

Access Free Franchise Your  
Business: The Guide To  
Employing The Greatest  
Growth Strategy Ever

# Franchise Your Business: The Guide To Employing The Greatest Growth Strategy Ever

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

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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  
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

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Employing The Greatest Growth Strategy Ever 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 Insider ' s Guide to Buying a Franchise or Franchising Your Business In this easy-to-read guide, franchise expert Rick Grossmann and franchise attorney Michael J. Katz impart decades-worth of insight and advice on what it takes to make your franchise operation successful. Grossmann and Katz share expert tutorials, tricks of

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the trade, and access to sample franchise documents, checklists, and questionnaires designed to get you organized, support you through the process and get your new franchise off the ground. If you ' re thinking of buying a franchise, you ' ll learn how to:

- Determine if running a franchise is right for you
- Navigate franchise disclosure documents and agreements
- Identify the signs of a good franchise opportunity

If you ' re thinking of franchising your existing business, you ' ll learn how to:

- Pick the best method for expanding your business
- Understand the keys to

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establishing a successful franchise system Evaluate potential franchisees and grow your franchise Whether you want to buy a franchise or franchise your own business you ' ll learn what to expect, how to move forward, and how to avoid costly mistakes--making Franchise Bible required reading.

Are You Thinking of Buying a Franchise or Franchising Your Own Business? This indispensable guide tells you how to do it – and save time and money in the process. If you are thinking of buying a franchise, you'll learn how to: Determine if running a franchise is right for

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you Evaluate the advantages  
and disadvantages of franchising

Understand the legal terms and  
business decisions associated  
with franchising Navigate

franchise disclosure documents  
and franchise agreements

Evaluate the services and  
training that franchisors offer

Identify the signs of a good  
franchise opportunity If you are  
thinking of franchising your  
business, you'll find out how to:

Select the best method for  
expanding your existing business

Collect the information and  
documents needed to expand  
through franchising Understand  
the keys to establishing a good

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franchise system Evaluate  
potential franchisees Reduce  
attorneys' fees and other costs  
associated with franchising  
Includes sample franchise  
documents: Sample franchise  
disclosure document (FDD)  
Sample franchise agreement  
Sample prospective franchisee  
net worth form Copy of FTC  
requirements for franchise  
disclosure documents Checklists  
and questionnaires for:  
Evaluating your suitability for  
running a franchise Assessing  
whether a particular franchise  
system is set up for success  
Gathering information for  
franchise disclosure documents

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and agreements Whether you want to buy a franchise or franchise your own business, this guide reveals what to expect, how to move forward, and how to avoid costly mistakes - making it required reading.

How and Why to Franchise Your Business

A 4-Phase Guide to Business Expansion

A Step by Step Approach to Turn Your Business, Or Idea Into a Franchise.

A Roadmap to the Successful Sale of Your Business

Everything You Need to Know About Buying a Franchise

*Learn what it takes to find, buy,*



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and run a franchise — and enjoy the rewards of being your own boss If you've ever visited a chain restaurant and thought, "I'd like to run one of these," you're among countless would-be entrepreneurs eager to be their own boss. *Franchise Management For Dummies* is a hands-on guide that provides clear and concise information on the issues involved in finding, buying, operating, and ultimately growing a successful franchise business. Geared toward both novices and experts in franchising, it's an essential guide to help prospective franchisees know

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*what to look for in a great franchisor, and to show existing franchisees what great franchisors are providing their franchisees. Both emerging and experienced franchisors will gain an understanding about the proper methods of structuring, managing, and expanding their franchise systems. Social impact investors, donors, and NGOs can learn how franchising techniques can transform how they look at providing products and services at the base of the pyramid. Inside you'll discover: How to find a franchise that's right for you and the ideal*

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*location for it Where to find quality franchisors and understand the qualities franchisors look for How to gather information from franchisees A franchisor's mandatory legal obligations to prospective franchisees, the franchise disclosure document (FDD), and working with franchise professionals How to take a realistic look at your finances and what capital you'll need to buy and launch a franchise Develop strategic advertising and marketing plans How to find, hire, and train talented employees who will help make your franchise a*

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*success How to make sure your  
franchise makes money How to  
grow your business with  
multiple franchises And more!  
Additionally, Franchise  
Management For Dummies  
includes a glossary of common  
franchise-related terms, ten  
keys to franchisee success, and  
the questions to ask before  
becoming a franchisor. Get a  
copy today and find out if  
owning and operating a  
franchise is the right business  
move for you.*

