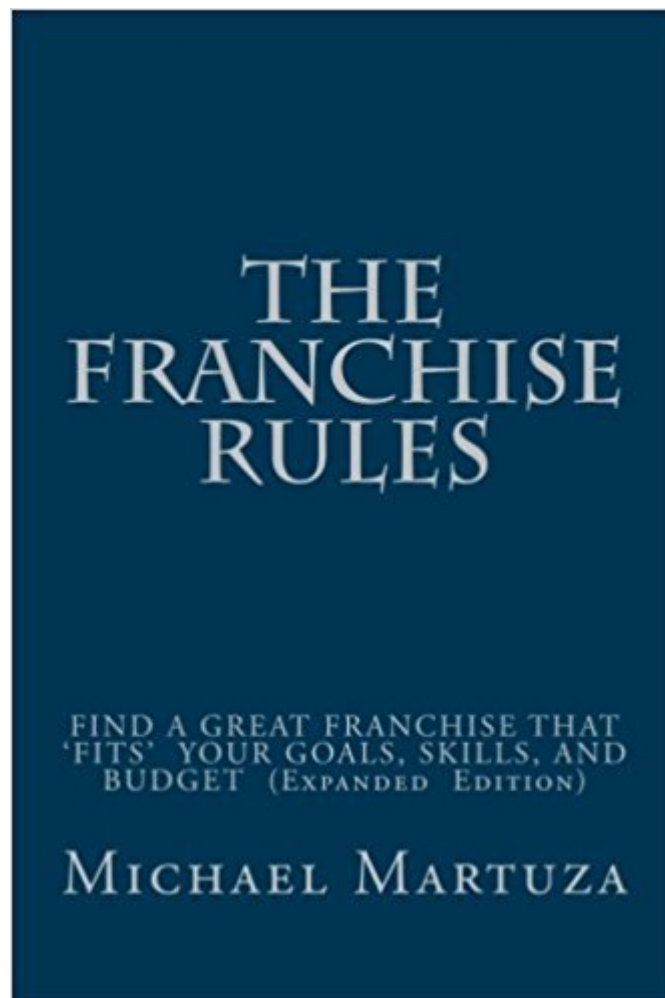




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The Franchise Rules: How To Find A Great Franchise That Fits Your Goals, Skills And Budget



Synopsis

Revised and Expanded Edition: Buying a franchise may be the road to financial independence but only if you can find a great franchise that is a great 'fit' for you. In the past decade I've spoken with many people who say they no longer want to work for someone else. They're tired of the uncertainty that goes along with corporate jobs and of creating financial rewards for others. These are people who want to be in control of their future. Contrary to the thinking of some, being a successful franchise owner requires a lot more than just plopping down a pile of money and waiting for the profits to roll in. I know many franchise owners; some are extremely successful while others struggle. In most cases the difference between the two groups is not due to the skill or dedication of the owner, but his/her 'fit' with the franchise system. During my years as both an owner and broker of franchised businesses, I'm frequently asked how to find a great "fitting" franchise. Without realizing it I developed rules that help guide my clients to find that great "fit".

Book Information

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Customer Reviews

Excellent, logical, short read (2-3 hours?) which highlights in common sense language the challenges and opportunities related to franchising. The clear "Rules" are either sufficient to appropriately explain the subject or entices the reader to delve deeper through additional research. No non-sense here... Loved it!

A concise, easy-to-read (even large print) guide for starting your franchise, the "who moved my cheese" for would-be franchise owners.

The author has consulted for us in discussing franchising from the "other" side... creating a franchise. I purchased the book to get further insight into how we can create opportunity for potential franchisees and help to create that "fit" we are all looking for, from our end. Mike's writing just flows... he covers a lot of important points in a short time. The book is pretty much what we expected, it's packed with pointers and principles he has distilled over his years of consulting into a basic bible of issues to consider and questions to ask to help make sure your choice is a good fit. Nicely done!

Great resource which reviews the fundamentals of franchising and provides a logical step-by-step overview of the process of working with franchisors and franchisees in the evaluation process. The information presented in this book will save you hours and provide valuable insights and information to ensure that you select a franchise which is the best fit for you. A definite must to ensure you have a path for success.

Great easy read that shares the important things to think about and to ask yourself, franchisees, and franchisors, when considering buying a business. Mike lays out the process in an understandable way that's easy to implement.

Mike Martuza really knows his way around the franchise industry and what's the right choice or the wrong choice when you consider starting a new chapter in your life with a new business concept - especially if there's a lot riding on your success.

This is an excellent read for anyone considering franchise ownership. It's chock full of nuggets and written in a simple, easy to read format that is not cluttered with filler. You won't procrastinate reading this book because it gets right to the point. Consider THIS your go-to checklist for investigating franchises!

Read this book if you're thinking of buying a franchise. It tells you the good the bad and the ugly of franchises and guides you through the process. The author is a wealth of knowledge so you can save yourself a lot of time and effort when looking at franchises. I feel like I've learned so much in just a short time . Excellent read!

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