney. Becoming a franchise business owner involves far more than simply than filling out an application to receive approval by the franchiser to launch a franchise business. As a prospect to franchise business owner, you will need to also have a substantial amount of money to be able to finance franchise business start-up costs. Franchisers may also require you to complete a training program before your franchise business can be launched. When launching a franchise business, the franchisee is at the mercy of the franchiser. In other words, the franchisee need to be able to fulfill any requirements that the franchiser stipulates to launch the franchise business. Signing a franchise agreement is a major undertaking on the franchisee's end. Becoming a franchise owner will not require you to sign an extensive franchise agreement, but will also require you to the franchiser's business model and policies when launching a franchise business. Becoming a franchise owner comes at an enormous cost even to the extend in which your creative freedoms are limited as a franchise owner. Furthermore, launching a franchise business is by no means viable for most people since they cannot afford to pay the exorbitant franchise business start up. Prospective franchise owners should be prepared to pay franchise business start up, franchise fees, and marketing costs if they are interested in launching a franchise business. Franchise business owners may also be responsible for paying for salaries, supplies, utilities, rent, and other expenses. Starting a profitable franchise business is far more cumbersome than most prospective franchise business owners realize. When you take into account franchise business start up, franchise fees, and marketing costs and other expenses, such as salaries, supplies, utilities, and rent you come to the realization that it can take years for a franchise business to become profitable. The overhead costs associated with operating a franchise business are often exorbitant, Starting a profitable franchise business can require you to find a low-cost franchise business to launch that is able to reap high profit margins. You can also find a highly profitable location to launch a franchise business at so that you can attain a highly profitable business.

This proven, popular reference has been completely updated to better guide readers through the current franchise environment. Real-life examples of both service- and product-oriented franchises and useful checklists prevent mistakes and save time and money. Contact information for state and federal franchising regulatory agencies and a listing of useful publications guide new franchisees to the resources they need.

The Franchise Fix

Franchise: The Golden Arches in Black America

More Than Just French Fries

Franchising For Dummies

Discover the 7 Strategic Moves to Buying a Winning Franchise

Adventures in Franchise Ownership

Thank You for My Service

The secret to owning the right franchise business is no secret if you understand what it takes to succeed. The single most important factor is preparation. This book will help with your preparation. Designed to help busy professionals understand and apply the concepts and methodologies essential to accurate franchise analysis, this workbook enables readers to test their knowledge and comprehension of the tools and techniques described in the The Franchise MBA before putting them to use in real world situations. This informative study guide contains carefully constructed exercises with detailed solutions, as well as specific learning outcomes and franchise component overviews. Internationally renowned franchise authority and author Nick Neonakis presents a personal hands-on companion to the landmark book The Franchise MBA - Mastering the Four Essential Steps to Owning a Franchise, which has become a guide book for individuals, families, and businesses around the world. The success of his principle-centered philosophy of investigating franchise business is based upon his years of real world franchise experience. Now, with The Franchise MBA Workbook, you can further explore and understand this tried-and-true approach to finding the perfect franchise through a wide range of thought provoking exercises. With the same clarity and assurance Neonakis' fans have come to appreciate, this individualized workbook helps readers to fully internalize the 4 Steps approach to finding the ideal franchise through private and thought-provoking exercises, whether they have owned a franchise or not. This workbook offers solutions to both personal and professional questions by promoting and teaching emotional intelligence, integrity, financial honesty, and goal setting. An engaging companion to the renowned classic, The Franchise MBA Workbook will help readers set goals, understand franchising, and create a path to self-sufficient independence.

The definitive A-to-Z guide to researching, selecting, and starting a viable franchise business With more and more professionals looking for alternatives to traditional corporate employment, Become a Franchise Owner! informs would-be franchise owners of the joys and perils of purchasing a franchise. Authored by a trusted, feisty, tell-it-how-it-is independent franchise industry insider, this book offers straightforward, step-by-step tips and advice on how to properly (and carefully) research and select a franchise business. Get tips on how to locate information about franchises, current industry trends, interviews with franchisors, and hot franchise opportunities. Offers a self-evaluation to discover if you are "franchise material" Describes how to choose the right franchise for your specific situation Lists the 40 crucial questions to ask current franchise owners Owning a franchise isn't for everyone; in fact, as Joel Libava says, "it's really not for most people." But if it is for you, this book can guide you in starting your own successful franchise business.

There is nothing more expensive than ignorance - let The Educated Franchisee serve as your guide for selecting a franchise that meets your needs!

Reveals how the LEGO company was nearly pushed financial collapse by the advice of professional consultants, explaining how the company adapted the "Seven Truths of Innovation" to rebuild a stronger and more competitive business.

