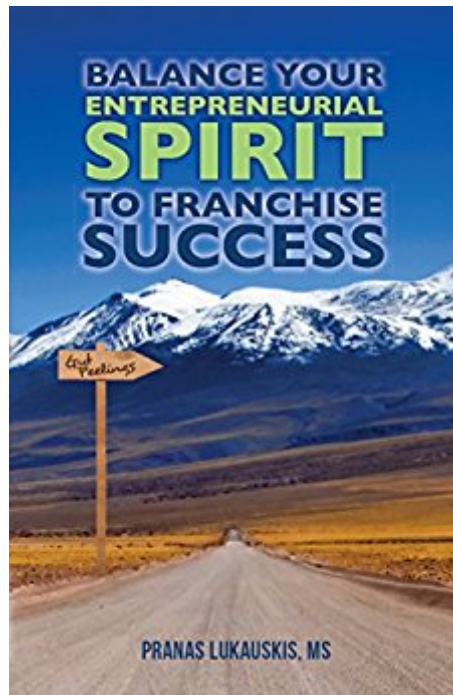




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# Balance Your Entrepreneurial Spirit To Franchise Success



## Synopsis

Do you want to Be Your Own Boss and invest on a Startup or a Franchise? An easy-to-read practical guide on how to balance your gut feelings to become independent. An appropriate selection of a startup, franchise brand, or biz location can provide a good quality of life for one's whole family. This book does refer to the recent years we have experienced, which include one of the worst economic crises in history and a quick adaptation to the millennial and green markets. Great real world advice from a successful master franchisee, MS engineer, multiple franchise owner, franchise advisor, and start-up owner, who shares his entrepreneurial experience in both America and Europe. In 2002, back in his midtwenties, the author had many doubts, like you may have, as he set out to become an entrepreneur. This book was first published in 2017. The author offers tips of his twenty years of successful project management, startups, and franchising experience: + Balance your gut feelings's pros and cons of becoming independent , + Options when entrepreneurs do not have enough capital to invest on a good franchise, + Tips on the franchise selection process. Think of millennials and green markets, + Tips on location and store selection, + Getting the most out of franchise training.+ Tips on store buildout and local marketing, + Tips on risk management and the franchise agreement,

## Book Information

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## Customer Reviews

Very good book for those who want to start a New business. Loved the questions, they are very helpfull to develop a business plan. Easy and Quick to read!

A great and easy to read guide book! It helped me answer many questions. I am looking to invest on a clothing or service franchise vs. start my own e-commerce store, but I do not have previous experience in a business. What I liked the most from this book is the many tips and tools offered. The author started and ran his own startups and several franchises in the US and Europe. I must say I re-read a few chapters the following day, finding more tips- I will keep using this guide during the next weeks. Now I have a better idea to select a business, financing, and the store location. Also, I think green and millennial for my final shortlist of franchises.

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