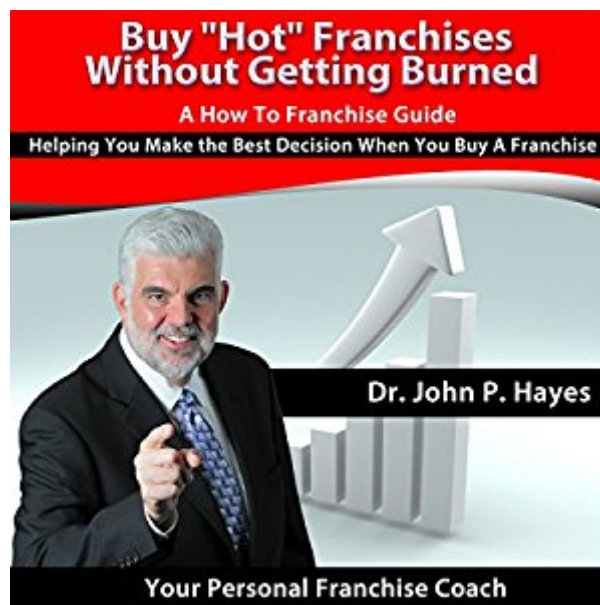


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Buy 'Hot' Franchises Without Getting Burned: A How To Franchise Guide: Helping You Make The Best Decision When You Buy A Franchise



Synopsis

This audiobook is a user friendly guide to assist you in making the best decision when you buy a franchise. Making the best decision is to make sure you have the right information. This franchise guide is an excellent resource to make sure that you will buy a franchise and will know what are the right questions to be asked. You want to learn everything you can when you buy a franchise! As a prospective franchisee, your intention is to acquire a specific franchise opportunity. You're not buying franchising in general - you're investing in a specific name or brand. You want to learn everything you can about the specific company you intend to buy, including: How many of the company's franchisees succeed; are satisfied with the franchisor; earn at least \$150,000 a year? A logical system about investing in a franchise opportunity. The book includes a series of checkpoints that anyone can use to explore and evaluate franchise opportunities. If you enjoy following a plan that will help you gather information so that you can make an educated decision, then you will love this book. This franchise guide presents a logical system that's designed to help people make important decisions about investing in a franchise opportunity. Each of the checkpoints introduces an important idea, concept, or suggestion about franchising. Collectively, these are the points you need to consider before investing in a franchise. Buy "Hot" Franchises without Getting Burned will help you: Understand what franchising is all about before investing your money. Evaluate the pros and cons of becoming a franchisee.

Book Information

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Customer Reviews

Don't consider any franchise until you have worked through the checklist in this book! John Hayes

explains clearly what you must know to make a good decision about investing in a franchise. You will quickly see the true advantages and dangers of a franchise. You will find exactly where to get the expert help you will need on critical franchise legal matters and accounting. "Unlike formal education, life gives the exams first, and the lessons follow." One of life's most expensive lessons is learning to ask the right questions about any decision: you will find the questions you need to ask about a franchise - any franchise - in this book. This easy-to-read book will save you a lot of time, frustration, and money: FIVE STARS for me. Adam Savage, Executive Director
Entrepreneurs Success Center

This book is like a road map that every potential franchisee should follow. It's important to pay attention, go through the checklist and ask yourself the tough questions. John Hayes clearly understands the personal and financial commitment that goes into the decision to buy a franchise. It takes time to go through all of the steps in the checklist, but it's worth it. Tapping into someone else's experience is invaluable and this book is designed to help you find your internal compass and point you in the right direction. I'm in a much better position to make an informed decision.

Easy to read and simple to understand. This is not a sales book, but an educational one requiring the answers to age old business questions for compatibility, soul searching questions, whys and what to do when considering buying a hot franchise. Knowing that franchises account for One Trillion dollars in retail sales, you just might want to jump in before knowing all the facts. This book will stop you in your tracks and get you on the right one so you don't set yourself up for failure by asking and answering pointed questions to make wise decisions. It will assist you in making the ultimate decision if being a franchisee is for you. Hayes does a wonderful job of explaining franchising as opposed to other forms of distribution and service and making you take a good look at yourself and what you can and cannot tolerate. He stresses heavily that you are not buying yourself a job! Never does this man talk down to the reader. He actually makes you feel good about asking yourself the questions that help you make a life long business decision. Kudos to him for being a great teacher.

"Franchising isn't for sissies" most often refers to the difficulty entrepreneurs have transforming their independent business into a successful franchise. But after reading "Buy 'Hot' Franchises Without Getting Burned," by John P Hayes, one will begin to think becoming a franchisee isn't for sissies either. Hayes, a prolific business writer and professor, removes the stars from the eyes of prospective franchisees by providing a detailed lesson plan on everything they need to know about

franchising, from choosing a concept to vetting it to financing it. Too often people fall in love with the next big thing, be it frozen yogurt or doggy daycare, and fail to think through all the pros and cons of a concept, much less, whether they are suited for franchising in the first place. A warning to prospective franchisees: Don't read this book if you're not willing to put in the time and effort to investigate several franchises, because you'll know way too much about the process and the pitfalls. In other words, you'll never be able to say, "why didn't someone warn me about that?" Nancy Weingartner Editor, Franchise Times magazine

I always thought buying a house would be the biggest investment in life, but buying a franchise is even bigger -- and scarier! There are so many points to consider before buying a franchise. No one wants to buy a bad franchise or a franchise that's going to fail. I like the idea of owning a "hot" franchise, but I surely don't want to get burned. But a major obstacle is knowing how to evaluate franchises so that I know which one to buy. I like this book by John Hayes because it is a checklist of the things I have to do to help me find a good franchise. It's like following a recipe. I appreciate that he didn't hide the fact that franchising is risky and it might not be for me. His book gives me confidence.

This book Buy "Hot" Franchises Without Getting Burned is really a hand book on the foundations of understanding and buying franchises. This book is packed with "must have" information from, why to buy a franchise, to why not to buy a franchise. After reading this you will not only know how to pick a franchise that will suite you but you will know what to expect and what to look out for. There are also many great referrals in the book to use so that you can find even more information. I have been working with franchises for over 25 years and The truth is Dr. Hayes knows franchising better than anyone I know. He goes in depth but at the same time makes concepts easy to understand. This book could, or should I say, should be used as a classroom book on how to buy a "Hot" franchise. The fact that Dr. Hayes points out from the start, owning a franchise is not for everyone. By the time you finish the book you will know if it is right for you and if it is, you will fully understand what to do next to make buying a "Hot" franchise work for you. I highly recommend this book for anyone wanting to buy a franchise or just looking into the choices of buying a franchise. Steve Whiteside Franchise Leadership Center

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