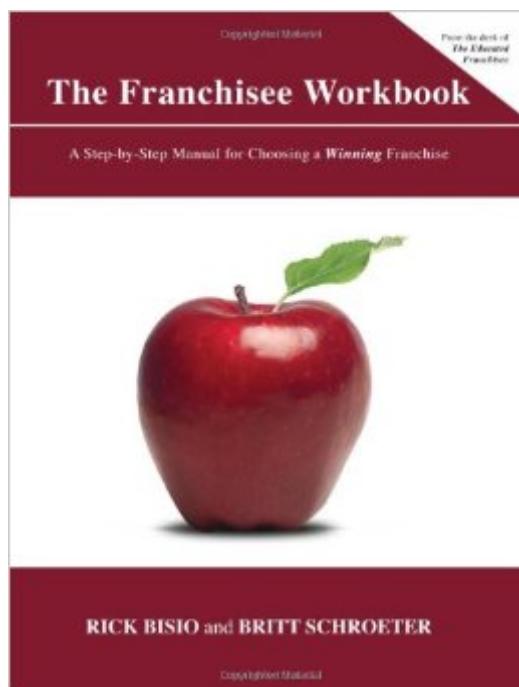


The book was found

# The Franchisee Workbook



## **Synopsis**

Celebrated author Rick Bisio has teamed up with exceptional co-author Britt Schroeter to bring to you The Franchisee Workbook. This is the follow-up to the highly successful The Educated Franchisee: The How-to Book for Choosing a Winning Franchise. Filled with necessary charts, graphs, formulas, 90+ exercises, and resources as well as helpful advice, this workbook has everything you need to become a successful franchise entrepreneur. This workbook offers practical exercises to help you: - Analyze if franchise ownership fits your skills and personality. - Identify and target best-in-class franchise systems. - Confidently approach and interview franchisees. - Discover if franchisees are making money--and how much. - Evaluate the best financing alternatives. - Obtain hidden knowledge from the Franchise Disclosure Document. - Make a confident decision as to whether the franchise is right for you. Achieve independence and gain entrepreneurial confidence--start your own business today! Every tool you need is within these pages. You just have to open the toolbox.

## **Book Information**

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## **Customer Reviews**

If you are considering buying into a franchise or just wondering if going into business versus working for someone else is right for you... this workbook is a must have! Rick and Britt do an amazing job of taking you through thought provoking exercises that help you determine where you are today, what is important in your life, and make choices toward the future. The workbook effectively walks you through steps which help you determine your cash flow, investment level, and create a vision for your future. Most important to me, were the chapters that teach you to review a franchisor's FDD (financial disclosure documents) and the chapters which clearly outline the information needed to

make an educated and non-emotional decision regarding franchise selection. I have not selected my franchisor yet, but I have been able to narrow down the options to a small handful of companies (3 or 4) out of the thousands of franchisors in the U.S., in large part due to the help of this workbook. I will continue to use the workbook through the remaining stages of becoming a franchisee, including: how to talk to current franchise owners, analyzing and comparing the FDDs, projecting cash flow for my soon-to-be business, obtaining financing, making a logical and final decision on the franchise to move forward with, and then ultimately how to put my plan into action. It is all spelled out clearly and in terms that are easy to understand. If you want to own a business... start with this workbook.

This workbook has been an invaluable support tool in my journey through the complex process of buying a franchise. The content is laid out in simple steps that breaks down the process into manageable chunks, and makes the whole endeavor far less intimidating to get through. It is obvious that the authors are experts in this field, so I highly recommend this workbook to anyone who is serious about finding the best franchise "fit" for themselves!

This book allows one to lay down their plans for proceeding to ownership of a franchise through a step by step process. Physically writing down personal information in the workbook allows you to apply the concepts to your situation. It is convenient, practical, and essential for due diligence in exploring this type of opportunity. I highly recommend this workbook and text "The Educated Franchisee".

Great way to make your decision easier. Read the book first. It is the best way to educate yourself on how to evaluate a franchise.

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