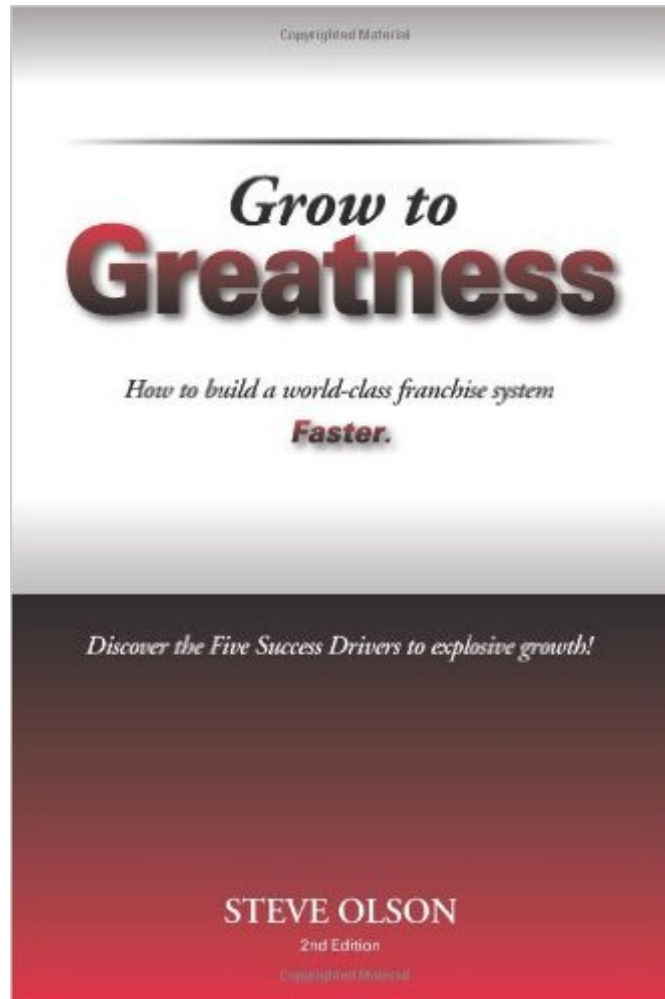


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# Grow To Greatness: How To Build A World-class Franchise System Faster.



## Synopsis

The #1 best-seller on franchise development and #1 best-seller, *Grow to Greatness* has instantly become the must-read, essential guide on how to build a world-class franchise system faster. This breakthrough book delivers advice and proven, step-by-step systems and processes for emerging and established franchisors, as well as for anyone considering franchising their business. The \$29.95 guide has saved existing and potential franchisors thousands of dollars in costly mistakes. -- One hundred+ case examples and checklists reveal how to do it right ... and how not to do it wrong! -- Profit from real "best practices" solutions and proven step-by-step processes -- Endorsed by franchising's top brand executives of KFC, Taco Bell, Dunkin' Donuts, Pinkberry, Molly Maids, Postnet, Checkers, AlphaGraphics, Popeye's, Cartridge World, Express Employment Professionals, the International Franchise Association ... and many more. Each benchmark is described in detail, supported by case studies, industry research and steps taken by franchise leaders from various industries. • Steve's *Grow to Greatness* is the "Driver's Ed Manual". It delivers great lessons for startup franchisors and the most seasoned franchise executives. In the words of Bill Rosenberg, founder of Dunkin' Donuts and the International Franchise Association, 'We can avoid failures, if we study success.' Study *Grow to Greatness* and you will be rewarded. • John Reynolds, CFE President, IFA Educational Foundation

## Book Information

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## Customer Reviews

Franchise Consultants everywhere will be furious ! Steve Olson gives away for peanuts priceless insights people have been paying a fortune to learn. The realistic range of development costs outlined on page 7 is worth many times the cost of the book. The operational costs for supporting

franchisees given by Marvin Storm, (another quality franchise expert ) on page 9 is also right on target. Anyone thinking about any aspect of franchising should get this book. Don't just read it. Study it, mark it up and use it as a treasured reference.

Steve Olson's *Grow to Greatness* is the definitive book on franchising. If you don't understand it and want to know if franchising is the right business decision for you, get his book and use it as an ongoing reference tool. Steve begins with the basics and takes you through the entire process in a user-friendly way, helping one understand what it means to franchise. Whether considering becoming a franchisor or franchisee, you'll find useful tools to guide you. If you have a background in franchising, it will validate your beliefs and refresh your knowledge on why franchising is better than owning an independent business. With experience in franchising from both the franchisor and franchisee perspective, I was at first skeptical that this book could help me...I was wrong. No matter what your level of knowledge or experience, keep *Grow to Greatness* handy, you'll refer to it frequently. (note: no relation to Steve Olson)

I bought this book because I wanted to have in-depth knowledge about franchising a restaurant. I wanted to learn about how to structure a deal, and understand what different manuals and systems must be in place. This book does not offer anything in-depth whatsoever. Instead, it is very very very broad & basic concepts like "have a good relationship between franchisor and franchisee" and "communication is key." I don't mean to be rude but I think I could have written this better myself and I have no industry experience. This was the first book I have ever returned on .

Steve is a seasoned executive who understands what it takes to successfully grow a franchise organization. Steve is like a magician who does his trick and then shows the audience his secrets. In the book "Illusion" Richard Bach wrote, "If you know what the magician knows, it's no longer magic." Here is your opportunity to know what what consultants bill \$3,000 a day plus expenses.

Steve Olsen is the premier mentor for senior franchise executives. This is not a "sales how-to" book. This is how to build a powerful franchise system that serves both the franchisor and franchisee, the most successful business model in America today. Steve is one of the first franchising executives during the golden age of franchising to unlock the long term model for building franchises that work. He draws the map and gives you the keys to the kingdom for happy franchisees and a profitable franchisor that franchisees don't mind paying a royalty to. I actually happen to be the CDO for a

multi-billion dollar franchisor and require my key team members to read this book. At my prior position, where I was employed for over 9 years, with another multi-billion franchisor I did the same thing. I highly recommend Steve's book. I will let you all know that Steve is a friend. He became a friend over the year's because I sought him out for his advice and mentorship.

I found this book to be a great asset. I am a Franchise Broker, and it had tremendous worth to me. Even after 13 years in this business, after reading the book, I will be able to better evaluate good quality franchisors for my clients.

Difficult to find good books that speak to those interested in creating a company that is franchise-based. This is a good one.

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