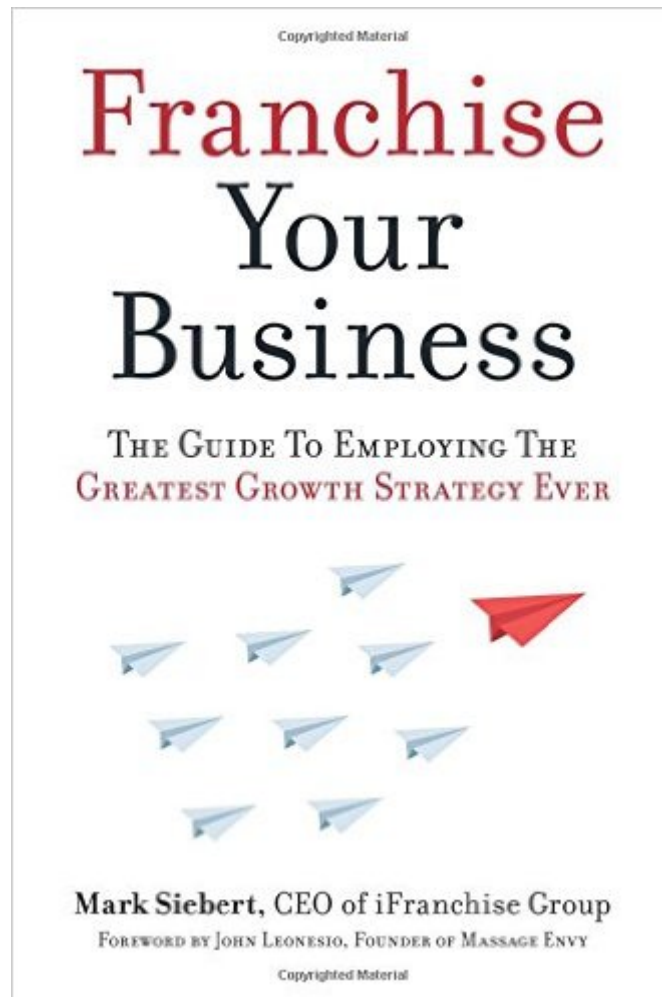


The book was found

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



Synopsis

Franchise Your GrowthExpert 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

Book Information

Paperback: 304 pages

Publisher: Entrepreneur Press (January 12, 2016)

Language: English

ISBN-10: 1599185814

ISBN-13: 978-1599185811

Product Dimensions: 6 x 0.8 x 8.9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars — See all reviews (5 customer reviews)

Best Sellers Rank: #33,281 in Books (See Top 100 in Books) #1 in Books > Business & Money > Small Business & Entrepreneurship > Franchises

Customer Reviews

Franchising as a way of developing and growing a business is a popular activity, yet even though it can appear to be a shortcut for many to start and operate a business, it still remains hard work and can come with its own particular risks and challenges. This book turns things around and looks at matters from the viewpoint of a business who wants to expand by possibly franchising out its existing business. It can, in fact, also provide useful information to both groups, franchisee and franchisor. The author takes the reader on a comprehensive tour of the entire process, offering advice based on practical experience, looking at both the upside and the downside, whilst hopefully navigating the reader away from problems and mistakes that can derail or adversely impact the process. Despite this being a pro-franchising book, it is good that the author has not shied away from the problems that can exist too, as you must manage your expectations and plan for the less pleasant things that could happen. The book itself is fairly clear and easy to follow. Some of the

advice given will be U.S.-centric, yet the broad principles and advice will be the same for all. It does not pretend to be the one and only book you will need, so it will capably provide broad coverage of the key points you need to focus on, allowing you to pull in more specific advice or guidance as required. Even if you do not have specific plans or interest to franchise your operations, it is quite possible that the book can give additional data points or insights that could impact on a more traditional business. The book does not cost the earth and it appears to give good value-for-money for what you get and what you potentially may achieve, should you take further steps along the franchising pathway.

My name is Nick Carter and I founded a commercial cleaning company. Mark Siebert's book, "Franchise Your Business", is by far the best and most authoritative book on franchising in general and specifically how to franchise your business. It provides the reader a thorough understanding of what franchising is and its pros and cons, helps the reader objectively determine if their business idea is even franchisable in the first place and if they actually have what it takes to be successful, and provides strategies to be successful in the long-term. Creating a franchise system is certainly not for everybody or the faint of heart. However, if you are considering franchising a business, then this is an absolute must read before you get too far into the process.

Best book I have read on franchising. I wish I had read it before I bought a franchise!

The book is thorough and eye opening. It goes through every little detail. I would highly recommend this book to anyone doing business even if you have never considered franchising. It is filled with valuable gems.

Great product!

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