*Is Franchising Right For You?  
Why start a business from  
scratch when you can have a  
piece of the greatest expansion*

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*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*

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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

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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. 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

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*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. Annotation. For more than a decade, this book has been the definitive guide to franchises and licensing programs. In this third edition, author and prominent attorney Andrew J.*



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*Sherman expands his in-depth coverage to include international franchising initiatives. In addition, every chapter has been thoroughly updated to reflect new information on market responsiveness, compliance, and other key issues. The result is a truly global reference that will prove indispensable to companies and entrepreneurs alike. If you're involved in any aspect of franchising and licensing, you can't afford to be without the latest edition of this book. It became the industry standard immediately upon its original publication, opening up*

**Access Free Franchise Your  
Business: The Guide To**

*enticing opportunities for entrepreneurs as well as presenting new strategic options for corporations. Now the third edition gives it truly global reach. Expanded to include international as well as domestic (U.S.) franchising and licensing, it comprehensively covers the strategic, legal, financial, and operational aspects of these complex but highly profitable business structures.*

*The Essential Guide to  
Franchising Your Business  
Franchising Strategies  
A Simple Guide to Buying a  
Franchise*

## Access Free Franchise Your Business: The Guide To

*Thank You for My Service  
Become a Franchise Owner!*

Are you a service based business owner who is thinking of franchising their business? What we'll cover in this book is the process you need to go through in order to be ready to franchise. We'll cover what franchising is, the benefits of franchising, whether your business is franchisable and possible alternatives to franchising. We'll look at the costs of franchising, the steps, the process and possible timeframes in the franchising roadmap framework. Perhaps franchising your business is an idea that you have in mind, but you're not sure where to

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start? This book looks at exactly what you have to do, and various templates are included to help - including a franchise agreement, financial models for determining the feasibility for your business. Franchising is a great way to expand your business, but beware that it is a whole new business format. The ratios will be different from your existing company-owned unit, it performs differently, and it is a different culture. Adapting your business to work properly as a franchise and recruiting franchisees require know-how and experience. Allow this book to guide you through the process. It will save you time and money and will help you to assess

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whether its something work doing, or not. We will look at the financial aspects of franchising, the operations manual (what goes into it, how it should be written) and marketing the franchise. As stated previously - this is a whole new business. Not only will you have to continue to market, sell and promote your company owned unit, but you'll have to market and sell the franchise. Franchising is an entire industry all by itself. There are franchise shows and exhibitions to attend, franchise organisations to join and then there'll be sales people who crawl out of the woodwork offering to do everything for you - for a fee, of course. Your existing business will

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need to be strong enough to meet all of these extra costs. But that said, you don't want to muddy the waters. Having a new business structure which is entirely separate from the existing business unit is useful, to keep (and protect) the initial business from the franchise business. If you want to own your business but don't want to start from scratch, maybe buying into a franchise is the right choice for you! Franchising can be a great way to get started in small business without taking the huge risk of founding and building a company on your own. But before you jump in there's plenty you need to know in order to make

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sure you do it right. Franchising For Dummies, Second Edition gives you all the inside insight and smart advice to make sure you pick the right investment opportunity and make the most of it. Written by one of the nation's leading franchise consultants and by the late Dave Thomas, founder of Wendy's International, this fun, friendly guide is packed with guidance from top industry professionals. Packed with practical resources you need to succeed, this handy guide will help you: Pick the perfect franchise opportunity for you Find an ideal location Raise the capital you need to launch your franchise Manage daily business operations

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Understand complex legal issues  
Work and communicate with your franchisor and other franchisees  
Read and understand a Uniform Franchise Offering Circular  
Expand your business and buy new franchises Full of handy resources—including sample forms and agreements and a listing of available government resources—Franchising For Dummies, Second Edition is a great way to discover a great franchising opportunity, get started, and achieve your dream of small business success and independence. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.



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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.

