

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

"The franchise agreement is the document that establishes the franchise relationship. This business relationship is characterized by a franchisor granting a franchisee a temporary or time-limited right to use the franchisor's system and trademarks to conduct business. Because there is no 'one size fits all' template for drafting a franchise agreement, this must-have resource provides proven guidance on the core issues covered by a well-drafted agreement and how to carefully analyze the many considerations involved."--

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.

Have you ever wondered which franchises are the best businesses to buy? Ever wondered how much money you can make with a franchise? How about how much the good franchises cost? Curious how to find the good franchises (and avoid the bad ones)? Well, here's a little secret...the answers to all of those questions are in this Franchise Investment Guide. Exactly what you're getting: This Guide is dramatically different from anything you've ever read because it's more of a "field guide" about how to find and invest in great franchises versus a traditional book. The reason why is because there's no fluff or filler. It immediately gets down to brass tacks, showing you exactly what to do, how to do it, and why. Plus, it's easy to read. At just 48 pages, you can read it an afternoon. And, you'll immediately "get" the entire methodology used by real people who have used a franchise to achieve incredible personal, lifestyle and financial success. It answers questions like... Why would a successful real estate investor invest in a certain hair care franchise and open fifteen of them? Why would an attorney for one of the world's largest manufacturing companies quit his job to start a particular disaster restoration franchise? Why would a very successful corporate executive decide to open multiple locations of an emerging franchise (while he kept his job)? Why would an accountant, banker, and entrepreneur all invest in the same boutique fitness franchise (and each open multiple locations)? It also talks about... Franchising and how it's more than just fast food Where to find great franchises (hint: it's not surfing the internet or going to franchise trade shows) The

indicators and characteristics of great franchises The four most important things you need to have success with a franchise The Entrepreneurial Mindset vs the Consumer Mindset The story of a corporate executive who turned down a life-changing promotion to start a franchise How to figure out how much money you can make even though franchise companies can't give you financial projections Something more important than money Exit strategy options (as in cashing out) And much more...

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'.

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

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.

Franchise Your Business The Guide to Employing the Greatest Growth Strategy Ever Entrepreneur Press

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 lack of a harmonised franchise regime or dispute resolution system across the major jurisdictions means that this is not a simple exercise from a legal perspective. In addition, many jurisdictions require specific pre-contractual disclosure and/or registration. In addition to classic legal questions, efficient tax planning is required to secure success. In parallel, the book reviews questions on data protection and intercultural communication during a franchise partnership as well as financing possibilities from various national perspectives. Uniquely, this title applies and reflects general practical and technical franchising know-how to specific franchised industries and highlights typical sector-by-sector questions and solutions in an international franchise context. 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.

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!

Learn what it takes to find, buy, 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 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 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 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.

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, 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 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

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. 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 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. Learn how to effectively expand your business system and reap the benefits of growth If you have a proven business system and are wishing to expand, franchising is a strong option. It provides a quick route to growth and uses other people's money and enthusiasm to open individual offices, shops, restaurants, salons, surgeries, units, van rounds, or service centres. This book provides practical advice on how franchising works from two authors with years of experience. As well as being for potential franchisors, this book is also invaluable to owners of existing branch networks, practising franchisors and their management teams, and candidates for the Diploma in Franchise Management. It will show you how to: - Decide whether your business should and could be franchised - Understand the franchisor/franchisee relationship - Structure the business so it works for both franchisor and franchisee - Prove the concept with pilot operations - Market your franchise and recruit franchisees - Motivate franchisees and monitor their performance - Franchise your business internationally - Prepare your network for sale - or buy an existing franchised network Contents: Acknowledgements; Preface; SECTION I - THE BASICS; 1. Introduction; 2. Business format franchising - a growth option for your business?; 3. The franchised network development plan; 4. The franchisor/franchisee relationship; 5. Pilot operations; 6. Building the franchisor management team; 7. The franchise operations manual; 8. The franchise agreement; 9. International franchising; SECTION 2 - PRACTICAL FRANCHISE; MANAGEMENT; 10. How to market a franchise; 11. How to recruit franchisees; 12. How to get the best results from franchise exhibitions; 13. How to help franchisees prepare and review their business plans; 14. How to write the franchise operations manual; 15. How to develop and deliver a franchise training programme; 16. How to monitor franchisees' performance; 17. How to motivate franchisees; 18. How to get the best from field visits; 19. How to manage franchise unit resales; 20. How to monitor your performance as a franchisor; 21. How to avoid legal problems for you and your franchisees; SECTION 3 - ADVANCED FRANCHISING; 22. Becoming an international franchisor; 23. Becoming a master franchisee; 24. Meeting your international match; 25. Negotiating the international arrangements; 26. Buying or selling an existing franchised network; Appendices; Index

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.

