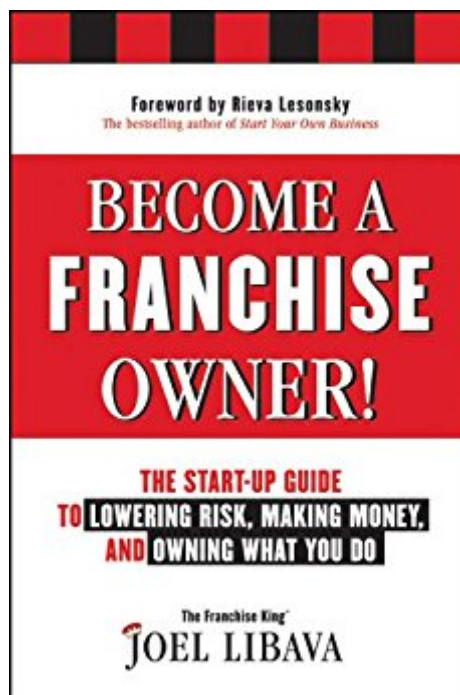




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Become A Franchise Owner!: The Start-Up Guide To Lowering Risk, Making Money, And Owning What You Do



Synopsis

The definitive A-to-Z guide to researching, selecting, and starting a viable franchise business With more and more professionals looking for alternatives to traditional corporate employment, *Become a Franchise Owner!* informs would-be franchise owners of the joys and perils of purchasing a franchise. Authored by a trusted, feisty, tell-it-how-it-is independent franchise industry insider, this book offers straightforward, step-by-step tips and advice on how to properly (and carefully) research and select a franchise business. Get tips on how to locate information about franchises, current industry trends, interviews with franchisors, and hot franchise opportunities. Offers a self-evaluation to discover if you are "franchise material" Describes how to choose the right franchise for your specific situation Lists the 40 crucial questions to ask current franchise owners Owning a franchise isn't for everyone; in fact, as Joel Libava says, "it's really not for most people." But if it is for you, this book can guide you in starting your own successful franchise business.

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Customer Reviews

I am completely new to franchising and I was looking for a book which could introduce me to it and

help me decide if this is the path I want to pursue at this point in my life. I read another book about franchising (based on 's top ratings) but found it to be rather dull and not very insightful. This book covers the topic from soup to nuts (the nuts being up until you actually purchase a franchise). I found the book very entertaining and easy to read to the point that I finished it in a few days (not easy for me since I am a slow reader). The author takes a very practical approach to lowering your risk when finding and purchasing a franchise. He doesn't push franchising on you and even has a test to see if you are a right fit for franchising. The book also answered most of my questions like: Should I use a franchise consultant and what do they do in the first place? How much can I afford to start a franchise? Is financing available? What is the process of purchasing a franchise? What is the FDD and what parts are important? What should I ask when I talk to other franchisees? and more. I would have liked the author to go more into if a person should create a LLC, S-Corporation, etc. There was only a paragraph on that and I'd like to know more about the plusses and minuses of each and when to create one. Other than that, the book was fantastic. Buy this one first before any others!

This book is a MUST for those considering a franchise!! It was such an easy read- like the author is having a conversation with you! It asks important, thought provoking questions for the person considering owning their own business.

Investing in a franchise is not an inexpensive venture. Having read Joel's book I have a clear idea of how to do detailed research before signing a franchise contract. It can certainly make the difference between success and failure. Joel's book is easy to read and you can sense that he truly is interested in giving you the best chance at success by the many examples he has given. He has walked you through step-by-step the entire process from determining whether you are franchisee material to meeting with the franchiser to business planning and securing financing. This is a must read for anyone thinking of purchasing a franchise. Joel truly is 'The Franchise King'

A relative asked me to help him evaluate whether or not he should buy a franchise. Having no real knowledge of their structure or business model, I went looking for some basic information. That's how I found this book. A quick and interesting read, Joel Libava (aka "The Franchise King") filled me in on so much that I did not know, while confirming what I had already discovered by my own less efficient methods. Hence, not only are we now using this book as our road map, but we have decided to actually work with Joel--I was that impressed with this book! The downside of making the

wrong decision is monumental. For many people, like my relative, a mistake with this amount of money, at this stage in his life, may not be something that he and his family would be able to recover from. There is no such thing as having too much information before making a decision of this magnitude; this author has the years of experience in franchising that most of us do not have. I HIGHLY recommend this book because some of the saddest words in the English language are, "If only I had known..." So, buy this book and find out now what you don't know before plunking down your hard earned money on a franchise.

The book "Become a Franchise Owner! The Start-up Guide to Lowering Risk, Making Money, and Owning What You Do" by Joel Libava the self-proclaimed Franchise King is a very good reference for anyone who is considering investing in a franchise as an alternative to a traditional job. The current economic climate has challenged countless business professionals and executives to re-examine their career goals whether they have been impacted by a recent downsizing exercise or are currently extremely dissatisfied, disillusioned, and unmotivated in their current job. There is no question that Joel certainly has considerable experience and insight into the franchise industry. The most compelling aspect of this publication is that Joel is not delivering a hard sell for the franchise business model. A large portion of this book is focused on providing prospective franchisees with a reality check on the business model, expectations, challenges, and obstacles along with the benefits of being your own boss and in charge of your professional destiny. While Joel certainly makes a case for the value of his services as an independent franchise consultant, he also provides a valuable framework of how to objectively evaluate franchise businesses and a various tools to identify the right industry and business model for you. While I do not concur with a number of Joel's perspectives regarding the service industry supporting the hundreds of thousands of franchise businesses across the US, I would definitely recommend his book to candidates and associates who are considering a franchise business as a potential career option. This book is a both a good primer as well as reference tool during the evaluation process.

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