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Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever

Mark Siebert

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Franchise Your Business

THE GUIDE TO EMPLOYING THE
GREATEST GROWTH STRATEGY EVER



Mark Siebert, CEO of iFranchise Group

FOREWORD BY JOHN LEONESIO, FOUNDER OF MASSAGE ENVY

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Mark Siebert : Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever before purchasing it in order to gauge whether or not it would be worth my time, and all praised Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever:

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Siebert. Mark is not only a friend who I have called upon numerous times over the years to assist me in getting clarity in several areas around my franchise development efforts. I have engaged the iFranchise team to help write an operating manual for a senior living operating model I was expanding. The team I worked with was professional, efficient, and cost effective. Suggestion: once you have read the book and if you decide that franchising is for you, give Mark a call for additional assistance in making those key decisions required and in putting together those key components of a successful franchise...he and iFranchise will soon become your one-stop-shop for everything franchising....Denny1 of 1 people found the following review helpful. Good BookBy Keljen4327Very well written by experts in the field with many real world examples of both successful and unsuccessful franchises that the author was personally involved with.0 of 0 people found the following review helpful. I like the way it is written and easy to understandBy Bmoser30I like the way it is written and easy to understand. Im still reading it but so far so good!

Franchise Your GrowthExpert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy evermdash;franchising. Siebert tells you what to expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help grow your business exponentially through franchising.Learn how to:Evaluate your existing businesses for franchisabilityIdentify the advantages and disadvantages of franchisingDevelop a business plan for growth on steroidsEvaluate legal risk, obtain necessary documents, and protect intellectual propertyCreate marketing plans, build lead generation, and branding for a new franchiseCultivate the franchisee-franchisor relationship

"Unlock the power of franchising! Franchise Your Business provides an easy-to-understand, well-defined guide for assessing fit and applying franchising to your business."Craig Donaldson, Former President of Harris Research (Chem-Dry and N-Hance Franchised Brands) and Service Brands (Molly Maid, Mr. Handyman, and ProTect Painters)"Franchise Your Business offers the step-by-step, RIGHT way to franchise a business. I have always believed that knowledge is power and with this book, the power and reward of a successful franchise system is at your fingertips!"Debbie Shwetz, Co-Founder of Nothing Bundt Cakes"For anyone who is thinking about entering the mine field of franchising, Mark's book is an absolute GPS that I recommend to guide them through it."Don Newcomb, D.D.S., Founder of McAlister's Deli and Co-Founder of Newk's Eatery"Franchise Your Business is the definitive how-to book for anyone trying to expand using other people's money, written by someone who has helped hundreds of companies do it. It's a great and highly informative read. Mark helped us successfully franchise our business, and this book will help you too!"Nick Friedman, Co-Founder and President of College Hunks Hauling Junk"When I left my corporate life and became an entrepreneur, I discovered an amazing method to growing my businessfranchising! Since this discovery, I have created three successful franchise brands with more than 500 units in the US. Franchise Your Business shows you how to use franchising to elevate your business far beyond your wildest dreams."Peter Ross, CEO and Co-Founder of Senior Helpers"Mark Siebert gives you a thorough understanding of franchising as an expansion strategy and the steps you need to take to do franchising right! Especially valuable is Mark's take on the franchisee-franchisor relationship, which is the key to a franchisor's long-term success. Honest and insightful, this book is an absolute must-read for anyone who is exploring alternatives for growing their business."Scot Crain, Vice President, Franchise Relations of Auntie Ann's Soft Pretzels"Franchise Your Business is a solid recounting of the many facets of franchising that we have learned over the years working with Mark. If you are thinking of franchising your business, or have recently started the process, read this comprehensive guide!"Dave Pazgan, President of 101 Mobility"Whether you are trying to grow your business or just looking to get a better understanding of the franchise model, you will certainly come away from this book with a deeper understanding of the power of franchising as a growth engine."Patrick Walls, President of Capriotti's"Mark Siebert unpacks his wisdom and expertise to guide you through the franchise business model. Anyone interested in learning about the dynamics of franchising will benefit greatly from this book."Brian Mattingly, President and Founder of Welcomemat Services"This book is an essential read if you are considering franchising as a growth strategy for your business. Mark boils down his thirty years in the business with client examples and secrets for success, sharing key elements for successful franchisee relationships, open communication, and supporting the financial success of the franchisee."Scott Lehr, Senior Vice President of International Franchise Association"Franchise Your Business is an invaluable resource for any successful entrepreneur who wants to explore franchising as a growth strategy. This book paints a high-definition picture of franchising that delivers the exact information and insights I spent countless hours trying to find and understand. If you think franchising is a possibility in your future, start here."P. Allan Young Jr, CEO of ShelfGenie and Outback GutterVac Franchise Systems"Mark Siebert has written the guide for the start-up franchisor or for anyone considering franchising their existing business. We learned a tremendous amount about franchising in working with Mark. Much of that wisdom is imparted in Franchise Your Business. I highly recommend reading this book."Jeff Platt, Co-Founder and CEO of Sky Zone Franchise Group