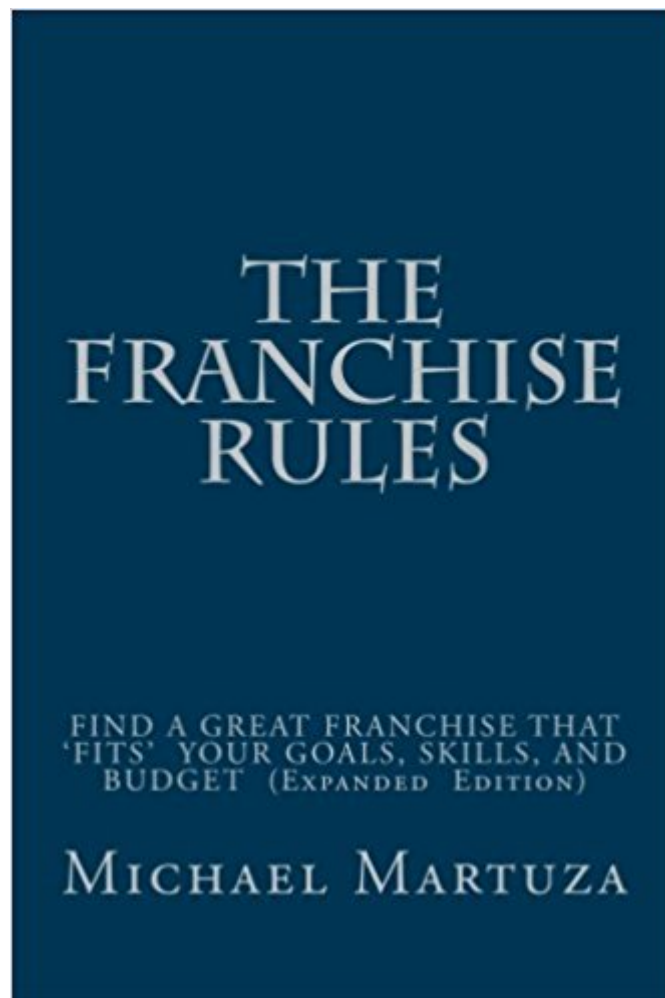




The book was found

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

Paperback: 134 pages

Publisher: CreateSpace Independent Publishing Platform; One edition (August 13, 2014)

Language: English

ISBN-10: 1500615730

ISBN-13: 978-1500615734

Product Dimensions: 6 x 0.3 x 9 inches

Shipping Weight: 9.1 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 15 customer reviews

Best Sellers Rank: #667,741 in Books (See Top 100 in Books) #60 in Books > Business & Money > Small Business & Entrepreneurship > Franchises

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!

[Download to continue reading...](#)

The Franchise Rules: How To Find A Great Franchise That Fits Your Goals, Skills and Budget
Franchise Bible: How to Buy a Franchise or Franchise Your Own Business
The Wedding Gown Book: How to Find a Gown That Perfectly Fits Your Body, Personality, Style, and Budget
Better Running Goals: The Step-by-Step Guide to Setting Goals for Your Body, Mind, and Lifestyle
Picking and Sticking with New Year's Resolutions beyond January (Inspiration, quick read): On the road to your goals (New Year's Resolution, goals, organization)
How to Franchise Your Business: A step by step approach to turn your business, or idea into a franchise.
Franchise Times Guide to Selecting, Buying & Owning a Franchise
Amazing Franchise Opportunities: United Franchise Group
Pinot's Palette Business Opportunity: As featured in 12 Amazing Franchise Opportunities (Franchise Business Ideas Book 7)
Buy 'Hot' Franchises without Getting Burned: A How to Franchise Guide: Helping You Make the Best Decision When You Buy a Franchise
The Franchise MBA Workbook: Mastering the 4 Essential Steps to Owning a Franchise
Dental Fix RX Business Opportunity: as featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas Book 3)
FASTSIGNS BUSINESS OPPORTUNITY: As featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas)
If It Fits Your Macros: The Ultimate Guide to IIFYM
Flexible Diet: Burn Fat, Gain Energy and Build Muscle, While Eating the Foods You Love (Eat Your Way Lean & Healthy)
Flexible Dieting and IIFYM Cookbook (If It Fits Your Macros): 31 High Protein Recipes to Help You Lose Fat and Build Muscle
Business Models for Teams: See How Your Organization Really Works and How Each Person Fits In
Minimalist Budget : Practical Ways to Save Money, Spend Less, Save Time and Declutter Your Life to Live More Practical, Well Balanced and Non-Materialistic ... Mindset, Budget Planning Book 1)
The Everything Vegan Pregnancy Book: All you need to know for a healthy pregnancy that fits your lifestyle (Everything Series)
IIFYM: If it Fits Your Macros: The Ultimate Beginner's Guide (Flexible Dieting, Macro Based Dieting, For Weight Loss Book 1)
Wedding Planning on a Budget: The Ultimate Wedding Planner and Wedding Organizer to Help Plan Your Dream Wedding on a Budget: Weddings by Sam Siv, Book 24

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)