

Street Smart Franchising

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Street Smart Franchising by Joe Mathews

Street Smart Franchising states that 94% of entrepreneurs that go into franchising describe themselves as successful yet only 1% of individuals who look into this enterprise will actually join a franchise. It would seem that the other 99% make emotional decisions and decide that the risk isn't worth the potential opportunity. This could probably be said about any entrepreneurial venture which ...

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If you or somebody you know is thinking about starting a franchise or buying a franchise, Street Smart Franchising is a must read.

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Joe outlines the concerns people have when starting a franchise in a very realistic way. He also gives the truth of franchise ownership from both sides of the spectrum. If you or somebody you know is thinking about starting a franchise or buying a franchise, Street Smart Franchising is a must read. 3 people found this helpful

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Street View

Street Smart Franchising Street Smart Franchising states that 94% of entrepreneurs that go into franchising describe themselves as successful yet only 1% of individuals who look into this enterprise will actually join a franchise.

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THE INSIDER'S GUIDE TO BUYING, OWNING AND OPERATING A FRANCHISE. Prepping you for what it takes to succeed in franchising, franchise experts Joe Mathews, Don DeBolt and Deb Percival deliver an insider's

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view of how franchising works, imparting real-world tactics and strategies, and empowering you to decide if franchising is for you. Street Smart Franchising is the kind of book I wish every one of our current and prospective franchisees would take the time to read. It beautifully captures the challenges of owning and operating a franchise business along with practical guidance on how to make it work. Anyone considering a franchise investment will make a better investment decision by reading this down-to-earth self help book. Don't miss it!" -- David McKinnon, chairman/CEO, Service Brands International: Molly Maid, 1-800 Dryclean, Mr. Handyman, Ductz "Twenty-five years ago when I became a franchisee of the Great American Cookie Company, this book would have saved me a world of grief. Street Smart Franchising lays it out. No sugar coating. It's a realistic guide on how to make one the most important decisions of your life." -- Lawrence (Doc) Cohen, past chairman, International Franchise Association, franchisee of 21 units - Great American Cookie Company, Pretzel Time, and Coffee Beanery. "At the International Franchise Association, we were privy to all the fine books on franchising. What's truly unique about Street Smart Franchising is the carefully crafted treatment of how emotions and behavior influence success. It's another must read for any prospective franchisee--good stuff for folks who have been in the business a while too." -- Matt Shay, past president, International Franchise Association Joe Mathews has held management roles with such national chains as Subway, Blimpie, Motophoto and the Entrepreneur's Source. Don DeBolt is a former president of the International Franchise Association. Deb Percival works in franchise development.

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.

Franchise expert Joe Matthews helps entrepreneurs decide whether or not to buy a franchise by revealing the personality types most likely to succeed at franchising, and he identifies entrepreneurial traits that may increase risk of failure. Going beyond the "how to" guide, Matthews takes an in-depth look at the research and investigation of a franchise and franchisor, something glossed over in most franchise books. In its third revision, this guide contains advice, in-the-trenches stories, and tips from experienced franchisees on what actually works when starting a franchise. Includes revised and expanded

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information on researching and evaluating a franchise before buying with a six-step investigation process; how to identify a skilled franchisor dedicated to growing the brand and business; and how to spot a winning franchise and avoid the stagnant brands and category losers. There is also a timely discussion of issues that affect the franchising industry: Affordable Care Act, NLRB, minimum wage requirements, and more. It also provides checklists and questionnaires for evaluating a person's suitability for running a franchise, assessing if a particular franchise system is set up for success, and for gathering information for franchise disclosure documents and agreements.

The truth you need to know before you buy a franchise This straight-shooting franchise guide goes beyond the "how-to" to teach you what to expect when starting a franchise. Real-life stories from the trenches illustrate to you how to cope with the difficulties a franchise presents. Smart Franchising reveals the personality types most likely to succeed at franchising and warns you about the character traits that may increase the risk of failure. Plus, it offers an in-depth look at what happens during the research and investigation of a franchise, something glossed over in most franchise books.

The poor health of today's roads--a subject close to the hearts of motorists, taxpayers, and government treasurers around the world--has resulted from faulty incentives that misdirect government decision-makers, according to the contributors to Street Smart. During the 1990s, bad government decision-making resulted in the U.S. Interstate Highway System growing by only one seventh the rate of traffic growth. The poor maintenance of existing roads is another concern. In cities around the world, highly political and wasteful government decision-making has led to excessive traffic congestion that has created long commutes, reduced safety, and caused loss of leisure time. Street Smart examines the privatization of roads in theory and in practice. The authors see at least four possible roles for private companies, beyond the well-known one of working under contract to design, build, or maintain governmentally provided roads. These include testing and licensing vehicles and drivers; management of government-owned facilities; franchising; and outright private ownership. Two chapters describe the history of private roads in the United Kingdom and the United States. Contemporary examples are provided of road pricing, privatizing, and contracting out are evident in environs as diverse as Singapore, Southern California, and Scandinavia, and cities as different as Bergen, Norway, and London, England. Finally, several chapters examine strategies for implementing privatization. The principles governing providing scarce resources in free societies are well known. We apply them to such necessities as energy, food, and water so why not to "road space"? The main obstacle to private, or semi-private, ownership of roads is likely to remain the reluctance of the political class to give up a lucrative source of power and influence. Those who want decisions about road services to be controlled by the interplay of consumers

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and suppliers in free markets, rat

Included in this rare collection of business insights are business notables, including former NBA player George Tinsley, "Undercover Boss" TV star Steve Greenbaum, Expert Branding & PR consultant Nick Powills, Ken Yancey CEO of SCORE, one of the largest advisory groups in the USA, and Rocco Fiorentino, CEO, of one the nation's most successful business funding organizations. This book is also loaded with expert insights from selected business consultants specializing in helping people become their own boss. They want to help do the same for you. These business men and women know all about success. In life and in business. In this book you'll learn:

- What it takes to become satisfied in business and in life.
- How the "Disney principle" can set you head and shoulders above the competition
- What personality traits you must exhibit to conquer the new economy
- How to impact your community through business
- How diversity can be a niche you dominate
- Why millennials are the future of franchising
- The competitive edge you have as a woman business owner
- Why experience isn't necessary to become your own boss
- How to find success where you least expect it

If you feel stuck in the corporate world just going through the motions or if you've ever thought about becoming your own boss, this book is for you. You won't be the same after reading it.

Buying a franchise can be a handy shortcut to the American dream of owning your own business. But there are dangerous pitfalls--and possible drawbacks to even the best franchise deals. Here, for every prospective franchisee, is authoritative advice from a trustworthy source. The experts of Franchise Times offer their picks of the top 200 franchises and 100 up-and-comers, complete with contact information, financial requirements, fees, and more. There are practical tips on everything from hiring and marketing to financing your franchise, leasing a retail space (or setting up a home office), and deciding if you should buy or run a franchise with your spouse. With anecdotes and advice from current franchisees and franchisors, this is a book every would-be entrepreneur should read before signing a contract.

There is nothing more expensive than ignorance – let The Educated Franchisee serve as your guide for selecting a franchise that meets your needs!

Learn the true process of a successful entrepreneur with ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 9e! Presenting the most current thinking in this explosive field, this renowned entrepreneurship text

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provides a practical, step-by-step approach that makes learning easy. Using exercises and case presentations, you can apply your own ideas and develop useful entrepreneurial skills. Cases and examples found throughout the text present the new venture creations or corporate innovations that permeate the world economy today. This book will be your guide to understanding the entrepreneurial challenges of tomorrow. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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