

Street Smart Franchising

Business owner and investment banker Rod Robertson's success secrets are now yours. His *Winning at Entrepreneurship: Insider's Tips on Building, Buying, and Selling Your Own Business* holds original tips gleaned from scores of his small to medium-size business acquisitions. Case studies and personal interactions give key insights to:

- Raising cash
- Starting a business
- Buying a business
- Creating quick growth
- Avoiding the pitfalls
- Preparing to sell
- Enjoying the rewards of your labors

Winning at Entrepreneurship will assist all in monetizing their dreams. The novice reader will discover a pragmatic guide for the road to riches. And those looking to start or buy a business or prepare their company for sale will find a roadmap to success. 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.

COLLEGE OF FRANCHISE KNOWLEDGE, written by a

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"street smart" franchising veteran with three decades of hands-on experience. This is an intense, gritty, thorough course on what you should know about choosing & buying a franchise. The practical workbook format encourages the prospective franchisee to investigate, verify & plan before purchasing any business. The book provides a clear concise guide for:

- * Personal & family planning to prepare for a potentially drastic change in life style.
- * The selection process which includes becoming familiar with: franchise legal documents, federal & state regulations.
- * Assessing competition, comparative analysis of several quality franchise opportunities. Detailed forms help accomplish these tasks.
- * Finding the best possible general location for the business.
- * Narrowing down multiple choices to the best site, selecting a competent commercial realtor, understanding complicated property leases.
- * Creatively identifying funding sources for the new business.
- * Complete business planning outline & financial forecasting system includes budget & cash flow projection forms.

The entire course provides a definitive action plan to assist a potential franchise owner from the selection process through the pre-opening phase of the franchise acquisition. The book provides step-by-step "down to earth" advice for the prospective franchise buyer.

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

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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

The Art of Raising a Business and a Family at the Same Time

What You Should Know About Choosing and Buying a Franchise

133 Tough Lessons I Learned the Hard Way

Franchising Toys and Characters in Japan

How Reform Broke the Golden State and how We Can Fix it

Insider Tips on Buying, Building, and Selling Your Own Business

How to Buy a Franchise or Franchise Your Own 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.

*Learn the true process of a successful entrepreneur with **ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE**, 11e! Presenting the most*

current thinking in this explosive field, this renowned entrepreneurship text provides a practical, step-by-step approach that makes learning easy. It incorporates up-to-the-minute information about trending topics such as The Lean Startup methodology and design innovation. The accompanying MindTap Learning Suite challenges you to apply what you've learned as you complete a unique set of activities designed to help you sharpen your entrepreneurial skills. You'll tackle activities that challenge you to experience the world of new venture creation or corporate innovation first hand. This book will be your guide to understanding the entrepreneurial challenges of tomorrow, and MindTap will teach you the necessary skills to become a leader in the industry. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

15 Simple Steps to Success! This is the follow-up to the highly successful *The Educated Franchisee: The How-to Book for Choosing a Winning Franchise*.

Franchising now represents more than 10% of the US economy and 50% of US retail sales, and this winning business model is now showing exceptional promise outside the US as well. Both franchisors and franchisees are beginning to discover immense opportunities to extend operations or build new franchises in emerging markets. Of course, success will depend on their ability to execute - and

extending successful franchising operations outside their home markets requires significant new skills, knowledge, and expertise. In Global Franchising Operations Management, the field's leading expert and author brings together an unprecedented collection of in-depth cases that illuminate the field's unexplored opportunities, key pitfalls, and proven best practices. Ilan Alon thoroughly covers key challenges from both the franchisor and franchisee perspective, teaching lessons learned by Marks and Spencer, Ruth's Chris Steakhouse, Athlete's Foot, Kodak, Sari Organic, and other pioneers. Through these cases, he addresses pivotal issues such as: Should you take your franchise operation global? What unique marketing and demand management challenges will you face in doing so? Do Master Franchisee or Micro-Franchising strategies make sense for you? What are their risks, and can those risks be managed? How can you efficiently manage logistics, supply chains, and operations in unfamiliar markets? Whatever your role or potential role in global franchising operations, this book will be an indispensable resource.

