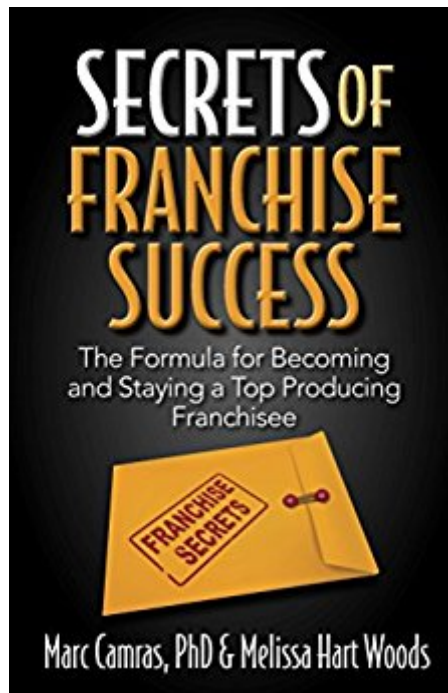


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# Secrets Of Franchise Success: The Formula For Becoming And Staying A Top Producing Franchisee



## Synopsis

The dream of being a Top 20 percent franchisee in any system is alive and doing well, if you take the time to learn how others have done it and then apply that knowledge. *Secrets of Franchise Success* contains the secrets and wisdom of Top 20 percent franchisees, drawn from proprietary research conducted with business owners from a variety of franchise systems. *Secrets of Franchise Success* is designed to help:

- Franchisees who have not achieved the success they wanted
- Franchisors looking to identify great candidates and understand how to help underperforming franchisees
- Those who are thinking about becoming franchise business owners
- Anyone else who has ever wondered what it takes to be a Top 20 performing small business owner in any industry

As franchise experts and business coaches, Marc Camras and Melissa Woods have been working successfully with new franchisees and business owners for close to two decades. Take the advice in this hands-on guide and learn the formula for becoming and staying a top producing franchisee.

## Book Information

File Size: 680 KB

Print Length: 127 pages

Publisher: Indie Books International (March 24, 2015)

Publication Date: March 24, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B00V5M0CZU

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #836,681 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #86

in Books > Business & Money > Small Business & Entrepreneurship > Franchises #6960

in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business

#322471 in Kindle Store > Kindle eBooks > Nonfiction

## Customer Reviews

This book is a tremendous resource for anyone who owns, or who is considering buying, a franchise

business. While the authors both have extensive experience consulting with and coaching franchisees, they did not rely solely on their own experience in developing the recommendations in the book. They supplemented their knowledge by interviewing a wide variety of franchisees who rank in the top twenty percent of their respective franchise businesses. It's the stories of and quotes from these various business owners that brings this book to life. Through the words and experiences of the interviewees, the authors survey every significant aspect of managing a franchise business. The following five sections make up the core of the book. Each section is divided into a few short chapters that convey the essential factors that separate the successful franchisees from the unsuccessful ones. The five sections cover: 1. Marketing your business effectively. 2. Using metrics to optimize your business performance. 3. Taking advantage of the resources your franchisor provides. 4. Leading your team of employees. 5. Having the mindset for success. One of the aspects I most appreciated about this book is its brevity. Rather than writing a multi-hundred page book, filled with unnecessary repetition, the authors distilled their ideas into a very concise 92 pages. It's incredible how effectively they covered the breadth of material in such a limited amount of space. You can easily read this book in two hours or less. In that span of time, you are virtually certain to pick up at least five, and probably ten or more, ideas that you'll be excited to implement in your business right away. For a busy franchise owner, it's hard to imagine a better investment of time.

As the President of the Gotcha Covered franchise system, I can attest to the accuracy and insight contained in this book. Having trained, supported and coached our own franchisees for many years, I can tell you that the authors have articulated and described the right formula for success as a franchisee. It is my belief that any franchise owner- in any system- will be able to dramatically improve their results by adopting the strategies, tactics, and mindsets recommended in this book. [Unbeknownst to me until I read the book, one of our top-performing franchisees was interviewed for this book, and I can vouch for the tremendous success he has had in our system.]

Great book! The authors have researched and outlined clear distinct strategies that can be used to improve any business. I appreciated all the examples of how to put the strategies into place. This is a book that all business owners should have!

An easy read full of helpful information. I enjoyed the fact that the authors stayed away from unnecessarily complicating their message. Instead, they provide the reader with good tips for

navigating the sometimes complex and emotional world of owning and operating a business. Great job!

This book is a must for anyone looking at buying into a franchise model. Franchising is not for everyone and after you read this book you will either passionately await your new franchising venture or put on the brakes and stay/go back into the corporate world. As a certified franchise consultant and business broker since 2002, this book receives 5 stars from me.

Secrets of Franchise Success is a can't miss read for anyone involved, or interested in becoming involved in the franchise business. The authors did an exceptional job of articulating what has worked so well for top performing franchises in a clear and concise way.

I have been considering investing in a franchise. This easy to read guide has helped me understand what it will take to be successful. The idea is appealing to me and their book takes some of the fear away. I found it really helpful.

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