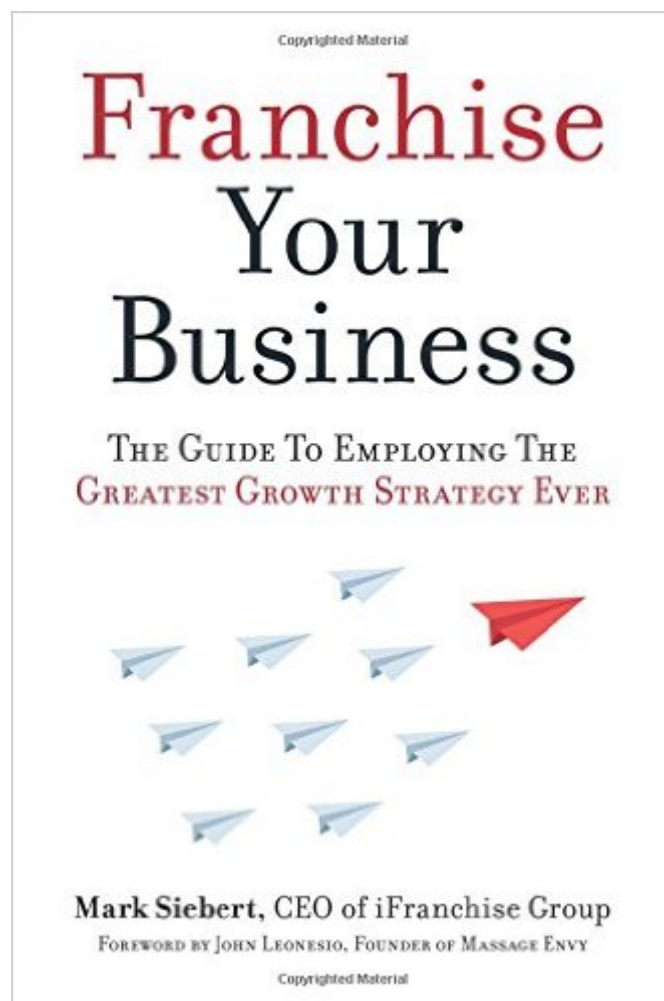


The book was found

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!

[Download to continue reading...](#)

Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever Franchise Bible: How to Buy a Franchise or Franchise Your Own Business The Franchise Game: Discover The 7 Strategic Moves To Buying A Winning Franchise - How To Buy A Franchise - Franchising - How To Buy A Business (How To ... Types of Franchising You Can Buy Book 1) Franchise Business: A Powerful Winning Strategy for Business Growth in Any Economy FASTSIGNS BUSINESS OPPORTUNITY: As featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas) Pinot's Palette Business Opportunity: As featured in 12 Amazing

Franchise Opportunities (Franchise Business Ideas Book 7) Mr. Appliance Business Opportunity:
As featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas) Buy "Hot"
Franchises Without Getting Burned - A How To Franchise Guide: Helping You Make the Best
Decision When You Buy A Franchise The Franchise MBA: Mastering the 4 Essential Steps to
Owning a Franchise The Franchise MBA Workbook: Mastering the 4 Essential Steps to Owning a
Franchise Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and
Manage Money (business tools, business concepts, financial freedom, ... making money, business
planning Book 1) Franchising 101: The Complete Guide to Evaluating, Buying and Growing Your
Franchise Business The Franchise Survival Guide: Real-World Solutions for Turning Your
Investment into a Money-Making Business BUSINESS PLAN: Business Plan Writing Guide, Learn
The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan
template, business plan guide - Greatest & Famous DRUM BEATS, Grooves & Licks (Greatest &
Famous Drum Beats, Fills & Solos Ever Book 1) So You Want to Franchise Your Business
Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own
Business (business photography, business photography, starting photography business) Today's
Greatest Pop & Rock Hits: The Biggest Hits! The Greatest Artists! (Easy Piano) (Today's Greatest
Hits) Growth Hormones and Growth Factors in Acromegaly and Beyond: 4th International Workshop
on "Highlights in Basic and Clinical Neuroendocrinology", Athens, November 2005: Proceedings
TOP 101 Growth Hacks: The best growth hacking ideas that you can put into practice right away

[Dmca](#)