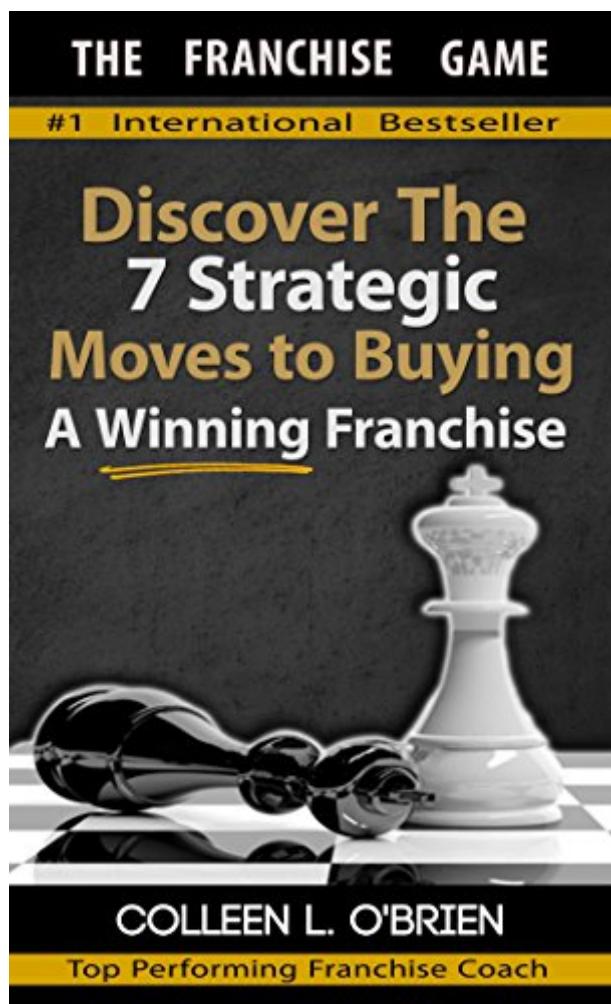


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The Franchise Game: Discover The 7 Strategic Moves To Buying A Winning Franchise - How To Buy A Franchise - Franchising - How To Buy A Business (How To ... Types Of Franchising You Can Buy Book 1)





Synopsis

The Franchise Game is THE ultimate guide to understanding the discovery process when reviewing a franchise for potential purchase!â œTake Calculate Risks. Act Boldly and Thoughtfully!â • - Ray Kroc, McDonaldsInside â œThe Franchise Gameâ •, Colleen L. Oâ™Brien will teach you the 7 strategic moves to buying a winning franchise and the top ways a franchise candidate blows it early in the process when researching a franchise business. So many of us want to have our own business, and many try to purchase a franchise. The sales process for a franchise really is more of a game, with unwritten rules that few people understand. Also, find out if a franchise is the best business format for you to pursue right now. â œIn my experience in the franchising world, taking a concept to over 700 franchises, I have interacted with numerous franchise experts. The multiple conferences and franchising seminars I have attended are crowded with intelligent people that are savvy in this industry. I can honestly say that although there are many good people in the industry the true professionals are rare. Colleen Oâ™Brien is that rare exception. Her insight and discernment navigating the ocean of candidates coming into and â œlookingâ • at franchises is quite remarkable. Her understanding of the entire process is what makes her rareâ •. - Tony Lamb, CEO and Founder of Kona Ice The Franchise Game will allow you to have a better understanding of the following:+ Are you really suited to be a business owner?+ Will a franchise be a potential good fit for you?+ What other options do I have besides a franchise?+ Can I find a business within my budget, even if my funds are low?+ Discover the one thing that most franchise candidates do incorrectly when searching a franchise, or any other business.+ And much more!â œColleen is a MASTER of franchising. She understands what it takes to be successful and is willing to share her years of experience with those willing to listen.â • - Heidi Morrissey, VP Marketing/Sales - Kitchen Tune-Up Many candidates do not know what a franchise company is looking for in a candidate and the candidate goes about it all wrong....Donâ™t Make This Mistake! Grab a copy of â œThe Franchise Gameâ • and learn all the right moves so you donâ™t waste your hard earned time and money. Scroll Up, Grab a Copy and Letâ™s Get Started TODAY!

Book Information

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Customer Reviews

A "Brass Tacks," tell-it-like-it-is primer on all the ins and outs of buying a franchise. Lots of valuable cautionary advice and stories of people who had successes in franchise ownership as well as folks who rushed into a franchise ownership only to find it was not a match for them. O'Brien urges everyone to really study all aspects of owning a franchise--from whether following a strict system is a match for your personality to whether the operating hours of the business will work for your situation. And she warns that franchises are AWARDED, not PURCHASED, so having the correct approach and attitude throughout the interactions with the franchisor is paramount to success in achieving the goal of ownership. Surprisingly to me, O'Brien says that having a franchise coach does not cost the buyer additional funds. The franchisors see so much value in a coach, they pay the fee. Sounds like a win-win to me!

Fantastic Read, if thinking of a Franchise or not!!

Great strategies for anyone looking to succeed in business

I knew it would be a great read. Colleen helped us find "A Winning Franchise" 8 years ago and we've never looked back. She knows the questions to ask and they're all laid out in this book.

This is a quick easy read, but gives you all the inside details that you need to know before purchasing a franchise. Worth the investment before investing!

Anyone considering buying into a franchise should read this book first! It is an easy read and very informative.

Clear, concise and insightful. Ms. O'Brien has brought clarity and vision to the table!

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