



# 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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*By Mark Siebert*

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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:

#### **George Sanders:**

This *Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever* book is just not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is information inside this e-book incredible fresh, you will get data which is getting deeper a person read a lot of information you will get. This specific *Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever* without we understand teach the one who studying it become critical in imagining and analyzing. Don't become worry *Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever* can bring if you are and not make your case space or bookshelves' turn into full because you can have it in your lovely laptop even mobile phone. This *Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever* having great arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

#### **Adam McGrath:**

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Playing with family in the park, coming to see the sea world or hanging out with good friends is thing that usually you have done when you have spare time, and then why you don't try thing that really opposite from that. 1 activity that make you not sense tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever, you could enjoy both. It is fine combination right, you still wish to miss it? What kind of hangout type is it? Oh occur its mind hangout people. What? Still don't have it, oh come on its referred to as reading friends.

**Santiago Johnson:**

Within this era which is the greater individual or who has ability in doing something more are more precious than other. Do you want to become certainly one of it? It is just simple way to have that. What you need to do is just spending your time very little but quite enough to have a look at some books. Among the books in the top list in your reading list is usually Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever. This book and that is qualified as The Hungry Hillside can get you closer in becoming precious person. By looking upwards and review this book you can get many advantages.

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