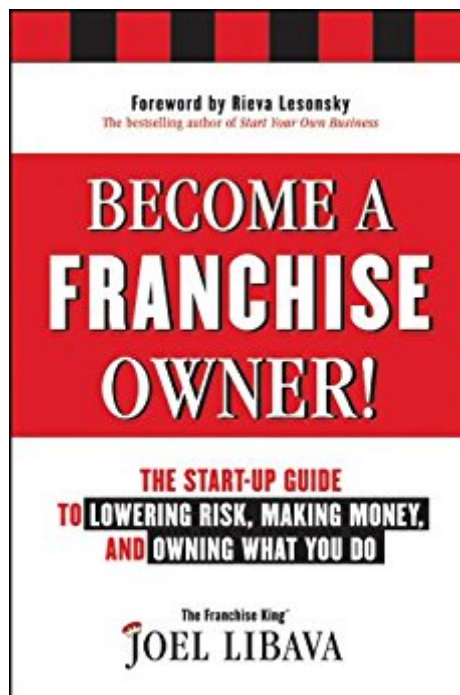


The book was found

Become A Franchise Owner!: The Start-Up Guide To Lowering Risk, Making Money, And Owning What You Do



Synopsis

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.

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Customer Reviews

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Owning a small business is a big deal. And owning a franchise adds a layer of complication on top of business ownership. It takes a special set of skills to be a successful franchise owner. This is not something you will want to jump into without some research and exploration. You can shorten that research time by picking up a copy of this book. It's a step-by-step guide that will take you through the journey of deciding whether a franchise is for you and if it is, what franchise would be the best fit. Right out of the gate, Joel offers up a quiz you can take about franchise ownership so you can begin your journey, then he delves into franchise models and explores your fit within that framework. His writing is informative and entertaining. You'll find yourself chuckling as you become educated about the franchise process. I highly recommend this book if you are considering franchise ownership.

If you've ever even thought about owning a franchise, you must read "Become a Franchise Owner!" first. Look at it this way. You're thinking about investing a large amount of money, time and your life into a franchise. Don't you want to make sure you do it right, the first time? "Become a Franchise Owner!" is the ultimate authority on the subject. Joel Libava, aka, the Franchise King, is your one-stop guide to ensuring you make the right decision with your new franchise.

A very interesting, easy to read, yet detailed book covering all of aspects of investing in a franchise. Joel's story telling and conversational manner makes you feel like he is talking directly to you.

A relative asked me to help him evaluate whether or not he should buy a franchise. Having no real knowledge of their structure or business model, I went looking for some basic information. That's how I found this book. A quick and interesting read, Joel Libava (aka "The Franchise King") filled me in on so much that I did not know, while confirming what I had already discovered by my own less efficient methods. Hence, not only are we now using this book as our road map, but we have decided to actually work with Joel--I was that impressed with this book! The downside of making the wrong decision is monumental. For many people, like my relative, a mistake with this amount of money, at this stage in his life, may not be something that he and his family would be able to recover from. There is no such thing as having too much information before making a decision of this magnitude; this author has the years of experience in franchising that most of us do not have. I HIGHLY recommend this book because some of the saddest words in the English language are, "If only I had known..." So, buy this book and find out now what you don't know before plunking down

your hard earned money on a franchise.

I am completely new to franchising and I was looking for a book which could introduce me to it and help me decide if this is the path I want to pursue at this point in my life. I read another book about franchising (based on 's top ratings) but found it to be rather dull and not very insightful. This book covers the topic from soup to nuts (the nuts being up until you actually purchase a franchise). I found the book very entertaining and easy to read to the point that I finished it in a few days (not easy for me since I am a slow reader). The author takes a very practical approach to lowering your risk when finding and purchasing a franchise. He doesn't push franchising on you and even has a test to see if you are a right fit for franchising. The book also answered most of my questions like: Should I use a franchise consultant and what do they do in the first place? How much can I afford to start a franchise? Is financing available? What is the process of purchasing a franchise? What is the FDD and what parts are important? What should I ask when I talk to other franchisees? and more. I would have liked the author to go more into if a person should create a LLC, S-Corporation, etc. There was only a paragraph on that and I'd like to know more about the plusses and minuses of each and when to create one. Other than that, the book was fantastic. Buy this one first before any others!

Wow, what an inspirational and well thought out guide to starting up a business. I mean obviously it can't provide all the answers for you but the strategies and considerations it promotes are nothing short of sound advice. A worthy read.

I was pretty amazed at how Joe captured nearly everything that was running through my head in considering getting into the franchise world as a first-timer. I thought I had been doing a great deal of research on my own until I read this book and Joe pointed out so much more I hadn't even considered yet. Very easy read, the author takes an entertaining and informal tone while delivering key information about all aspects of franchising. I finished the book in two days. (My wife asked if I had found a can't-put-it-down mystery or something...) Now I'm ready to continue my research armed with all kinds of new insights and ideas. But also tempered by the warnings and insights from Joe that not everyone is cut out for or prepared for life as a franchisee. He's very honest about that and challenges you to be honest with yourself about it. I definitely recommend this book to anyone considering venturing into franchising.

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