Transform Your Future Through Franchise Ownership

The Guide to Employing the Greatest Growth Strategy Ever

The How-to Book for Choosing a Winning Franchise

Street Smart Franchising

Self Made

The Franchise Game

The Wealthy Franchisee

"The Definitive Guide To Franchise Research" includes everything you need to know about researching a franchise. Buy this guide so you can learn how to get all the facts you need about the franchises you're interested in. That way you'll be able to make a smart decision on a franchise to buy. Everything I know about researching franchise opportunities is in this instantly available guide. Including: A huge list of the right questions to ask franchise salespeople, so you can get specific (and sometimes hidden) details about the franchises you're investigating Easy-to-use techniques that will enable you to get real information on your potential earnings as a franchisee, so you get a clear picture about what life could be like when you make your decision Never-before revealed online franchise research techniques you can use immediately to obtain information on any franchise opportunity that's currently being offered. Specific information on when and how to contact franchisees, including a powerful, one-of-a-kind technique that will enable you to find out how much money they're making in their franchise business without looking foolish. A massive list of questions to ask franchisees when you contact them by phone or pay them a visit, that will practically force them to tell you everything they know. Specific ways to find unhappy franchisees, so you can find out some of the negative aspects of the business you may be about to invest a lot of your money in. And a lot more!*

Become a Franchise Owner!The Start-Up Guide to Lowering Risk, Making Money, and Owning What you DoJohn Wiley & Sons

For readers of #GIRLBOSS and viewers of Shark Tank—a global revolution in entrepreneurship is under way, inspiring women to blaze a trail of financial self-reliance and become self-made. Featuring a foreword by Suze Orman. What does it mean to be self-made? It's not just about having money, but financial empowerment is where it begins. It means getting out of survival mode, where you are one problem away from catastrophe. It means changing your mindset from instant gratification to goal orientation. It means being able to sleep at night without worry. It means being rich in every way: rich in money, rich in family, rich in love, rich in time—abundant! For Nely Galán—entrepreneur, TV producer, and real estate mogul—helping women to become self-

made is a movement and a mission. Galán pulls no punches. She is the straight-talking friend and mentor you've always wanted, and here she shares valuable, candid, no-nonsense lessons learned on her own path to becoming self-made ("There is no Prince Charming"; "Think like an immigrant"; "In your pain is your brand"; "Don't buy shoes, buy buildings!"). You'll read inspiring stories of women who started and grew businesses out of ingenuity, opportunity, and need. You'll find exercises to help you identify your goals and your strengths. You'll learn tips and tricks for saving money, making money, and finding "hidden money" that can help jump-start your self-made dreams. When you become self-made, the change in you inspires change in those around you, because one of the greatest rewards of a self-made life is seeing how the sparks from your personal revolution can light a fire in others. So come, join the Self-Made movement. The revolution starts inside of you! Praise for Self Made "A much-needed and wise book that teaches women not to fear money but to see it as a means of reaching our dreams. Nely shows us how to become money courageous instead of finance fearful. I want to give this book to so many women (and men) I know. Thank you, Nely."—Sandra Cisneros "Nely Galán and I have traveled the country together helping women grow their businesses and live their dreams. I know firsthand that Nely is the ultimate self-made woman and your best girlfriend. Her generosity of spirit jumps off the page as she shares the secrets of her hard-won success and her contagious confidence."—Nell Merlino, creator of Take Our Daughters to Work Day and founder of Count Me In for Women's Economic Independence "Self Made teaches women to unleash their spark and hustle. Nely inspires readers to use what they have to get what they want on their path to becoming self-made."—Tory Johnson, "Deals & Steals" contributor on ABC's Good Morning America and author of the #1 New York Times bestseller The Shift "You are not truly complete as a woman until you feel confident and empowered to make decisions about your money. Throughout my career, I have seen how a woman who takes ownership of her financial life is transformed and liberated, and how that in turn has a tremendous impact on her children. This is my belief and my personal experience, and it's why Self Made resonates so strongly with me."—Maria Elena Lagomasino, CEO of WE Family Offices and member of the board of directors of the Walt Disney Company, the Coca-Cola Company, and Avon Products, Inc. From the Hardcover edition.

Using a series of case studies from five industries, Dicke analyzes franchising, a marketing system that combines large and small firms into a single administrative unit, strengthening both in the process. He studies the franchise industry from the 1840s to the 1980s, closely examining the rights and obligations of both the parent company and the franchise owner. Originally published in 1992. A UNC Press Enduring Edition -- UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original, and are presented in affordable paperback formats, bringing readers both historical and cultural value.

Franchising Demystified

Franchise Your Business

Is Franchise Ownership for You?

