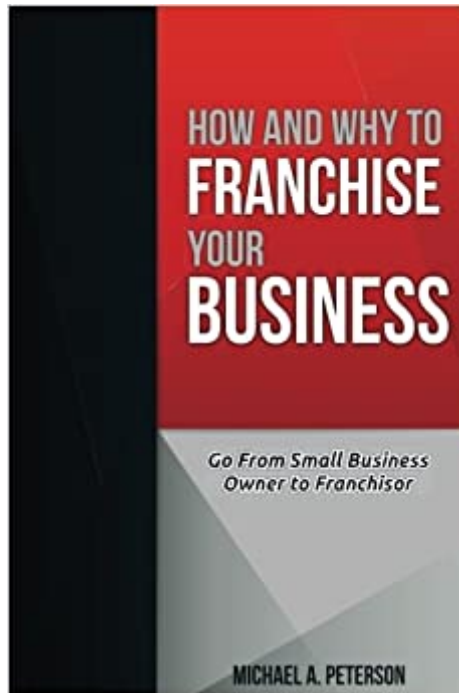




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How And Why To Franchise Your Business



Synopsis

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!

Book Information

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Customer Reviews

"This book is an extremely easy read, and it is written in a casual style that is easy to follow and digest. It contributes greatly to the literature outlining the road map that should be followed in order to establish a successful franchise system. Follow its recommendations, and you cannot go wrong."~ Kevin Hein, Chief Development and Strategy Officer, Alexius, LLC

Michael Peterson is the President and co-founder of Franchise Beacon, one of the country's premiere franchise consulting firms. Over his career, he has helped lead many franchise brands from start-up to top in their sector. He often engages in speaking and teaching on the subject of franchise foundations, sales, and compliance.

How And Why to Franchise Your Business: Go from Small Business Owner to Franchisor, by Michael A. Peterson, delivers exactly what the title promises. It is a clearly written and well-organized introduction to the process of setting up and managing a franchise. Peterson starts with short history of franchising and a discussion of what businesses lend themselves to franchises

and which do not. Then he moves on to the pros and cons of franchising. The costs involved are substantial, for both the franchisor and the franchisee, often in the hundreds of thousands of dollars, so it is very important for both sides to deal with knowledgeable professionals in setting up an agreement that is fair, clear, and potentially profitable for both sides. The Franchise Disclosure Document must meet state and federal requirements. The book explains franchise models, typical fees, territory arrangements, renewal and transfer of the agreement, as well as the recruitment of promising franchisees and support of those already on board. While, as the author points out, each section could be the subject of its own book, this book provides a clear, helpful overview as well as sample documents and phone call scripts. For someone considering franchising their business or becoming a franchisee, this book is a helpful, extensive introduction to the process. I particularly enjoyed the examples the author included, such as McDonald's, Singer Sewing Machines, and fitness centers, and developed a new respect for the complicated relationship between the franchiser and franchisee.

This is an excellent book. Lots of information and very easy to follow! It covers complex concepts but presents them in a clear, concise and easy to understand manner. Definitely a must read!

This book covered dense material in an easy to understand way. The book provides real tools to put to work in building a franchise. Though I am not currently franchising my business, as a student of business and entrepreneur I found the teachings to be relevant and understandable.

The book was well laid out and I am using it in expanding my own business. The author is to the point and dead on with how to franchise. Highly recommended - Joe

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