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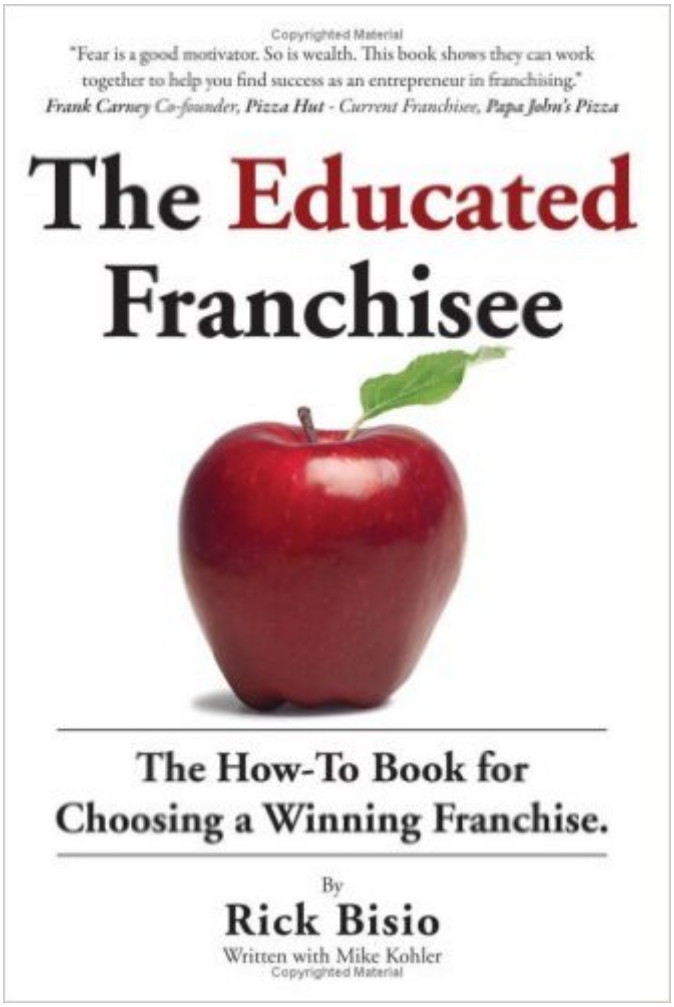
The Educated Franchisee: The How-To Book For Choosing A Winning Franchise



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Synopsis

There is nothing more expensive than ignorance -- let The Educated Franchisee serve as your guide for selecting a franchise that meets your needs! The Educated Franchisee will show you: -How to find a franchise that is right for you -How owning a franchise can create wealth -Where to find quality franchisors -What qualities franchisors look for -How to gather information from franchisees -How to make sure the franchise makes money -How to confidently select the best franchise -The five keys to success in owning a franchise

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Customer Reviews

An indispensable guide for the prospective franchisee, particularly if you’re new to the world of franchising (like me), but I’d suspect even if you’re an old pro, Rick’s no-nonsense, practical approach to selecting a franchisor would be a valuable tool.It’s one of the few "business books" out there that not only conveys the important considerations relevant to franchising, but also methodically walks you through the "how to" do it right.I was particularly appreciative and attuned to the fact that his work here is about "educating," not "selling" you - something many of us are no doubt a bit cynical or wary of. An example of soundness of his approach is evident in his advice that, after due diligence analyzing the opportunities and "soul-searching" your life’s vision/mission, the outcome may be that franchising is not the right decision for you.As a retiring executive looking for my next challenge, I was impressed with the quantitative and qualitative process in his book. After reading multitudes of "business books" during my career, we finally have one here that is equally insightful and useful - a rarity indeed. It is truly indispensable guidance that Rick provides

the reader who may be making an important life decision... many thanks to him for providing much, much more than just another run-of-the-mill business book!

The Educated Franchisee by Rick Bisio is a wonderfully practicle and insightful book for prospective franhchisees. Beyond the "nuts and bolts" information you need to know (and ask) about begnining your own business, Mr. Bisio provides a broader framework for potential franchisees. He asks people to explore their life, their motivations, their committment level, their goals and then allows the reader to determine if an entreprenuerial solution is right for them. Then and only then are the criteria for appropriate franchise concepts considered. It's all designed to create not only the ideal concept match, but the idea life match.The chapters on understanding the franchise disclosure document and questions to ask during the due dillegence process are enormously helpful. It gets under the hood, with specifics, in areas other franchising books either gloss over or pay little attention to. Yet these areas are vastly critical to understand. Mr. Bisio just makes you smarter and more thoughtful.The book is fast, topical yet piercing read. It is very economical in it's structure approach... not meandering or low-yield diversions. It's all useful, relevant information. Along with Street Smart Franchising, The Educated Franchisee should be required reading for anyone considering going into a franchise business.

The book gives a decent overview but you'll still have to do all the legwork to gather the information that's pertinent to your specific situation so you'll eventually come across everything that's discussed.I spent ~4 weeks researching franchises, attending expos, reading franchise magazines, talking to franchisors, franchise brokers, and going through validation before I read the book and found very limited new information or perspective. I'm sure I would have found the book more informative if I'd read the book first, but I was able to gather the same information with about a months worth of research.The author's challenge with writing a book like this is that the audience is so varied and broad that the author has to make some assumptions about the audiences' background, objectives, and resources. And, for the sake of making a safe assumption, he wrote the book assuming the reader has absolutely no knowledge about franchises and very limited business/corporate knowledge.The cost of the book is insignificant compared to the cost of investing in a franchise, so I purchased/read it just to be on the safe side to make sure I looked under every rock...and I had.

Rick is the consummate franchise consultant. He exudes optimism, knowledge and first-hand

experience. Unlike most books that jump in and tell you how to investigate a franchise, Rick spends the early chapters helping the person prepare for business ownership. He talks about leveraging your natural fear and creating your vision. Without those steps, how can you know if you've found the right franchise?Then he covers the basics in his "foundational knowledge" chapters, followed by all the aspects of investigating a franchise. He naturally concludes the book with what to expect as a new franchisee.Like any good teacher, there is a summary at the end of every chapter. Get out your highlighter and Post-it notes because you're going to be using them! There is so much valuable information in here, you'll want to make lots of notes.This is a book not only to read, but to do. If you're serious about becoming a franchise business owner, then use this book as your roadmap and guide. You'll not only learn volumes about franchise businesses but you'll discover if you have what it takes to be a business owner as well. Thank you Rick.

The Educated Franchisee is as it's name implies is targeted towards those considering the purchase of a franchise. And, I would highly recommend this book to any potential franchisee. The book offers a step by step road map that will undoubtedly save the new franchisee from making costly mistakes. And, unlike many books on franchising, The Educated Franchisee provides a very realistic assessment of both the advantages and disadvantages of buying into a franchise system. I would describe the author as less 'cheerleader" and more 'concerned coach", although just like any great coach, he does provide encouragement and inspiration. I purchased the book as part of my learning process to begin a new career in franchise development and sales, and I believe my learning curve was shortened substantially as a result. I feel like The Educated Franchisee provided a solid foundation for my career transition. Quotes from Mark Twain, Henry Ford, and even Theodor S. Geisel (Dr. Seuss) are interespersed throughout the book, and make for a very lively read. That the author is very knowledgeable of the subject matter is very obvious, but just as important is the sense of integrity that runs deeply through the entire book.

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