



# Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever

By Mark Siebert

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### Franchise Your Growth

Expert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever—franchising. Siebert tells you what to expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help grow your business exponentially through franchising.

Learn how to:

- Evaluate your existing businesses for franchisability
- Identify the advantages and disadvantages of franchising
- Develop a business plan for growth on steroids
- Evaluate legal risk, obtain necessary documents, and protect intellectual property
- Create marketing plans, build lead generation, and branding for a new franchise
- Cultivate the franchisee-franchisor relationship

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### Editorial Review

#### Review

"Unlock the power of franchising! *Franchise Your Business* provides an easy-to-understand, well-defined guide for assessing fit and applying franchising to your business."

—Craig Donaldson, Former President of Harris Research (Chem-Dry and N-Hance Franchised Brands) and Service Brands (Molly Maid, Mr. Handyman, and ProTect Painters)

"*Franchise Your Business* offers the step-by-step, RIGHT way to franchise a business. I have always believed that knowledge is power and with this book, the power and reward of a successful franchise system is at your fingertips!"

—Debbie Shwetz, Co-Founder of Nothing Bundt Cakes

"For anyone who is thinking about entering the mine field of franchising, Mark's book is an absolute GPS that I recommend to guide them through it."

—Don Newcomb, D.D.S., Founder of McAlister's Deli and Co-Founder of Newk's Eatery

"*Franchise Your Business* is the definitive how-to book for anyone trying to expand using other people's money, written by someone who has helped hundreds of companies do it. It's a great and highly informative read. Mark helped us successfully franchise our business, and this book will help you too!"

—Nick Friedman, Co-Founder and President of College Hunks Hauling Junk

"When I left my corporate life and became an entrepreneur, I discovered an amazing method to growing my business—franchising! Since this discovery, I have created three successful franchise brands with more than 500 units in the US. *Franchise Your Business* shows you how to use franchising to elevate your business far beyond your wildest dreams."

—Peter Ross, CEO and Co-Founder of Senior Helpers

"Mark Siebert gives you a thorough understanding of franchising as an expansion strategy and the steps you need to take to do franchising right! Especially valuable is Mark's take on the franchisee-franchisor relationship, which is the key to a franchise's long-term success. Honest and insightful, this book is an absolute must-read for anyone who is exploring alternatives for growing their business."

—Scot Crain, Vice President, Franchise Relations of Auntie Anne's Soft Pretzels

"*Franchise Your Business* is a solid recounting of the many facets of franchising that we have learned over the years working with Mark. If you are thinking of franchising your business, or have recently started the process, read this comprehensive guide!"

—Dave Pazgan, President of 101 Mobility

"Whether you are trying to grow your business or just looking to get a better understanding of the franchise model, you will certainly come away from this book with a deeper understanding of the power of franchising as a growth engine."

—Patrick Walls, President of Capriotti's

"Mark Siebert unpacks his wisdom and expertise to guide you through the franchise business model. Anyone interested in learning about the dynamics of franchising will benefit greatly from this book."

—Brian Mattingly, President and Founder of Welcomemat Services

"This book is an essential read if you are considering franchising as a growth strategy for your business. Mark boils down his thirty years in the business with client examples and secrets for success, sharing key elements for successful franchisee relationships, open communication, and supporting the financial success of the franchisee."

—Scott Lehr, Senior Vice President of International Franchise Association

"*Franchise Your Business* is an invaluable resource for any successful entrepreneur who wants to explore franchising as a growth strategy. This book paints a high-definition picture of franchising that delivers the exact information and insights I spent countless hours trying to find and understand. If you think franchising is a possibility in your future, start here."

—P. Allan Young Jr, CEO of ShelfGenie and Outback GutterVac Franchise Systems

"Mark Siebert has written the guide for the start-up franchisor or for anyone considering franchising their existing business. We learned a tremendous amount about franchising in working with Mark. Much of that wisdom is imparted in *Franchise Your Business*. I highly recommend reading this book."

—Jeff Platt, Co-Founder and CEO of Sky Zone Franchise Group

## About the Author

**Mark Siebert** founded the iFranchise Group, a franchise consulting organization. He is an expert in evaluating companies franchisability, structuring franchise offerings, and developing franchise programs. Siebert has personally assisted over 30 Fortune 2000 companies and over 500 start-ups franchisors. He lives in Homewood, IL.

## Users Review

### From reader reviews:

#### Ronald Finch:

Reading can called brain hangout, why? Because if you find yourself reading a book specifically book entitled *Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever* your mind will drift away trough every dimension, wandering in each aspect that maybe unidentified for but surely will become your mind friends. Imaging just about every word written in a reserve then become one contact form conclusion and explanation this maybe you never get ahead of. The *Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever* giving you an additional experience more than blown away the mind but also giving you useful facts for your better life with this era. So now let us demonstrate the relaxing pattern the following is your body and mind is going to be pleased when you are finished reading through it, like winning a. Do you want to try this extraordinary spending spare time activity?

#### Michele Reynolds:

Your reading 6th sense will not betray a person, why because this *Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever* publication written by well-known writer we are excited for well how to make book which can be understand by anyone who also read the book. Written inside good

manner for you, dripping every ideas and publishing skill only for eliminate your hunger then you still uncertainty Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever as good book not merely by the cover but also with the content. This is one book that can break don't determine book by its cover, so do you still needing a different sixth sense to pick this particular!? Oh come on your reading through sixth sense already told you so why you have to listening to yet another sixth sense.

**Cheryl Grosvenor:**

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**Arthur Fabry:**

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