Franchise Your Business  
The Guide to Employing the Greatest  
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EverEntrepreneur Press

Franchise Bible

Questions you should ask, but  
franchisors would rather you did  
not

The Franchise MBA Workbook

The Unofficial Guide to Opening a  
Franchise

How to Franchise Your Business

**McDonalds, Sonic,**

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**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**

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**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.  
A simple guide to the  
questions you need to  
ask before buying a**

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## **franchise**

***Discusses the advantages and disadvantages of the franchise system, describes each step in purchasing a franchise, and includes information on typical agreements, licensing, regulations, and franchise law offices***  
***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*

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**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**

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**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***



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**franchising, and create a  
path to self-sufficient  
independence.**

**Grow Smart, Risk Less  
Franchising & Licensing  
Franchise Your Business  
Franchising Your  
Business**

**A Quick Step-by-step  
Guide**

*In this essential guide to  
franchising, 20 successful  
franchisors, franchisee and  
franchising experts candidly  
share their stories, strategies  
and insights for finding the  
right franchise, starting,  
building and growing a  
profitable and sustainable*

***franchise business. Franchise business opportunities are found in every industry you can possibly imagine. There are thousands of brands with another 300+ each year to choose from. No matter what your background, skills, passion or what you want your lifestyle and legacy to look like, there is a franchise for you. Are you seeking an alternative to the high-stakes, high-stress, rat race of corporate America? Many of those exiting their corporate careers are choosing a different direction. Owning a franchise has given many the option of designing their life***

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***instead of just making a living. The franchise business model has allowed thousands of "average" people to escape the 9-5, generate wealth and live life on their terms. If you have always wanted to own your own business but just didn't know where to begin, this book will give you an insight into how plugging into a franchise will help you achieve your dream. Transform your future through franchise ownership by reaching out to our expert contributing authors. They will share how you can be in business for yourself but not by yourself. How to franchise your business***

*Employing The Greatest  
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**is a simple "no-fluff" 2017  
modern explanation of the  
steps and process of  
franchising your business or  
idea. This book was written by  
entrepreneurs for  
entrepreneurs and made to be  
short, simple and to the point.  
Our goal was to keep the book  
to under 50 pages total to  
make it a quick read you could  
knock out on a plane ride, or  
in one sitting to learn more  
about the basic steps and  
processes of franchising your  
business. The author Jason  
Anderson has helped develop  
and sell over 100 franchises  
since 2012, and now actively  
works as the president of**

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**Accurate Franchising Inc, a subsidiary of franchising giant United Franchise Group. Jason has been a regional developer, and the Director of Franchise Development for 9 Multinational Franchise Brands. He is an Air Force veteran, experienced entrepreneur having built a real estate company that was sold and franchised from scratch. Jason has an MBA, Cornell University Marketing Certification, has been featured on the cover of Realtor Magazine and made the Forbes 30 Under 30 in January 2012. The short and simple foreword is written by**

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***the CEO & Founder of United Franchise Group "Ray Titus."  
Ray Titus is the founder of the worlds largest sign franchise "Signarama" with 800+ locations in 40+ countries. Ray's father Roy Titus started the MinuteMan Press franchise. Ray has spent his entire life in the franchising world, and now owns and operates 9 franchise brands with over 1400 franchisees in 60+ countries. So if you have been wondering "How to Franchise My Business" then this book is the most current, simple, straight forward solution to helping you learn exactly what it takes to get***

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**started as a franchisor in the  
United States.**

***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.hich.  
As an experienced corporate  
and transaction lawyer, author  
Andrew Sherman offers insider  
insights into unique  
opportunities for business  
growth--specifically, leveraging***

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Growth Strategy Ever*

***your intellectual capital through franchising and licensing. By helping you understand what intellectual capital is, what revenue your company is entitled to, and how to manage these intangible assets, he provides the knowledge and tools necessary to keep your business not only operating, but growing in any economy. Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, Franchising & Licensing simplifies the strategic, legal, financial, and***



*operational aspects of these complex but highly profitable business strategies. Readers will learn how to: raise capital, structure agreements, and protect intellectual property; create market-responsive sales, marketing, and globalization strategies; establish quality control and compliance measures; and assess opportunities for mergers and acquisitions, joint ventures, and other alternatives to franchising--among many other essential insights. Plus, the fourth edition incorporates up-to-the-minute information on regulations, best practices,*

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web strategies, branding

techniques and global

trademark laws, the new FDD

disclosure format, and the

latest franchising trends.

