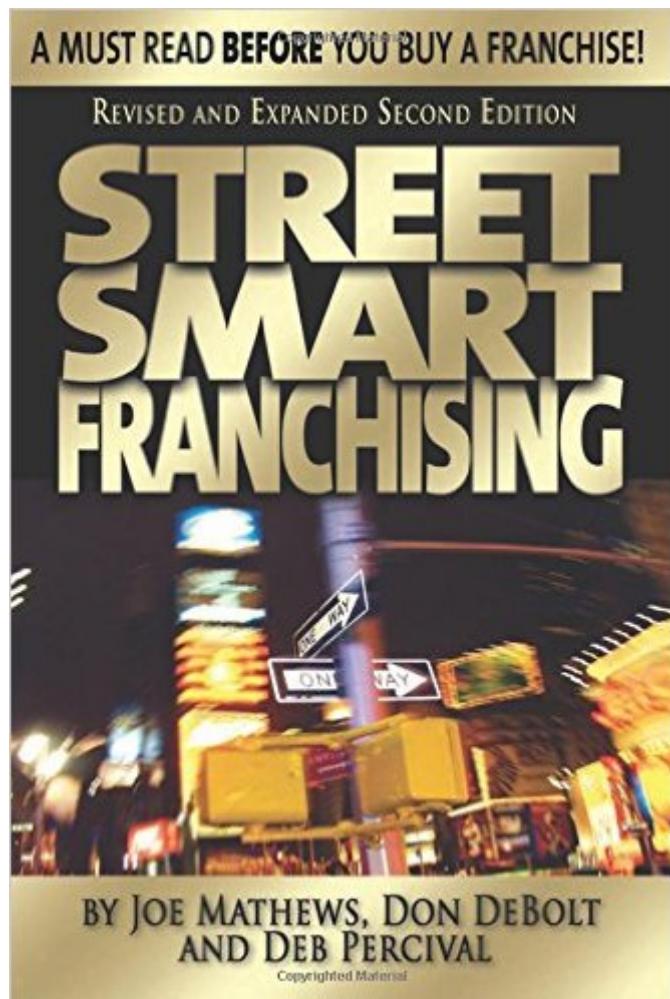


The book was found

# Street Smart Franchising



## **Synopsis**

Experienced franchisees and franchisors tell entrepreneurs what they need to know before they buy a franchise. Second edition includes a sample copy of the entire UFOC plus 40% new and updated examples. This straight-shooting franchise guide goes beyond the "how to" to teach potential franchisees what to expect when starting a franchise. Real life stories from the trenches illustrate how to cope with the difficulties a franchise presents. The author reveals the personality types most likely to succeed at franchising, and identifies entrepreneurial traits that may increase risk of failure. Plus, it takes an in-depth look at the research and investigation of a franchise, something glossed over in most franchise books.

## **Book Information**

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## **Customer Reviews**

Joe Mathews and Don DeBolt have in-dept knowledge and many years of experience in franchising. With the help of Deb Percival, who has extensive knowledge in business writing, they wrote "Street Smart Franchising," a must read before considering entering the world of franchising. This book is a guide to a successful and winning franchise and it is also a guide to develop a great relationship among the franchisor, who is the parent company, and the franchisee, the person buying the franchise. According to the authors, the franchising is a beautiful relationship and should be treated as one body, where all the limbs together with the brain agree on one motion. The franchisor and the franchisee must have good communication, must prove respect for each other and must agree on decisions, otherwise the franchise might fail. Book quote:"A franchise is a community, comprised

of franchisees, franchisors, and their employees, and suppliers, each looking out for the other's best interest and committed to the success of all."The book is filled with day to day examples to outline the franchising process of selecting the proper candidate, the franchise key to success and how one should develop great relations with the franchisor. It also describes how to find out what franchise is good for you according to your behaviors. This is explained following the DISC (Dominance, Influence, Steadiness and Compliance) assessment tool. Furthermore, the authors use the KASH (Knowledge, Attitude, Skills and Habits) formula to analyze and forecast the success of a franchise - if you adopt the right attitude by following KASH formula closely, you are in for a prosperous franchise.

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