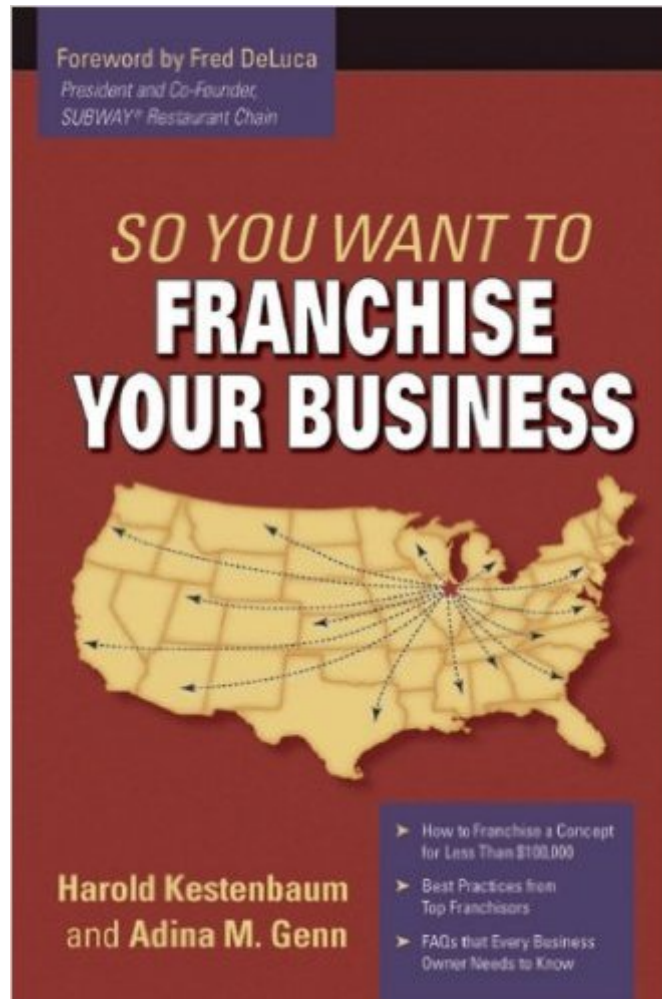


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So You Want To Franchise Your Business



Synopsis

Harold Kestenbaum has worked with more than 100 businesses in their franchising efforts including such household names as Sbarro and Nathan's. A 30-year veteran of franchise law and a board member of four major franchise companies, he and Adina Genn, an award-winning journalist, have joined forces to teach you the secrets to turning your business into a successful franchise. If you're interested in using this profitable strategy to expand your business, you'll get an in-depth look at how to evaluate your business concept, determine if your business is a candidate for franchising, implement the franchise process, and build a thriving franchise. Well-known entrepreneurs who successfully franchised their business, including Subway co-founder Fred DeLuca and CEO of the Dwyer Group Dina Dwyer-Owens, offer detailed, in-the-trenches guidance and information. These experts speak frankly about the tactics you can use to market, sell, and build your franchise while offering insider advice to help you avoid the pitfalls of business growth.

• Step-By-Step Guide To The Franchising Process

• Low-Cost Ways To Grow A Franchise In The Startup Phase

• Franchise A Concept For Less Than \$100,000

• Best Practices From Top Franchisors And Franchisees

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Customer Reviews

Like the author, I am a franchise attorney with over 30 years experience exclusively in franchising, but that's where our similarity ends. I also have an MBA, have owned a successful franchise before, and am a testifying, international franchise expert, author and instructor, known in the industry as

Mr. Franchise. Rather than delve into a review that could be as long as this book, let me just address a couple top level business issues that I found very troubling. In addition to the other gross inconsistency mentioned by another reviewer (back cover says "franchise a concept for less than \$100k vs. page 10 says you need \$100k to \$150k - and this is just for starters), there are more serious problems:(1) There is no actual budget for specific items; just general statements, like "you will need between \$100k and \$150k to hire a franchise attorney and an experienced franchise consulting firm..." How much is needed for various categories like the franchise attorney, the franchise consulting firm, advertising and marketing costs, etc. are not detailed, except for a one liner later in the book that it takes \$10k to \$20k to launch a website (and how this is broken down is anyone's guess).(2) Nor is it a good idea to hire a franchise consulting firm to write the operations manual as the author recommends. This produces a very mediocre, boilerplate document that is not only expensive but also filled with legal risk. See the article about this on the Franchise Foundations website on the Operations Manual page, based on my experience as a testifying franchise expert and having personally written and edited hundreds of operations manuals.

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