*Comprehensive and applicable*

*to domestic and international*

*franchising initiatives alike,*

*this go-to guide remains the*

*industry standard for insights*

*on expanding your business.*

*The Guide to Franchising*

*The BizBuySell Guide to*

*Selling Your Small Business*

*A Guide to Franchising Your*

*Business*

*Franchising and Licensing*

*So You Want To Franchise*

*Your Business?*

The Essential Guide to Franchising Your

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Business is a straight-forward, easy-to-read handbook for any business owner thinking about franchising. It sets out the key issues that you need to consider when deciding whether or not to franchise your business, and guidance on how to go about it. The book works around a clearly designed Franchise Roadmap, that provides you with a transparent set of milestones by which to plan your franchise journey. The Essential Guide to Franchising Your Business is packed with expert advice from the brightest and best of the franchising world, along with real-life examples from some of the UK's top franchise businesses. If you are a business owner looking at expansion, The Essential Guide to Franchising Your Business is an honest companion that will help set you on the road to franchise success!

Franchising is big business. Annually the

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UK franchising industry is worth over £9.5 billion, employs 326,000 people and introduces around 3,000 new small businesses into the UK. Last year 95% of all franchisees reported profitability making it one of the safest ways to start up a business. Given these statistics, it is not surprising that franchising continues to expand, both in popularity and economic terms as individuals are able to enter the market with a proven brand and business formula to follow. The Franchising Handbook is a comprehensive and accessible guide for both franchisees and franchisors. It offers advice on the best way to choose a franchise, and is illustrated throughout with real-life case-studies plus an A-Z directory of franchises arranged by each major market. Key topics covered include: The Franchising Boom: success stories, size and scope of the UK

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franchising sector, how franchising works and the pros and cons How to Choose a Franchise: Self-assessment, preparing yourself, using an expert, the franchise contract, raising finance, what to expect next How to Franchise Your Business: Expanding your business, research, sources of franchise revenue, services provided by the franchisor, training and operating manuals  
Prospects for the future

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

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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.

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!

The Franchisee Handbook

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Employing The Greatest  
Buying a Franchise

A Business Owner's Roadmap to  
Franchise Success

A Low-Capital Path to Multiplying Your  
Business Through Franchising

An Owner's Guide to Franchising as a  
Growth Option

**Experienced franchisor**

**Shelly Sun shares practical  
advice, insights, and her  
own compelling experiences  
to help readers discover the  
power and avoid the pitfalls  
of franchising their**

**businesses. \* A low-risk,  
low-capital path to  
astounding growth. In  
today's economic  
environment, and long into  
the future, access to  
capital is limited.**

**Successful business owners**

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have few options for dramatically expanding their brand, taking it to the regional, national, or even international arena. *Grow Smart, Risk Less* describes how readers, through franchising, can use other people's money and leverage their success for rapid growth. \* Covers the entire process of franchising. Most books on franchising focus on educating the franchisee, but this book is designed to fully educate the franchisor. The author walks readers through each stage of the franchising process: from determining if they have a franchisable concept, to assembling a professional



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team without wasting money, to adjusting the business model along the way for optimum growth, to growing as a leader to assume new challenges. \* Written by an experienced, nationally lauded franchisor. Unlike many authors of books on franchising, Shelly Sun has been through the process, growing her business from \$1 million to \$100 million in five years. She's been named entrepreneur of the year by the International Franchise Association and is being featured on a network prime-time show about compelling companies.

Produced by BizBuySell, the Internet's largest

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Employing The Greatest  
marketplace for businesses  
for sale, and written in  
Growth Strategy Ever

in conjunction with Small  
Business Strategist, Barbara  
Findlay Schenck, author of  
best-selling business books  
including Selling Your  
Business For Dummies, this  
guide provides a  
comprehensive overview of  
the small business sales  
process including actionable  
advice and step-by-step  
instructions to help  
maximize selling success.

"The 5th edition of The  
Guide to Franchising has  
been entirely rewritten and  
substantially expanded to  
take account of the rapid  
developments in franchising  
over recent years." "It

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serves as valuable introduction to this growth area of commerce for those as yet unfamiliar with franchising, by describing its history and development and answering the fundamental questions: why franchise your business? why take up a franchise? and what can be franchised?" "The book is also designed as a practical guide for those already involved in franchising in one capacity or another; coverage includes how to become a franchisor, how to become a franchisee, an examination of franchisor/franchisee relations, franchisor services to franchisees, and

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the techniques of multiple franchising. Essential advice and information are provided on the legal aspects of the franchise contract." "A special chapter is devoted to the key issue of franchising internationally in recognition of the likely acceleration of growth of this practice as the Single European Market comes into effect." "Ten cases studies, six from the UK and four which focus on international companies, provide a fascinating insight into the variety of franchise systems which have proved successful in different business contexts." "The book also

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contains a detailed profile  
of the British Franchise  
Association and of the  
franchise consultants.

