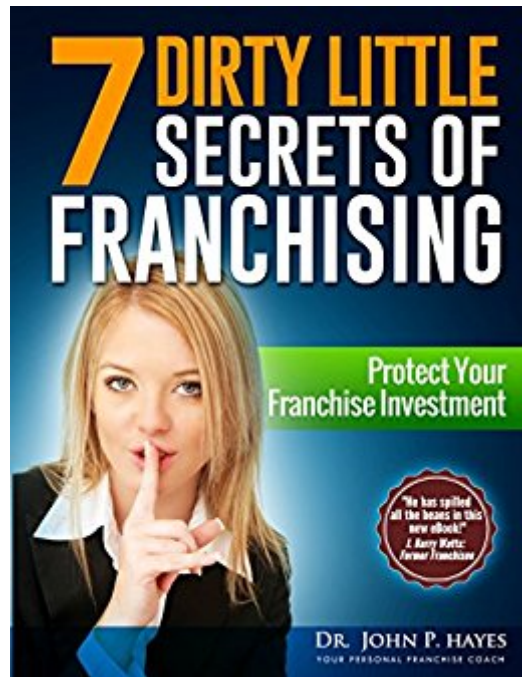




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7 Dirty Little Secrets Of Franchising: Protect Your Franchise Investment



Synopsis

Seven Dirty Little Secrets of Franchising shows you how to take franchise due diligence, the explorative work that you must do before you buy a franchise (if you plan to succeed), to a new level of expertise. There are secrets that franchisors don't want you to know; secrets that they are not legally required to disclose. Most prospective franchisees have no idea these secrets exist so they don't ask about them, and that makes it all the easier for franchisors, franchise brokers, franchise consultants, and others who sell franchises, to stop short of revealing information that could kill the deal. I'm all in favor of people buying franchises. I've devoted my career, through my books, blog articles, and seminars, to help people invest wisely in franchises. Now, that includes helping people pull back the covers on franchise opportunities to reveal the secrets that some franchisors want to conceal, either intentionally or unintentionally. But don't get the wrong idea. This book isn't about franchisors. Most franchisors are honest and they want to help their franchisees succeed. This book is about you! It's about your ability to probe for facts and details that will help you make a wise investment in a franchise. Franchising is fabulously successful and for many people it's the only way they can succeed as business owners and operators. Now you have an even greater chance of reaching your business and financial goals as a franchisee by reading, and using, Seven Dirty Little Secrets of Franchising. Go pull back the covers!

Book Information

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Decision-Making & Problem Solving

Customer Reviews

One of the things I've always appreciated about buying a franchise is that franchising is regulated by the U.S. Government. And even though I'm not a fan of most business regulations, I think it is very helpful, even important, that the government regulates franchising to protect people like me who want to make an investment to own and build a business without losing my life's savings. But until I read John Hayes' 7 Dirty Little Secrets of Franchising, it never occurred to me that the government's franchise regulations are not all encompassing. There are some important points about franchising, and buying a franchise, that do not have to be disclosed, or can be disclosed with fuzzy details. While Hayes says that franchising is a "fabulous model for distribution of products and services," and I agree with him, I also agree when he points out that franchising attracts "greedy people" who may be in it simply to use other people's money to build a business. I don't want to let someone "grab the cash" when it's my cash unless I'm going to benefit, too. I appreciate this book for making me aware of some key issues that could present a problem if I buy a franchise.

Other books by this author prove his value as a franchise authority and I've enjoyed reading those books. But the 7 Dirty Little Secrets book provides insights that no one else is talking about when they explain how to buy a franchise. John Hayes is a virtual franchise guide. As people prepare to buy a franchise, and they're looking for the best franchise opportunities, this book leads them to 7 important points that franchisors and franchisees usually don't discuss. It's the small print, or the hidden topics, that can make or break any business relationship, and kudos to Hayes for helping to clarify some often overlooked fine points that need to be understood by anyone who wants to buy a franchise. Written in Hayes' much appreciated easy-to-grasp style where he lays out the facts and

then provides useful insights to the real issues in franchising.

A great guide for all if you really are interested in Franchising Investment. I had some prior experience but still got to learn real valuable tips and will surely help me in my future assignments.

Dr. John Hayes has written an eye-opening book. I like how he spilled the beans about franchising and his tips that totally makes sense. He was really unafraid writing the secrets that everybody should know when franchising a business which makes him a writer with principle. Two Thumbs Up for the writer!

John Hayes has forgotten more about franchising than most people will ever know. He's an undisputed expert in the field, and in this book he spills all the beans so you can make an informed decision about whether a particular franchise is right for you. Before you spend thousands on a franchise, spend a few bucks on this book. It'll make you an informed buyer, and might just save you a fortune!

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