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F * Ups Franchisee Screw-Ups That Can Cost You Thousands

F Ups



Franchisee Screw-Ups

That Can Cost You
THOUSANDS

J E A N K U H N



Synopsis

WARNING: What they Donâ™t Tell You about running a franchise CAN Hurt You! Despite the promise of proven success offered by attractive franchise models, your real results can, and will, vary wildly. Profits, or losses, will be greatly impacted by your ability to develop extra skills and knowledge outside the training manual. *F-Ups, Franchisee Screw-Ups* cuts through the happy talk and gets right to the vital skills you must have to succeed in franchising - based on thousands of hours of experience to bring you what works and what doesnâ™t, in the critical areas of running the business and empowering people. Inside youâ™ll discover the 10 Biggest Mistakes that franchise owners make along with actionable steps to prevent them. Hereâ™s Just Some of What Youâ™ll Find: The Critical Mindset Shift That Will Prevent Most Franchise Failures Creating Great Employees vs Finding Good People 3 Keys to Neutralizing Your So-Called Competition The 5 Bombshell Secrets They Wonâ™t Teach You at Franchise School Franchise Conventions: Waste of Time or Critical Success Opportunities Mining the Gold of Friends With Franchises The One Biggest Regrettable Blunder Nearly Every Franchise Owner Makes And Much, Much. More...!

Book Information

File Size: 208 KB

Print Length: 81 pages

Publisher: Jean Kuhn; 1 edition (March 14, 2012)

Publication Date: March 14, 2012

Sold by:Â Digital Services LLC

Language: English

ASIN: B007KCY3J0

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,130,539 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #114

inÂ Books > Business & Money > Small Business & Entrepreneurship > Franchises #2466

inÂ Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business >

Small Business #4718 inÂ Kindle Store > Kindle Short Reads > Two hours or more (65-100 pages)

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Customer Reviews

This book offers amazing lessons for every franchise owner, or any person in customer service oriented industry. Essential lessons on questions to ask when starting a business, how to get help with advertising costs, what to do when the competition moves close by and so many other fantastic ideas. I highly enjoyed reading this book and learned a great deal!

This book contains a few very short and very general chapters on what to do, and what not to do when running and buying a franchise. You can literally read the whole book in less than 20 minutes. The advice is incredibly short on specifics and the chapters are filled with vague generalities. I've read single articles online about aspects of franchising included in this book that were not only free, but longer than the entire book. If this book were 1/10th the cost, I still wouldn't recommend it.

Many franchisees and small business owners end up with a job with long hours instead of the freedom they envisioned when they got into business. Jean's book helps owners put the right people, processes, and systems into their businesses so that they can focus on marketing and growing the business. Tom too tall Cunningham Napoleon Hill Foundation Certified Instructor

I am a 28 year old business owner who thinks he knows everything. I have an ego as many Leo's do. :) this book humbled even me! Its basic and simple enough to follow. I actually purchased two other books referenced in this one.

This is a book full of good advice and common sense. Sometimes common sense is uncommon. I imagine there are a lot of franchise owners NOT doing these things and suffering the consequences. Jean lays out an action plan that is straightforward and easy to implement. She highlights business practices too often neglected: footwork, cooperation, and customer satisfaction. Some of her advice, especially on customer satisfaction, should be heeded by ANYONE working in the service industry, not just franchise owners.

If you are seriously considering buying a franchise, and do not already know the basic commentary in this book, then you should not be considering going into business. If you want useful and intelligent information on the subject, there are much better books available, such as *The Franchise Fraud: How To Protect Yourself Before And After You Invest*, by Robert L. Purvin Jr.

Wonderful read that is full of ideas to help you develop those extra skills to operate your franchise or any business for that matter. She delivers her message with an incredible sense of humor and past experiences that will help you as you grow your business. Her ideas will save you money, headaches and one of those books you will refer back to many times. A great book to keep on your Kindle.

As a franchise owner, Jean Kuhn speaks from experience in her book, F*Ups, Franchise Screw Ups. If you're thinking of getting into the business of franchising, pick up this book first and Jean will save you from making costly mistakes.

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