Useful appendices supplement  
this information with the  
texts of official documents  
of the BFA and FCA."--BOOK

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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

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Employing The Greatest  
Growth Strategy Ever  
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

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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.

The Franchising Handbook

How to Buy a Franchise or

Franchise Your Own Business

A Consumer Guide to Buying a  
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The Guide to Employing the

Greatest Growth Strategy

Ever

Franchise It!

A comprehensive and accessible

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companion to a proven business model, this book shows how to franchise an existing business, supported by case studies, data, and research reports on the franchise industry. This analytical guide will lead to a better understanding of a range of franchising strategies.

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



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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

"This book is directed at those entrepreneurs who have been in business for several years, are intimately familiar with their products or services, with their

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system for delivering those products or services, and who wish to expand their present business operations. It is not directed at total start-up businesses. Neither does this book attempt to give advice concerning matters of business judgment that apply generally to areas other than franchising particularly." -- p. 2.

Harold Kestenbaum has worked with more than 100 businesses in their franchising efforts including such household names as Sbarro and Nathan's. A 30-year veteran of franchise law and a board member of four major franchise companies, he and Adina Genn,

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an award-winning journalist, have joined forces to teach you the secrets to turning your business into a successful franchise. If you're interested in using this profitable strategy to expand your business, you'll get an in-depth look at how to evaluate your business concept, determine if your business is a candidate for franchising, implement the franchise process, and build a thriving franchise. Well-known entrepreneurs who successfully franchised their business, including Subway co-founder Fred DeLuca and CEO of the Dwyer Group Dina Dwyer-Owens, offer detailed, in-the-trenches

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guidance and information. These experts speak frankly about the

tactics you can use to market, sell, and build your franchise while offering insider advice to help you avoid the pitfalls of business growth. • Step-By-Step Guide To The Franchising Process • Low-Cost Ways To Grow A Franchise In The Startup Phase • Franchise A Concept For Less Than \$100,000 • Best Practices From Top Franchisors And Franchisees

The Entrepreneur's Guide to  
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How Franchising is the Secret to  
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The Start-Up Guide to Lowering  
Risk, Making Money, and Owning  
What you Do

Franchise Bible 7/E: How to Buy a  
Franchise or Franchise Your Own  
Business

The Secret To All Things  
Franchising

**How To Buy A Franchise Or  
Franchise Your Own Business**

**Are you thinking of buying a  
franchise or franchising your  
own business? This  
indispensable guide tells you  
how to do it--and save time and  
money in the process. Franchise  
expert Erwin Keup shares 35  
years of franchise experience to  
reveal what to expect and how to**

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**avoid costly mistakes. With the  
Franchise Bible, you learn to:**

- Determine if owning a franchise  
is right for you**
- Evaluate the  
advantages and disadvantages  
of franchising**
- Understand the  
legal terms and documents  
associated with franchising**
- Navigate the offering circular and  
what items it should contain**
- Decide whether you should buy a  
franchise or start your own**
- Select the best methods for  
expanding your existing  
business**
- Determine the optimum  
time to franchise your business**

**Includes these samples of actual  
franchise documents: Offering  
Circular Franchise Agreements  
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Manual Outline Plus, this guide  
is packed with checklists to help  
you: Investigate franchisors  
Interview existing franchises  
Assess your suitability for  
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required information before  
purchasing a franchise Whether  
you want to buy a franchise or  
franchise your own business,  
this guide is required reading.  
"Author and franchise lawyer  
Erwin J. Keup has made an  
exhaustive study of the franchise  
purchasing process and delivers  
his findings in concise,  
understandable language that  
has all you need to franchise  
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**Magazine "Kudos to author  
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**with suppliers, and even preparing for your grand opening. This guide includes: Vital Information on things to look for when evaluating franchise opportunities--and where to look Insider Secrets from successful franchisors, franchisees, and franchise consultants Money-Saving Techniques such as using a franchise attorney to help you review the UFOC (Uniform Franchise Offering Circular) and finalize your Franchise Agreement The Scoop on the latest trends, plus profiles of the top twenty-five franchises in America Handy Worksheets to help you examine your goals and**

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