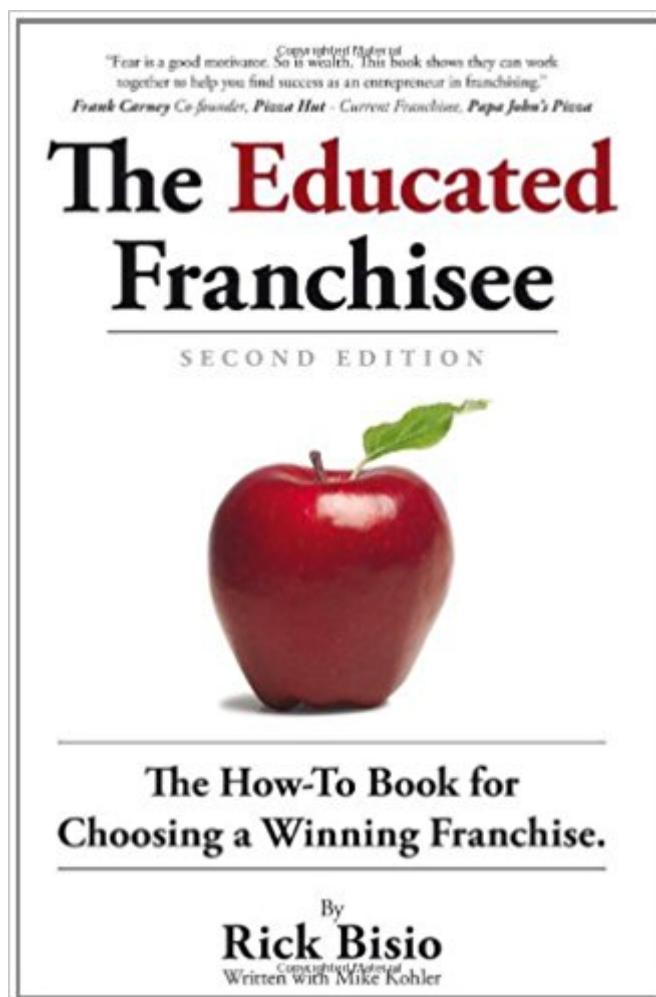


The book was found

The Educated Franchisee: The How-To Book For Choosing A Winning Franchise, 2nd Edition



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

Book Information

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Customer Reviews

The Educated Franchisee is a 'must read' for anyone thinking about or actively pursuing a franchise business. Read it and save yourself enormous amounts of time and money! --John Hewitt Founder and CEO of Liberty Tax Service; Co-Founder of Jackson Hewitt Tax Service The Educated Franchisee provides the small businessperson the tools to achieve 'The American Dream' of successful ownership. Rick's approach makes it easy to take the journey toward wealth creation. A must read for any potential franchisee! --Jon Luther Chairman and Chief Executive Officer of Dunkin Brands (Dunkin' Donuts); Former President of Popeye's Chicken and Biscuits

As one of the most respected franchise consultants in the United States, Rick Bisio has guided thousands of people to great business decisions regarding business ownership and franchising. Rick has owned both franchised and non-franchised businesses. He has bought, sold and invested

in businesses and worked as an advisor to others seeking the same. In this book Rick shares his secrets for success. Rick is a regular speaker on the topics of business ownership and franchising and currently lives on a small resort island in Florida with his family.

I read nearly the entire book which contained a lot of useful info and was recommended to me by a franchise owner of a franchise I was considering myself. Ironically, I misplaced it on the airplane or in my hotel room on my Discovery Day trip. Knowing I needed more info and a guiding reference, I purchased "franchise MBA" which in all honesty was easier to read due to a fluid writing style but moreover the author's extensive experience in the franchise industry if you will and his entrepreneurial experiences. That book is better organized to take the reader through a coherent series of transitions of understanding the value of a franchised business model and discovering whether being an entrepreneur is for the reader. Advice on setting out to find the best opportunity and franchisors who have the core people assembled and prepared to see an entrepreneur through rough times (i.e. Giving advice the new business person doesn't want to hear but needs to act on to succeed or avoid failure). This book is worth reading but the other is a better presentation of the material so the uninitiated can grasp core concepts and take action in the priority of order to know they are well suited to manage a business successfully to avoid needless financial and personal woes.

My husband and I are exploring franchise opportunities, and I read this book to get insight into the world of franchising. I highly recommend it!!! It lays a great foundation with a very holistic approach. Bisio talks about the personality traits of a successful franchisee, the pros/cons of being a business owner, how to approach the process, and how to choose the right franchise. When we did start the process, we were already 5 steps ahead, as a result of this book. And, best of all, I reached out to Rick Bisio directly to ask a question, and he scheduled a call with me. Very impressive!

I really enjoyed this book. I'm new to the idea of launching a franchise and needed a book to help structure my research. Rick's book helps aspiring franchisees break down their research into 3 parts. Part one looks at business ownership and how to determine if it's right for you. I have already done a lot of my own work in this area, but it was good to brush over my mindset again. Part two deals with the examination of a franchise. I found this the most useful as I had no road map or knowledge of what I should be focussing on. Also, Rick has some interesting content on his website that will help you build a plan to collect all the necessary data from franchise owners and franchisors. After

reading the book and the web content I was able to professionally interview all the key people and collect all the necessary data for my research. Part three deals with making the decision after collecting all this data, key people to assist you and financing your business. Overall, if you're serious about being a franchisee this book is the best place to start. An Educated Franchisee

I had been a sole trader for 11 years, and felt like I was in a rut. I was going through the motions year after year. I had a good business but I wasn't challenged anymore. I didn't have any new business ideas and felt that starting a new business as a sole trader was a risk that I did not want to take. I purchased the Educated Franchisee book. For the first time I realized the person Rick was describing in the book was me. I had always thought that franchising was a dirty word. When I read Rick's book I realized how wrong I was and I finally felt like I had found my new path. I wanted to be a franchisee and benefit from the support and proven system of a franchise. As a single parent with full time care of my son I seek the reduced risk of business as a franchisee. I have had multiple meets with franchisors since reading the book, and the feedback I have received from the franchisor has been very positive. During meets I can demonstrate that I understand how the franchise relationship works, which places me at an advantage compared with people who have not read the book. I am currently searching opportunities and hope to find the right one soon. This book has helped me enormously and directed me in the right path.

My husband, and I just started looking at franchises, but had a misperception about franchising until we found this amazing book which basically explains in a really understandable way how the franchise system works, and more importantly what to look for when acquiring a franchise.

Therefore, we contacted Rick Bisio who is the author and one of the best franchise coach in the US. He has a lot of experience helping people to find the right franchise that matches their skills. We also had the opportunity to meet him in person, and now we just start working with him to find a franchise that fits our skills. If you are interested in franchising, please make yourself a favor, and read this book before getting into something that you might regret later on.

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