The Entrepreneur Next Door : Discover the Secrets to Financial Independence

How to Find a Great Franchise That Fits Your Goals, Skills and Budget

Street Smart Secrets to Auto Care You Can Trust

The Franchise Rules

*How to Build a World-Class Franchise System
Faster*

*Cases in International and Emerging Markets
Operations*

*A Step-by-step Manual for Choosing a Winning
Franchise*

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.

The #1 best-seller on franchise development and Amazon #1 best-seller, *Grow to Greatness* has instantly become the must-read, essential guide on how to build a world-class franchise system faster. This breakthrough book delivers advice and proven, step-by-step systems and processes for emerging and established franchisors, as well as for anyone considering franchising their business. The \$29.95 guide has saved existing and potential franchisors thousands of dollars in costly

mistakes. -- One hundred+ case examples and checklists reveal how to do it right ... and how not to do it wrong! -- Profit from real "best practices" solutions and proven step-by-step processes -- Endorsed by franchising's top brand executives of KFC, Taco Bell, Dunkin' Donuts, Pinkberry, Molly Maids, Postnet, Checkers, AlphaGraphics, Popeye's, Cartridge World, Express Employment Professionals, the International Franchise Association ... and many more. Each benchmark is described in detail, supported by case studies, industry research and steps taken by franchise leaders from various industries. " Steve's Grow to Greatness is the 'Driver's Ed Manual'. It delivers great lessons for startup franchisors and the most seasoned franchise executives. In the words of Bill Rosenberg, founder of Dunkin' Donuts and the International Franchise Association, 'We can avoid failures, if we study success.' Study Grow to Greatness and you will be rewarded." John Reynolds, CFE President, IFA Educational Foundation

Learn the true process of a successful entrepreneur with **ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE**, 9e! Presenting the most current thinking in this explosive field, this renowned entrepreneurship text provides a practical, step-by-step approach that makes learning easy. Using exercises and case presentations, you can apply your own ideas and develop useful entrepreneurial skills. Cases and examples found throughout the text present the new venture creations or corporate innovations that permeate the world economy today. This book will be your guide to understanding the

entrepreneurial challenges of tomorrow. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

An Entrepreneur is Born! Do you need flexibility to raise your children and income for the family budget? Tired of saying "No" to your family because of finances? Do you desire more out of your life? Thirty five millionaire moms share their secrets. Is it possible for an average woman to be a prosperous business woman and an outstanding mom at the same time? The answer is YES! Enter the exciting world of millionaire moms and prepare to create your ideal life. Not only will you be inspired by these women's experiences, you will be equipped to move forward toward your dream life.

Millionaire Moms

An Entrepreneur's Story of Passion, Perseverance, and Purpose

Competition, Entrepreneurship and the Future of Roads

The Wealthy Franchisee

Dodd-Frank

Cool Careers Without College for People Who Love Food

Global Franchising Operations Management

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 poor health of today's roads--a subject close to the hearts of motorists, taxpayers, and government treasurers around the world--has resulted from faulty incentives that misdirect government decision-makers, according to the contributors to Street Smart. During the 1990s, bad government decision-making resulted in the U.S. Interstate Highway System growing by only one seventh the rate of traffic growth. The poor maintenance of existing roads is another concern. In cities around the world, highly political and wasteful government decision-making has led to excessive traffic congestion that has created long commutes, reduced safety, and caused loss of leisure time. Street Smart examines the privatization of roads in theory and in practice. The authors see at least four possible roles for private companies, beyond the well-known one of working under contract to design, build, or maintain governmentally provided roads. These include testing and licensing vehicles and drivers; management of government-owned facilities; franchising; and outright private ownership. Two chapters describe the history of private roads in the United Kingdom and the United States. Contemporary examples are provided of road pricing, privatizing, and contracting out are evident in environs as diverse as Singapore, Southern California, and Scandinavia, and cities as different as