Know the Costs Or Pay the Price

To what Extent Do You Agree with the View that Franchising is the Salvation of People Starting and Operating a Small Business

Introduction to Franchising

15 Business Thought Leaders Share Insights on Franchising Success

Written in the style of a business 'tell-all', Adventures in Franchise Ownership lays out what successful franchisees do that you won't find in most owner's manuals and includes franchisee Christy Wilson Delk's good, bad, and really tough days before her successful exit 15 years later. Franchisees, like most small business owners, experience times of extreme frustration, lapses in motivation, and often exit before reaching their potential and their goals. Based on Christy's real-life franchise ownership adventures, this guide explains how her 4 Pillar to Pillars Approach helps all franchise owners get to the top tier of their franchise system and includes advice from 16 top performers representing over a dozen market segments. With humor, candor, and relatability, Christy fills in the gaps of the franchise Owner's Manual by providing a constructive framework for finding professional satisfaction and attaining the financial success franchise owners everywhere want and deserve.

Franchising is the fastest-growing method of conducting business in the world. Why? Because it works! But don't be fooled - success isn't guaranteed. Over the course of a few decades in development, I've seen millions of dollars wasted on fixing problems that, in many instances, could have been avoided altogether. Like most business owners, your primary goal is to operate a successful business. You can't actually do that until your location opens. While you may know a little bit about a lot of things, the devil is in the details. When you don't know what you don't know, especially when it comes to leasing space and building new locations, you could be in for a long, rough ride. The reality of how much you don't know (and what can happen next!) can be all-consuming. Enthusiasm, persistence, and dogged determination won't be enough to save you. Do not, Do Not, DO NOT sign a lease without reading this book! Once a lease is executed, you are 'officially' a business owner - even if your new location never actually opens! A lot of professionals with years of business experience assure themselves that there isn't any part of the building process that they either don't know or can't figure out. What they don't take into account is the additional time that ticks away while they learn the ropes - and make costly mistakes in the process. No matter how much business

experience and success you have had in past roles, if you are not well versed in all that is involved in getting your new location open, failure will find you! Building new locations hasn't changed much over the years. Because it happens thousands of times a day across the country, it's easy to adopt the mindset of, "I can figure this out." The truth is that you CAN figure it out - but how much will you spend or forego in the process? Ignorance isn't bliss - it's EXPENSIVE! Failure is not an option - until it happens! Then what? The purpose of this book is to take the guesswork out of the entire development process so you know exactly what it takes to get your new location open in the least amount of time, for the best overall price and, more important than anything else, without making costly mistakes in the process. Whether you are an independent business owner or a franchisee, if you have plans to lease space to build your first (or your next) location, the book you're holding in your hands will become one of the most valuable investments you can make! To your success...

The Franchise Game is THE ultimate guide to understanding the discovery process when reviewing a franchise for potential purchase. "Take Calculate Risks. Act Boldly and Thoughtfully!"- Ray Kroc, McDonalds Inside "The Franchise Game," Colleen L. O'Brien will teach you the 7 strategic moves to buying a winning franchise and the top ways a franchise candidate blows it early in the process when researching a franchise business. So many of us want to have our own business, and many try to purchase a franchise. The sales process for a franchise really is more of a game, with unwritten rules that few people understand. Also, find out if a franchise is the best business format for you to pursue right now. "In my experience in the franchising world, taking a concept to over 700 franchises, I have interacted with numerous franchise experts. The multiple conferences and franchising seminars I have attended are crowded with intelligent people that are savvy in this industry. I can honestly say that although there are many good people in the industry the true professionals are rare. Colleen O'Brien is that rare exception. Her insight and discernment navigating the ocean of candidates coming into and "looking" at franchises is quite remarkable. Her understanding of the entire process is what makes her rare." - Tony Lamb, CEO and Founder of Kona Ice The Franchise Game will allow you to have a better understanding of the following: + Are you really suited to be a business owner? + Will a franchise be a potential good fit for you? + What other options do I have besides a franchise? + Can I find a business within my budget, even if my funds are low? + Discover the one thing that most franchise candidates do incorrectly when searching a franchise, or any other business. + And much more! "Colleen is a MASTER of franchising. She understands what it takes to be successful and is willing to share her years of experience with those willing to listen." - Heidi Morrissey, VP Marketing/Sales - Kitchen Tune-Up Many candidates do not know what a franchise company is looking for in a candidate and the candidate goes about it all wrong....Don't Make This Mistake! Grab a copy of "The Franchise Game" and learn all the right moves so you don't waste your hard earned time and money. Scroll Up, Grab a Copy and Let's Get Started TODAY!

The investment required to license a franchise is a substantial sum. The results can be tremendously lucrative, providing both financial and professional independence, but there are also plenty of potential pitfalls. Better Business Bureau's Buying a Franchise: Insider's Guide to Success is packed with essential information, including worksheets, checklists, and charts. Experienced entrepreneurs from the Better Business Bureau guide investors from selecting a franchise to negotiating a contract to techniques for managing a profitable business.

Brick by Brick

A Consumer Guide to Buying a Franchise

Marketing That Can't Be Ignored!

How LEGO Rewrote the Rules of Innovation and Conquered the Global Toy Industry

The Franchisee Handbook

Hire Yourself

From Avoiding Probate and Assessing Assets to Establishing Directives and Understanding Taxes, Your Essential Primer to Estate Planning