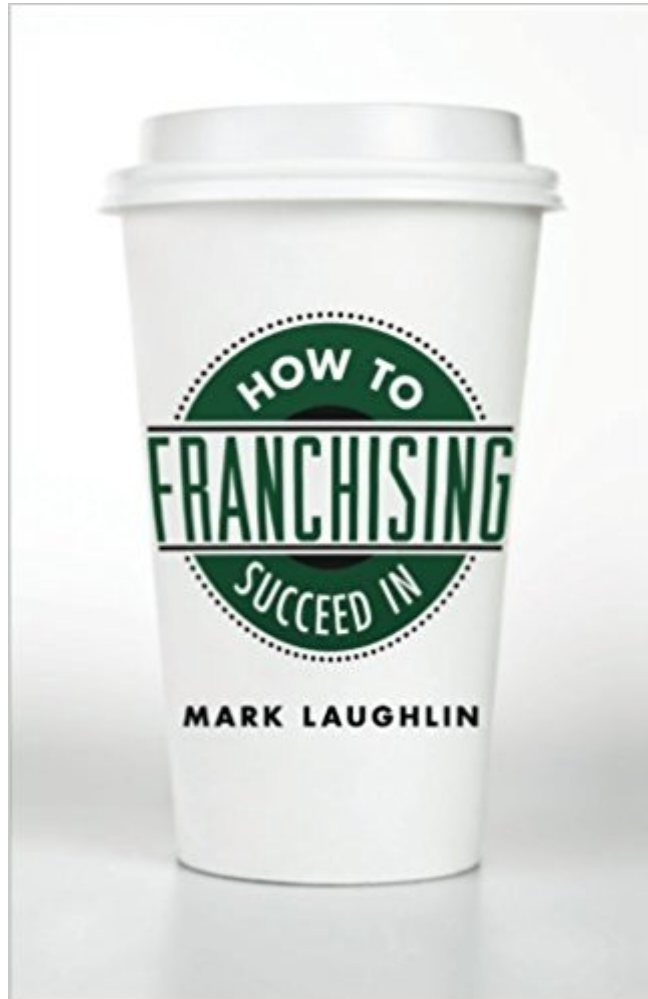




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How To Succeed In Franchising



Synopsis

At some point in their lives, most people think about going into business for themselves. For these people, franchises can provide a unique opportunity. With approximately 3,000 franchises in more than seventy categories spread out across the USA, navigating that playing field can be intimidating. That's why you need *How to Succeed in Franchising*. In clear, concise language it will show you how to run your own business by leveraging the power of franchises. Author Mark Laughlin has decades of experience in the franchising industry, and he shares his practical, savvy insights on topics ranging from self-assessment, financial requirements, choosing the right franchise, the application process, and finally how to get your business up and running. Filled with expert inside advice, this book is like having a private session with one of the nation's most respected franchise consultants. It's a must-read for budding entrepreneurs and those who want to take control of their own business destiny.

Book Information

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Customer Reviews

"Mark has been a trusted colleague of mine for over 12 years. He is at the top of his game and one of the best in the business."-- Richard Nonelle, Founder and CEO of Window Genie

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I strongly recommend this book to anyone who is curious about the world of franchising. It is an easy read with real-life examples and knowledge. If you are contemplating buying a franchise, read this book first and things will go much more smoothly and you will make a good choice. Franchising, like many industries, has its own vocabulary and rules. This book gives you the inside scoop on it all from A to Z. Mark Laughlin is an expert in the field and his depth of knowledge on the subject proves that. Very well done.

A few members from my team have read your book and we're all in agreement it's an excellent "tool" and could even be used in a classroom environment. Brings clarity for the "how to" and "how come" questions; just the right amount of facts - short, easy read.

The content of the book is exceptional. The author is the real deal. He's been a franchise owner 3 times so he is in a position of knowledge. He's not only a "chef" but he also eats his own cooking. Hats off to this book and the author.

Exceptional insight into the professional world of Franchising.

Finally! A book that walks you through the franchising process from start to finish. This book does more than just skim the surface, it goes in-depth and answers questions such as how to locate a franchise that is a good fit for you, your family and lifestyle; how to find an experienced attorney to assist you in reviewing the agreement; what to expect during the franchise application and approval process; financing options, etc. It even provides resources to help you create things such as your first business plan, etc. How to Succeed in Franchising also includes interviews with a franchisor, franchise attorney, financial consultant and other franchise industry insiders. The book's question and answer format makes it an easy read - you almost feel like you are right there interviewing each

person! It is very rare to find a book that is educational and also very practical for people who are interested in franchising, but have no idea where to start. It is also rare to find a book that provides a look "behind the curtain" and walks you through the process step by step. This is definitely the new playbook for anyone interested in franchising.

Rarely does a person come around that gets and understands the "Big Picture" related to embarking on a new venture, such as franchise ownership. Mr. Laughlin is certainly one of those special people that "gets it!" Real life stories and interviews of top franchise professionals are included in this book. Great book! Great advice for anyone seeking self-employment in a franchise business.

I recently purchased the book, " How to Succeed in Franchising " and I must say, it is the most informative book that I have read in regards to gaining great detailed information in the education of franchise opportunities.. The real life stories and accounts conveyed throughout this book gave me a very realistic outlook on what candidates should be preparing for once they decide to become a business owner. I would recommend this book for both, candidates, and consultants, the information that Mark has published is so very valuable.

This book is a must-read for anyone interested in franchising as a way to go into business for themselves. In my opinion, going into business for yourself is the real American Dream, and franchising presents a viable option to many in order to make this dream become reality. Mark Laughlin's book takes the time to describe all the nuances of franchising and his words should be absorbed completely by those who are seriously interested in committing to such an endeavor, as he brings over 45 years of experience and success in the franchise world to the table. For us franchise enthusiasts out there, this is a must-read book.

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