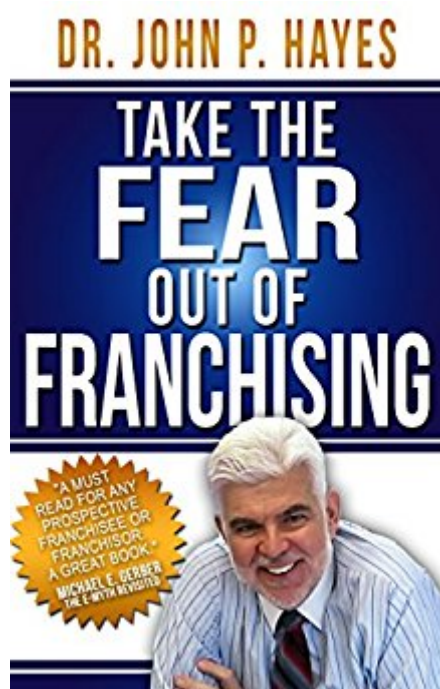


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# Take The Fear Out Of Franchising



## Synopsis

With this remarkable new book *Take the Fear Out of Franchising* you can get right to the crux of what's really important about buying, owning and operating your own franchise. The book explodes the myths around this type of business opportunity and explores in great detail:

- The fear of the processes
- How to avoid the common traps
- The five franchise tenets
- How franchising could work for you
- Investigating franchise opportunities

E-Myth author Michael E. Gerber described *Take the Fear Out of Franchising* as a "great book" and "a must for any prospective franchisee or franchisor." The book is written by one of the world's foremost authorities on franchising, Dr. John P. Hayes, and takes you through the process of exploring franchise opportunities to help you build confidence before you buy. Franchising isn't foolproof. Of course it doesn't work for everyone and there are plenty of obstacles to success, but with this book as your guide you really can *Take the Fear Out of Franchising* once and for all.

## Book Information

File Size: 453 KB

Print Length: 139 pages

Simultaneous Device Usage: Unlimited

Publisher: BizComPress (March 1, 2017)

Publication Date: March 1, 2017

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B01NCMSYRG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #658,569 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #97

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## Customer Reviews

5 or 6 years ago I was ready to buy a franchise (I won't name and names) and I had gone through much of the process with the company. Being a previous business owner I knew better than make any impulsive decisions, so I did my research. I was the one writing the check so I decided I would do my research on my time. These sales guys, one in particular who I still remember, hounded me so ferociously that I just gave up. If they were trying to sell me that hard, I figured it was too good to be true. In this book, Dr. Hayes explains often it IS too good to be true. And he strongly reinforces due diligence prior to signing the check. Now, I know not to take these guys so seriously and perform my research on MY time until I'm satisfied. Great book, very readable.

I've been off-and-on considering a franchise for the better part of the last 2 decades, but I always stopped when I saw what they require as start-up capital. I assumed that I could start my own business from scratch a lot cheaper. Dr. Hayes went into extensive detail on what franchisors do with the franchise and royalty fees, and also elaborated on some of the pros and cons to franchising vs owning an independent small business. Great book that I would recommend to all interested in owning their own business!

Dr. Hayes' "Take the Fear out of Franchising" is a must-read for anyone who is seriously considering purchasing a franchise of any kind. He emphasizes the importance of matching one's skills and values to those required by a particular franchise to improve one's chances of success. He even provides a link to a simple test--a DiSC assessment--that can help one evaluate whether his or her personality profile is a good fit for a particular franchise. In addition, and importantly, he explains in detail what to look for in the Franchise Disclosure Document (FDD) in order to properly evaluate the success rate and profitability of a given franchise. Finally, he outlines the 17 steps to successfully buy a franchise. My advice to prospective franchise buyers: Do not buy a franchise before first reading this book.

Helping people understand why franchising works and how they can make it work in their own lives is the best way to remove the fear of franchising. This book gets the job done.

As a franchise consultant, at the very first hint I get that a client of mine is becoming overwhelmed by fear, I immediately send them Take the Fear Out of Franchising by Dr. Hayes. Great tool for helping clients ... and any franchise buyer ... deal with the inevitable fear that's part of considering

such a life-changing and large investment. Outstanding book! Dave Cooley, The Franchise Consulting Company

John is the industry expert for franchising. "Franchise" is a legal term of art and not just a synonym for restaurant branding. This is why I'm glad to be reading up on what franchising is and isn't-- from a guy who knows.

I've thought about buying a franchise but wasn't sure if it was for me. This book answered some questions I had and then some. A good guide for anyone considering the purchase of a franchise.

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