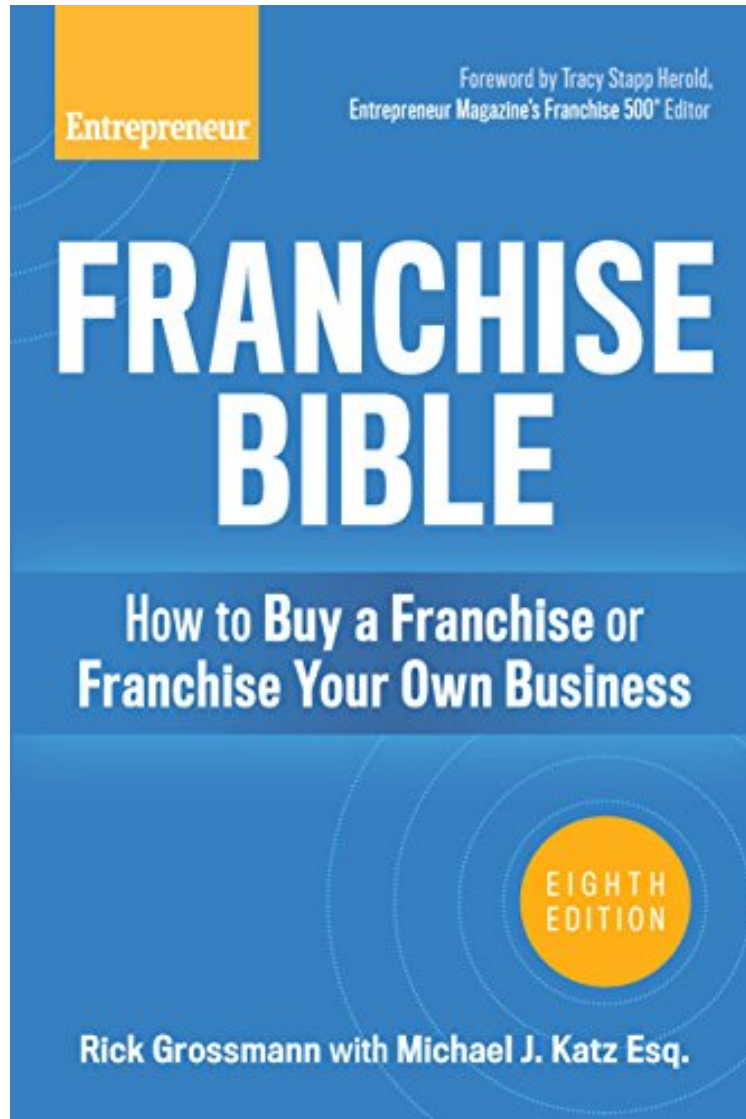


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Franchise Bible: How to Buy a Franchise or Franchise Your Own Business

Rick Grossmann

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This proven, popular reference has been completely updated to better guide readers through the current franchise environment. Real-life examples of both service- and product-oriented franchises and useful checklists prevent mistakes and save time and money. Contact information for state and federal franchising regulatory agencies and a listing of useful publications guide new franchisees to the resources they need.

"Franchise Bible is the most comprehensive, step by step, go to guide for all things franchising. The best franchise book, bar none." Nick-Anthony Zamucen, Founder of Bio-One Inc. "Franchise Bible is the roadmap that leads to franchising success. Now in its 8th edition, Franchise Bible has been the go-to franchising resource for decades. Rick Grossmann and Michael Katz have more than a half-century of franchise experience between them. The expertise that each brings to the industry is a huge win for anyone reading Franchise Bible. To your success!" Carolyn Miller, Founder of the National Franchise Institute "If you could earn a degree in Franchising, this would be the textbook. Whether you are considering franchising as your expansion option, or managing a mature franchise system, Franchise Bible is the most organized, well communicated franchise tool available. If you are serious about franchising, start here, and keep this book handy as you work through each stage of development; referencing each new section a second time as you progress. It will change the decisions you make and greatly reduce your upfront investment, while increasing your probability of success in the shortest amount of time." Chris Burrei, President of Franchise Development of GMXR Inc. "The resources in Franchise Bible are extremely valuable to us as franchise owners. When combined with our proven franchise system and leadership we are armed with all of the best tools for success." Gregg and Cheryl Chiasson, Instant Imprints South Metro Franchise Owners "Franchise Bible has saved our company valuable time and thousands of dollars! The strategies in this book are a must for anyone entering the franchise world." Dr. Kent Lauson, Founder of NEO Orthodontics Franchising "Anyone considering buying a franchise or franchising their business should start with the Franchise Bible. This easy to use reference guide will highlight the legal, financial, and structural details to consider before taking that important first step. Already a franchisee or franchisor? Solidify your strategy with this guide. Rick Grossmann and Michael Katz generously share their expertise in such a relatable manner that everyone can find value in its content. This guide is a must for your business reference library." Tricia Petteys, Executive VP Operations of Payroll Vault Franchise "Franchise Bible is the single, best source of information, whether yours;re considering buying a franchise or building a franchise organization. The depth of experience that Rick Grossmann and Michael Katz provide the reader is concise, organized, and thorough. Look no further than this comprehensive and easy to read guide." Doug Root, CEO of JungleQuest, Inc. Franchising "The culture your organization needs to become a successful franchise starts at the top, and this book helps guide you down the right decision path to be creative within best practices Rick and Michael have established. In the Franchise Bible they stress originality; build and buy into something that is original and creates value. In our swim school business we created something that was never done before and could be duplicated; we also realized the need for every person to be able to swim. Franchise Bible helps me focus on our needs as a franchisor and reawakens me to the needs of the franchisee." Michael Mann, President of SwimLabs "Having consulted on and developed multiple franchise units for over 10 years, we can honestly say the practical advice in the Franchise Bible provides a clear and comprehensive perspective of the multiple aspects of franchising that one needs to be a successful franchise owner. Wish we had this when we started!" Erik and Wendy Skaalerud, Colorado Area Developers and Franchise Owners of Orangetheory Fitness, Capital Lending Solutions PrincipalsAbout the AuthorRick Grossmann is co-founder and managing partner of My Franchise Hub (myfranchisehub.com). Mr. Grossmann has been involved in the franchise industry since 1994. He franchised his first company and grew to 49 franchised locations in 19 states during the mid to late 90s. He served as the CEO and primary trainer focusing on franchisee relations and creating tools and technologies to increase franchisee success. Rick franchised his second company in 2003. He served as the company's CEO and Marketing Director. He developed the high tech/high touch franchise marketing and sales system selling over 150 franchises in North America capturing ranking in Entrepreneur Magazines Top 500 franchises in less than three years. Grossmann has also served as a business and marketing consultant to small companies and multimillion dollar enterprises. He also consulted Franchisees and prospective Franchisees, Franchisors, and companies seeking to become Franchisors. He was a co-author on the previous edition of Franchise Bible.Michael J. Katz is an attorney specializing in franchise law. He is a published author, lecturer, and teacher, as well as the senior partner of Corporon Katz, a law firm specializing in franchise, business, and real estate law.