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Hire Yourself: Control Your Own Destiny Through Franchise Ownership



Synopsis

ARE YOU READY TO HIRE YOURSELF? WHO hasn't had the inkling or even the outright conviction that we could be more successful, more fulfilled, and more satisfied if we could invest in ourselves? HOW MANY of us have given our time, our knowledge, our energy, and our loyalty to corporate careers, only to discover that our contributions don't guarantee gratitude, upward mobility, or even job security? WHY consider franchising? Franchise investors reap all the rewards of entrepreneurship—self-determination, personal and professional freedom, unlimited potential for profitability—without all the risks of going it alone. WHAT'S the difference? In franchising, someone has already dreamed the big dream, figured out how to make it work, marketed it well, and sold it to create a well-defined niche. And now, that person is looking for an investor and partner to help build on that success. HIRE YOURSELF WILL HELP YOU: • Leverage your expertise and resources to build a bridge out of the corporate world and into entrepreneurship • Learn how to choose a franchise concept that's the right franchise for you • Understand how to capitalize your investment and minimize your risks • Recognize and avoid common mistakes and traps • Know that franchising is all about working for yourself, but not by yourself

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Customer Reviews

As someone who purchased a franchise and ran it very successfully, I can tell you first hand Pete Gilfillan's advice in Hire Yourself is on the money. This book gives step-by step advice on how to determine if you have what it takes to be a successful franchise owner and how to accelerate your business success once you decide on a proven concept. Making the decision to "Hire Yourself" is the most strategic one you will ever make. Be sure to enhance your knowledge of franchising with this well-written and informed book.

As someone who has seen firsthand the benefits of franchise opportunities, I can tell you that Pete Gilfillan's "Hire Yourself" nails it! He covers the gamut from why you should consider franchising, to how it works, to finding the right opportunity and finally how to turn your investment into a success. If you, or anyone you know, is considering a career change, this should be their bible. It is the perfect tool to help you make the right decision and control your own destiny!

Pete does a superb job of introducing prospective entrepreneurs to the wide world of franchising. Hire Yourself: Control Your Own Destiny through Franchise Ownership is a must-read, whether you're a franchise newbie looking for a fresh start, or a serial entrepreneur seeking a little guidance ahead of their next great opportunity.

Just finished this book. It is a true breath of fresh air when examining and considering franchising. Well written with insight provided throughout. A definite "must read" if you are considering the franchising adventure.

This book is a great read for those that are considering options of owning their own franchise business. There are many ways to approach franchising. This book also helps you identify the right franchise investment for you . There is so much valuable information and insights that Gilfillan provides in this book. I would highly recommend this book as it's a great tool to use in an investigation! Kudos to the author!!! Great job!!!

An excellent resource for anyone considering investing in a franchise as well as anyone just wanting to learn more about franchising. The author lays out a step by step process for determining if you

are a viable prospect for owning a franchise and the steps necessary to become a franchise owner. He effectively weaves his and his family's experiences as they went through their own process of determining their future. I can highly recommend this book to anyone interested in franchising.

Most people considering franchise ownership know others that have been successful in owning their own business. But when you speak to those business owners they have difficulty explaining why they succeeded where so many others failed. Gilfillan provides the practical knowledge needed to navigate these challenges for a positive sea change in your career.

What an engaging read, through-and-through! I have been interested in franchising opportunities for some time, and Hire Yourself really put things into perspective for me and help calm a few major doubts I've struggled with. I feel much more prepared to enter the process of choosing a franchise by leveraging my expertise, capitalizing on my investment and minimizing risk, and know how to work for myself while avoiding common mistakes that first time franchisees make. Thanks, Pete! I'll be in touch with you soon!

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