Bergen, Norway, and London, England. Finally, several chapters examine strategies for implementing privatization. The principles governing providing scarce resources in free societies are well known. We apply them to such necessities as energy, food, and water so why not to "road space"? The main obstacle to private, or semi-private, ownership of roads is likely to remain the reluctance of the political class to give up a lucrative source of power and influence. Those who want decisions about road services to be controlled by the interplay of consumers and suppliers in free markets, rat

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

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

Effortless Entrepreneur

Franchise Your Business

The How-to Book for Choosing a Winning Franchise

A Librarian's Guide to Helping Job Seekers

How and Why to Franchise Your Business

Winning at Entrepreneurship

The truth you need to know before you buy a franchise
This straight-shooting franchise guide goes beyond the “how-to” to teach you what to expect when starting a franchise. Real-life stories from the trenches illustrate to you how to cope with the difficulties a franchise

presents. *Smart Franchising* reveals the personality types most likely to succeed at franchising and warns you about the character traits that may increase the risk of failure. Plus, it offers an in-depth look at what happens during the research and investigation of a franchise, something glossed over in most franchise books.

Untangles the web of commodity, capitalism, and art that is anime

Franchise expert Joe Matthews helps entrepreneurs decide whether or not to buy a franchise by revealing the personality types most likely to succeed at franchising, and he identifies entrepreneurial traits that may increase risk of failure. Going beyond the "how to" guide, Matthews takes an in-depth look at the research and investigation of a franchise and franchisor, something glossed over in most franchise books. In its third revision, this guide contains advice, in-the-trenches stories, and tips from experienced franchisees on what actually works when starting a franchise. Includes revised and expanded information on researching and evaluating a franchise before buying with a six-step investigation process; how to identify a skilled franchisor dedicated to growing the brand and business; and how to spot a winning franchise and avoid the stagnant brands and category losers. There is also a timely discussion of issues that affect the franchising industry: Affordable Care Act, NLRB, minimum wage requirements, and more. It also provides checklists and questionnaires for evaluating a person's suitability for running a franchise, assessing

if a particular franchise system is set up for success, and for gathering information for franchise disclosure documents and agreements.

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

Franchising and Licensing

Two Powerful Ways to Grow Your Business in Any Economy

Improve Your Franchise Relationships and Change Your Life

Running with My Head Down

Entrepreneurship: Theory, Process, Practice

How to Choose a Franchise

Is California beyond repair? A sizable number of Golden State citizens have concluded that it

is. Incessant budget crises plus a government paralyzed by partisan gridlock have led to demands for reform, even a constitutional convention. But what, exactly, is wrong and how can we fix it? In *California Crackup*, Joe Mathews and Mark Paul provide clear and informed answers. Their fast-paced and often humorous narrative deftly exposes the constitutional origins of our current political and economic problems--from the ugly 1879 constitutional convention to Hiram Johnson's Progressive reforms to the Proposition 13 property tax revolt and its legacy of voter initiatives. Mathews and Paul then furnish a uniquely California fix: innovative solutions that allow Californians to debate their choices, settle on the best ones, hold elected officials accountable for results, and choose anew if something doesn't work. Concise, lively, and provocative, *California Crackup* offers something new: a genuinely democratic operating system for the state.

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.

Crisis in Employment will help you meet the needs of patrons seeking new work, making career changes, or starting their own businesses in a comprehensive way that suits your local community's conditions.

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.

Crisis in Employment

Make the Next Iconic Brand Your Business
Street Smart Franchising: Read This Before

You Buy a Franchise

The Guide to Employing the Greatest Growth Strategy Ever

Street Smart Franchising

More Than Just French Fries

The Educated Franchisee

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.