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.

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 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 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.

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

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

A complete guide for people who want to start their own franchise.

A collection of Greg Nathan's acclaimed Healthy Franchise Relationships Tips in one volume. This book contains 79 tips about franchising relationships, business psychology and how to better a better human being. "Some of the wisest advice about franchising I have ever encountered is from Greg Nathan's thought provoking tips." Bob Beaumont, Executive Chairman and CEO, Beaumont Tiles Note to read this book on PC, please grab a free reader app that supports the .epub format, an option is provided here: <https://calibre-ebook.com/> New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching readers the seven universal story points all humans respond to; the real reason customers make purchases; how to simplify a brand message so people understand it; and how to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion dollar company, the owner of a

small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

How to franchise your business 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 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 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 started as a franchisor in the United States.

The Essential Guide to Franchising Your 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!

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.

The inside scoop... for when you want more than the official line! So you dream of escaping the 9-to-5 rat race, starting your own business, and becoming your own boss, but you don't have a clue where to start. Opening a franchise-based business can lower your start-up costs and reduce the time, hassle, and risk associated with getting a new business operational. A franchise offers training, support, a proven business model, and the closest thing possible to a turnkey solution for achieving success. There are more than 3,000 different franchise opportunities in more than seventy-five industries, including packaging and shipping, tax preparation, maid service, fitness, car care, and more. Featuring exclusive, in-depth interviews with a wide range of franchising experts, this book gives you a first-hand perspective plus valuable tips and strategies for success. It provides the guidance you need to choose the right franchise, select a prime location, market your business, and get it up and running efficiently. You'll learn all about financing, essential business skills, hiring and managing employees, working 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 opportunities, evaluate financing options, develop a realistic business plan, and more

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 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 Franchise Application Form Site Evaluation Form Operational Manual Outline Plus, this guide is packed with checklists to help you: Investigate franchisors Interview existing franchisees Assess your suitability for running a franchise Prepare the 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 with finesse." --Entrepreneur Magazine "Kudos to author Erwin J. Keup. We like the book's easy-to-read style." --Small Business Opportunities magazine "Equally useful to prospective franchisees and franchisors. Explains in detail what the franchise system entails and the precise benefits it offers." --Robert E. Bond & Jeffrey E. Bond, author of The Sourcebook of Franchise Opportunities

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

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. Most small business books focus on what it takes to start a small business, and not what it takes to start a franchise. At best, these books might allocate a single chapter to the concept of franchising, and at worst the author presumes that franchises are the same as any other business start-up. The world of franchising has its own nuances, and advice that works for 99% of start-ups would not apply to franchising. In fact, well-meaning advice can often be detrimental to potential franchisees. This book is focused on making sure that potential franchisees are aware of the specific journey ahead of them. As franchising is a two-way business arrangement, it includes exactly what franchisors are looking for, what can or cannot be negotiated with a franchisor, and how best to present yourself to ensure that you win the franchise you want.

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.

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!

"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 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 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 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 JACKET.Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

This book, focuses on successful franchising from the perspective of franchisees. It is written in plain English, well signposted and constructed. It raises important questions and offers guidance while providing answers. It provides examples of real life experiences. The quotes, exercises and activities are relevant, in keeping readers engaged.

Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, the fourth edition of Franchising Licensing covers all the strategic, legal, financial, and operational aspects of these complex but highly profitable business strategies. Incorporating up-to-the-minute information on regulations, best practices, Web 2.0 strategies, branding techniques and global trademark laws, the new FDD disclosure format, and the latest franchising trends, this indispensable reference reveals how to: Raise capital, structure agreements, and protect intellectual property * Create market-responsive sales, marketing, and globalization strategies * Establish quality control and compliance measures * Assess opportunities for mergers and acquisitions, joint ventures, and other alternatives to franchising * And much more Comprehensive and applicable to domestic and international franchising initiatives alike, this essential guide remains the industry standard.

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.

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