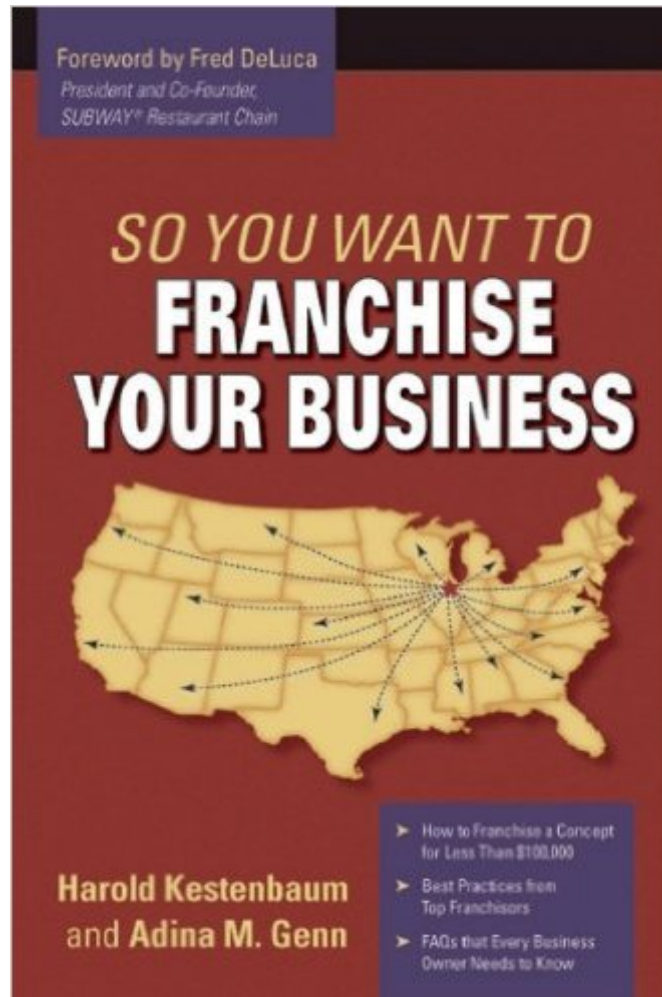


The book was found

# So You Want To Franchise Your Business



## Synopsis

Harold Kestenbaum has worked with more than 100 businesses in their franchising efforts including such household names as Sbarro and Nathan's. A 30-year veteran of franchise law and a board member of four major franchise companies, he and Adina Genn, an award-winning journalist, have joined forces to teach you the secrets to turning your business into a successful franchise. If you're interested in using this profitable strategy to expand your business, you'll get an in-depth look at how to evaluate your business concept, determine if your business is a candidate for franchising, implement the franchise process, and build a thriving franchise. Well-known entrepreneurs who successfully franchised their business, including Subway co-founder Fred DeLuca and CEO of the Dwyer Group Dina Dwyer-Owens, offer detailed, in-the-trenches guidance and information. These experts speak frankly about the tactics you can use to market, sell, and build your franchise while offering insider advice to help you avoid the pitfalls of business growth.

• Step-By-Step Guide To The Franchising Process

• Low-Cost Ways To Grow A Franchise In The Startup Phase

• Franchise A Concept For Less Than \$100,000

• Best Practices From Top Franchisors And Franchisees

## Book Information

Paperback: 260 pages

Publisher: Entrepreneur Press; 1 edition (August 1, 2008)

Language: English

ISBN-10: 1599181894

ISBN-13: 978-1599181899

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars • See all reviews (13 customer reviews)

Best Sellers Rank: #966,767 in Books (See Top 100 in Books) #63 in Books > Business & Money > Small Business & Entrepreneurship > Franchises #661 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #742 in Books > Business & Money > Industries > Retailing

## Customer Reviews

Like the author, I am a franchise attorney with over 30 years experience exclusively in franchising, but that's where our similarity ends. I also have an MBA, have owned a successful franchise before, and am a testifying, international franchise expert, author and instructor, known in the industry as

Mr. Franchise. Rather than delve into a review that could be as long as this book, let me just address a couple top level business issues that I found very troubling. In addition to the other gross inconsistency mentioned by another reviewer (back cover says "franchise a concept for less than \$100k vs. page 10 says you need \$100k to \$150k - and this is just for starters), there are more serious problems:(1) There is no actual budget for specific items; just general statements, like "you will need between \$100k and \$150k to .... hire a franchise attorney .... and an experienced franchise consulting firm..." How much is needed for various categories like the franchise attorney, the franchise consulting firm, advertising and marketing costs, etc. are not detailed, except for a one liner later in the book that it takes \$10k to \$20k to launch a website (and how this is broken down is anyone's guess).(2) Nor is it a good idea to hire a franchise consulting firm to write the operations manual as the author recommends. This produces a very mediocre, boilerplate document that is not only expensive but also filled with legal risk. See the article about this on the Franchise Foundations website on the Operations Manual page, based on my experience as a testifying franchise expert and having personally written and edited hundreds of operations manuals.

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

The Franchise Game: Discover The 7 Strategic Moves To Buying A Winning Franchise - How To Buy A Franchise - Franchising - How To Buy A Business (How To ... Types of Franchising You Can Buy Book 1) Franchise Bible: How to Buy a Franchise or Franchise Your Own Business FASTSIGNS BUSINESS OPPORTUNITY: As featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas) Pinot's Palette Business Opportunity: As featured in 12 Amazing Franchise Opportunities (Franchise Business Ideas Book 7) Mr. Appliance Business Opportunity: As featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas) Buy "Hot" Franchises Without Getting Burned - A How To Franchise Guide: Helping You Make the Best Decision When You Buy A Franchise So You Want to Franchise Your Business The Franchise MBA: Mastering the 4 Essential Steps to Owning a Franchise The Franchise MBA Workbook: Mastering the 4 Essential Steps to Owning a Franchise Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Business Negotiation: 20 Steps To Negotiate With Results, Making Deals, Negotiation Strategies, Get What You Want, When You Want It, Achieve Brilliant Results, Negotiation Genius, Leadership Franchise Business: A Powerful Winning Strategy for Business Growth in Any Economy So, You Want to Be a Coder?: The Ultimate Guide to a Career in Programming, Video Game Creation, Robotics, and More! (Be What You Want) You Wouldn't Want to Be a Shakespearean Actor!: Some Roles You Might Not Want to Play

You Wouldnt Want to Be a Shakespearean Actor!: Some Roles You Might Not Want to Play So,  
You Want to Work with the Ancient and Recent Dead?: Unearthing Careers from Paleontology to  
Forensic Science (Be What You Want) The MBA Reality Check: Make the School You Want, Want  
You So, You Want to Be a Comic Book Artist?: The Ultimate Guide on How to Break Into Comics!  
(Be What You Want) Persuasion: The Art of Persuasion, Influence, and Power To Get Whatever  
You Want, Whenever You Want Franchise Your Business: The Guide to Employing the Greatest  
Growth Strategy Ever

[Dmca](#)