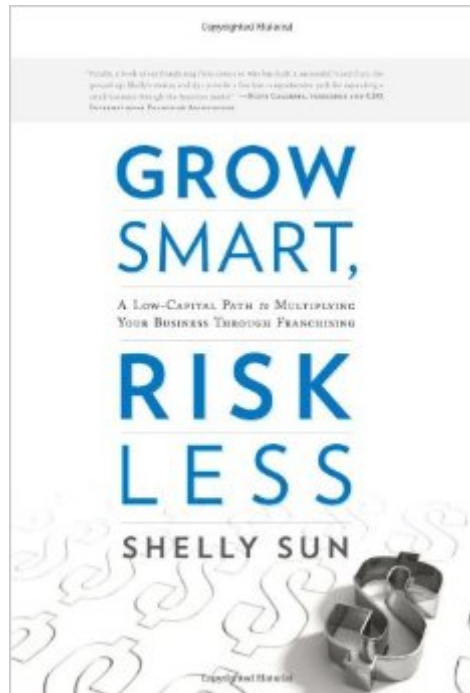


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# Grow Smart, Risk Less: A Low-Capital Path To Multiplying Your Business Through Franchising



## Synopsis

Experienced franchisor Shelly Sun shares practical advice, insights, and her own compelling experiences to help readers discover the power and avoid the pitfalls of franchising their businesses. This title features a low-risk, low-capital path to astounding growth. In today's economic environment, and long into the future, access to capital is limited. Successful business owners have few options for dramatically expanding their brand, taking it to the regional, national, or even international arena. This book describes how readers, through franchising, can use other people's money and leverage their success for rapid growth; Covers the entire process of franchising. Most books on franchising focus on educating the franchisee, but this book is designed to fully educate the franchisor. The author walks readers through each stage of the franchising process: from determining if they have a franchisable concept, to assembling a professional team without wasting money, to adjusting the business model along the way for optimum growth, to growing as a leader to assume new challenges; Written by an experienced, nationally lauded franchisor. Unlike many authors of books on franchising, Shelly Sun has been through the process, growing her business from \$1 million to \$100 million in five years. She's been named entrepreneur of the year by the International Franchise Association and is being featured on a network prime-time show about compelling companies. The book offers practical advice like that in "Franchising for Dummies", with a focus on business growth for the franchisor, as in "Franchising and Licensing" by Andrew Sherman.

## Book Information

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## Customer Reviews

As the owner of a small business, I am looking further down the road to see if franchising might be a

viable alternative. Franchising was initially attractive because I thought it was a way to profit off your initial idea and goodwill, while leaving the daily operations to a franchisor. I discovered a lot by reading this book which turned me off from wanting to be a franchisor. First, a franchisee really seems more like business partner, and that is something I'd like to avoid. I gleaned this from Shelly's description of the pains that must be taken not to aggravate franchisees. I wish there were more time dedicated to the pros and cons of going company-owned vs. franchising. One thing that is clear is that a franchisee is much harder to terminate than a GM or manager, and I personally would like to be able to easily remove someone who was badly running one of my stores. Another thing I didn't like about the franchise model is that it seems like you really become a seller of businesses instead of your goods or services. I really like to stay at the grassroots level and interface with customers and employees, not be in a corporate office all day looking at ROIs, etc. Shelly's book helped me realize this. The book is nuts and bolts in nature, and there are plenty of examples from her franchise system, BrightStar. All in all, I'm glad I read it, even if it made me realize I DON'T want to be a franchisor.

Anyone considering franchising their business (or has recently franchised their business) should read this book. I am the Founder of the International Franchise Professionals Group and we ship this book to all new franchisors. I highly recommend it. - Don Daszkowski

Anyone who knows Shelly for any extended period of time, knows her tenacity, fortitude, and vision. She is a fact-based, analytical decision-maker who marks her trails with data and market intelligence. She documented her successes well and her history is detailed in this work. Any business owner with a strong, franchiseable business model should read this book to understand what it takes to win in franchising.

Great book! Was given this book at a conference. Read it over a weekend. Will be working through the lessons and metrics for some time to come. Excellent planning and development ideas to get you where you want to go. Immediately upon completion purchased two more for some of my staff to help me implement these ideas. Highly recommend for anyone looking to get into franchising or simply trying to structure their business for growth.

I wish this book was on the market when we started our brand. We have a passion for what we do but I think some of the pitfalls maybe would have been avoided if I was able to think about some of

the topics in the book beforehand. It is a must read for anyone on our corporate team.

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