More than 360,000 words in length, the Dodd-Frank Wall Street Reform and Consumer Protection Act is the longest and most complex piece of financial legislation in American history. The nature and magnitude of its effects, both intended and unintended, will become clearer as regulators exercise the broad discretion given to them under the law. In this new book, the contributors ask whether the law is an effective response to the financial crisis that so deeply rattled our nation. Taking a hard look at the law's celebrated

objectives, they reveal that it not only fails to achieve many of its stated goals, it also creates dangerous regulatory pathologies that could lay the groundwork for the next crisis.

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

Explores the job descriptions, education and training requirements, salary, and outlook predictions for fourteen food-related careers that do not require a college education.

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

What it Does and why It's Flawed

California Crackup

Become a Franchise Owner!

The Street Smart Way to a Career

Franchise Bible

Entrepreneurship: Theory, Process, and Practice

A no-holds-barred rags-to-riches story of finding your purpose and living a life of no regrets. Running with My Head Down is the inspirational story of one man's search for purpose and meaning, a quest without limitation that ultimately leads to unique business success and personal fulfillment. A native of Queens, New York, Frank was born into a working-class family, surrounded by the unified love of his parents. But in the mid-1970s, the nine-year-old was deeply impacted by his parents' divorce. Emotional and financial turmoil follow, fueling Frank's burning passion to discover his direction in life, and with it, certainty and security. During his difficult school years when Frank was underestimated by teachers, he discovered his love of baseball—not just playing it, but becoming a fanatical student of the game. It became an all-out obsession that he would later turn into a multi-million-dollar franchise sports business by creating his own leagues. Follow Frank's journey from his early days after college unhappily working in medical sales to the brilliant stroke of starting an adult softball league—and then to strategically expanding his dream by creating i9 Sports, which becomes the nation's largest youth sports franchise. After much inner struggle about defining his true purpose in life, Frank ultimately sell his company, having had a startling epiphany. Through it all, we see how Frank's purpose finds him again and again. A series of unique people come into his life, including peak performance coach Tony Robbins, who has a

profound effect on Frank's personal development. No matter what obstacles arise, Frank remains laser-focused, always purposely running with his head down. This guide to personal and professional growth is filled with valuable strategies relevant to entrepreneurs and anyone who wants to lead a happier life. Transformative lessons and business insights include—

- **The Passion Priority: How to transform the needs of your soul into reality, channeling the power of your vision.**
- **The Live Your Life With No Regrets Motto: Learn when to take a risk and go all in—banking on passion, not on security.**
- **The Entrepreneur Identity Crisis: How to overcome the self-limiting belief that your identity is your business.**
- **The Lonely at the Top Syndrome: How to build a solid relationship with your employees without losing your authority and the secret to overcoming CEO isolation.**
- **The Executive Burnout Phase: Identifying the signs of mental and physical overload and utilizing powerful techniques for restoring life balance.**
- **The Affluenza Affair: How to recreate the spark in your business in order to feel the same ambition and hunger as you once did.**
- **The Critics and Crises: How to handle internal company crises and external criticism.**
- **The Influence of Family and Friends: How to deal with a skeptical support network—and what to do when their advice, values, and judgments don't match yours.**
- **The Spiritual Awakening: How to expand your self-awareness through a passionate commitment to personal growth and self-care.**
- **And More! Frank graduated from St. John's University and began a career as a medical equipment sales rep, though he was determined to pursue his life's true purpose. So**

in 1995, he created his own adult men's softball league, ABA Sports. The start-up company quickly grew to over 900 teams in just six years, making it the largest adult sports organization on Long Island. In 2003, Frank sold ABA Sports in order to create i9 Sports, a business that catapulted him to national recognition and that Entrepreneur magazine ranked as the #1 children's fitness franchise. Frank has been featured on Fox Business News, HBO Real Sports, and in dozens of publications and national news media outlets, including USA Today, Sports Illustrated, and The Wall Street Journal. Frank sold i9 Sports in 2017 to a private equity firm, but remains a minority shareholder and member of the board of directors. He resides in the Tampa Bay area with his wife, Nadine, their children, Taylor-Marie and Frankie, and their Chocolate Lab, Dillon.

