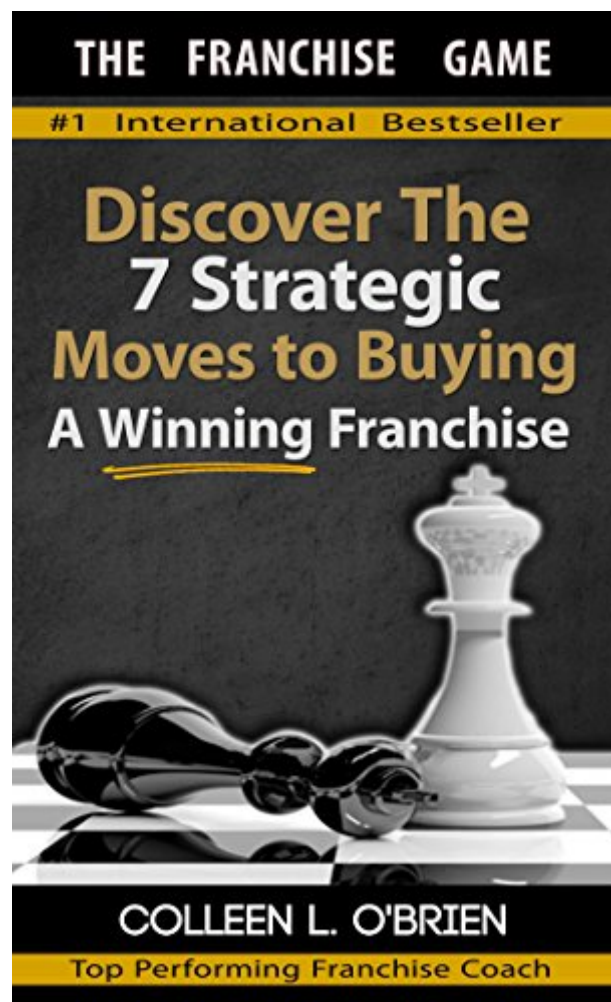


The book was found

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Take Calculate Risks. Act Boldly and Thoughtfully!â • - Ray Kroc, McDonaldsInside âThe Franchise Gameâ •, Colleen L. Oââ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In 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âBrien is that rare exception. Her insight and discernment navigating the ocean of candidates coming into and âlookingâ • 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Colleen 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â Make This Mistake! Grab a copy of âThe Franchise Gameâ • and learn all the right moves so you donââ waste your hard earned time and money. Scroll Up, Grab a Copy and Letââ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 out 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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