Buying a franchise may be the road to financial independence but only if you can find a great franchise that is a great 'fit' for you. In the past decade I've spoken with many people who say they no longer want to work for someone else. They're tired of the uncertainty that goes along with corporate jobs and of creating financial rewards for others. These are people who want to be in control of their future. Contrary to the thinking of some, being a successful franchise owner requires a lot more than just plopping down a pile of money and waiting for the profits to roll in. I know many franchise owners; some are extremely successful while others struggle. In most cases the difference between the two groups is not due to the skill or dedication of the owner, but his/her 'fit' with the franchise system. During my years as both an owner and broker of franchised

businesses, I'm frequently asked how to find a great 'fitting' franchise. Without realizing it I developed rules that help guide my clients to find that great 'fit. Small firms in Chicago employ more than 1.6 million individuals?nearly 50 percent of the private work force, according to a new study released this fall by the Small Business Administration. The survey, which defines small firms as those employing less than 500 people, also shows that these businesses generate 47 percent of the area's total receipts of \$278 billion dollars. However, SBA statistics also reveal that, on average, of the small businesses starting today, 53 percent will not be in business four years from now. Of these closings, it's estimated that 15 percent will close due to business failures. Chicago businessman Jay Goltz understands what it takes for a small business to succeed. During the past twenty years he has owned and operated Artists' Frame Service in Chicago. Goltz started the business in 1978, and today it's the largest, custom retail picture framing facility in the world. Now, Goltz shares some his secrets of success.

Nick Friedman and Omar Soliman started the multimillion-dollar franchise College Hunks Hauling Junk when they were just twenty two, and they've been having the time of their lives ever since. What's their secret? That's just it--there isn't one. There's no fancy software or complicated business schemes. No outside investors or quirky market niche. They just followed 10 common-sense commandments to building a straightforward, fun, and successful business that does a simple job well. Anyone can understand it, and anyone can do it.

15 Business Thought Leaders Share Insights on

Franchising Success

Franchise Times Guide to Selecting, Buying & Owning a Franchise

The Street-smart Entrepreneur

Profitable Partnerships

Franchise: The Golden Arches in Black America

College of Franchise Knowledge

Grow to Greatness

Praise and Reviews "Assesses the pros and cons for franchisor and franchisee, analyses companies and contracts, and provides self-assessment techniques to find the most suitable franchise."- The Bookseller"Murray's book will help you choose wisely and to assess your franchising suitability, set financial targets and conduct adequate research."- The Weekly Telegraph

The number of UK business franchises has more than doubled over the last eight years, to a combined annual turnover of £10 billion. Unlike the majority of business start-ups, most franchises are successful, and today some of the biggest high street names offer franchises.

The Daily Express How to Choose a Franchise is written for anyone seriously considering taking up this kind of business opportunity, and it advises you on the essential groundwork needed before acquiring a franchise. Key topics covered in this updated new edition include: where to look for a great franchise setting your financial targets scrutinizing the franchise contract how to prepare a business plan case studies including Domino's pizza and Kall Kwik the

British Franchise Association Members and other useful contact details An invaluable guide, it will help you ensure you find the most suitable franchise.

Discover if you have what it takes to join the ranks of successful entrepreneurs In this interactive book, William F. Wagner can shape your destiny. He can tell you which of your traits will catapult you to success, what type of business will let you excel, and which traits will lead to failure if left unchecked. His accurate insights come from years of meticulous research of thousands of successful entrepreneurs. Now he uses that data and an amazingly simple yet accurate online personality test to tell you about yourself--and what you can do to be successful. You can take the test available on the companion website to discover how they stack up against model entrepreneurs. Additionally, quizzes are included throughout the book for immediate feedback. You'll learn how to mimic the behaviors of thriving millionaires and avoid the mistakes of those who've failed.

Work Smart, Play Hard, Make Millions

The Franchisee Workbook

Game-Changing Steps to Becoming a Thriving Franchise Superstar

Street Smart

Anime's Media Mix

Introduction to Franchising