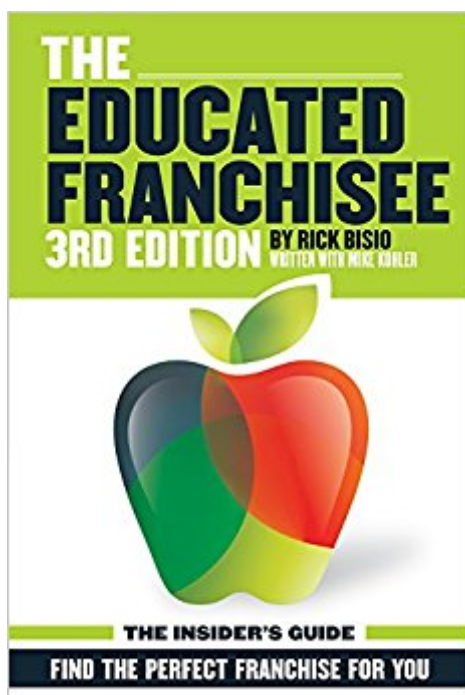


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# The Educated Franchisee: Find The Right Franchise For You, 3rd Edition



## Synopsis

There is nothing more expensive than ignorance -- let The Educated Franchisee serve as your guide for selecting a franchise that meets your needs! The Educated Franchisee will teach you: - How to find a franchise that is right for you. - How owning a franchise can create wealth. - Where to find quality franchisors. - What qualities franchisors look for in a franchisee. - How to gather information from franchisees. - How to make sure the franchise makes money. - How to confidently select the best franchise advisors. - The five keys to long-term success as a franchise.

## Book Information

Paperback: 262 pages

Publisher: Tasora Books; 3rd ed. edition (May 10, 2017)

Language: English

ISBN-10: 1934690872

ISBN-13: 978-1934690871

Product Dimensions: 5.9 x 0.7 x 8.9 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 88 customer reviews

Best Sellers Rank: #302,832 in Books (See Top 100 in Books) #31 in Books > Business & Money > Small Business & Entrepreneurship > Franchises #86 in Books > Business & Money > Processes & Infrastructure > Purchasing & Buying

## Customer Reviews

"Rick has rewritten the expression 'live and learn' to say 'study, learn & | and earn.' For someone thinking about business ownership, that approach is more powerful and relevant." --David G. McKinnon, IFA Entrepreneur of the Year -- 2001, Cofounder, CEO and Chairman of Service Brands International (Molly Maid, Mr. Handyman, 1-800-Dry Clean, Ductz Air Duct Cleaning) "Becoming a business owner is scary, and for good reason if you don't know exactly what to do to be successful. The Educated Franchisee takes stress out of the process and gives you everything you need to make confident, smart decisions. This book will be your most valuable ally as you discover the lucrative and exciting world of franchise ownership" --Larina Kase, PsyD MBA New York Times Bestselling Coauthor of The Confident Speaker and Business Coach to Franchisees "Fear is a good motivator. So is wealth. This book shows they can work together to help you find success as an entrepreneur in franchising." --Frank Carney, Cofounder Pizza Hut, Current Franchisee Papa John's Pizza "The power of knowledge when met with the ability to dream come together in a

fantastic roadmap that is The Educated Franchisee. Whether it is understanding what makes a good entrepreneur or, taking that a step further, what makes a good franchise, this book gives a frank and honest picture of dreams in a very real world of possibilities; the world of business and franchising. Read and learn.” --Dina Dwyer-Owens, Chairwoman and CEO, The Dwyer Group ”If you’re wondering whether it’s time for a change in life--this is a must read! It’s filled with insights and useful nuggets of information. Let Rick’s experience and wisdom be your guide to understanding how to harness the power of franchising.” --Jeff Elgin, President, FranChoice, Inc.”Rick Bisio’s effort to help prospective franchise investors gain the education and knowledge they need to enter the exciting world of franchising is an important undertaking in a rapidly growing industry. His experience as a franchise professional gives him special insights into the needs of those new to franchising.” --Matthew R. Shay, President, International Franchise Association ”As a new franchisee, the knowledge and teaching Rick shares in this book is invaluable. In many ways becoming an entrepreneur is like going into space--the better you prepare, the lower the risk. This book will help you plan for a safe and exciting voyage.” --Andy Allen, NASA Astronaut (Pilot 1992 and 1994, Mission Commander 1996), Top Gun Pilot, Franchisee. ”The Educated Franchisee is a ‘must read’ for anyone thinking about or actively pursuing a franchise business. Read it and save yourself enormous amounts of time and money!” --John Hewitt, Founder and CEO of Liberty Tax Service, Cofounder of Jackson Hewitt Tax Service, and the IFA Entrepreneur of the Year 2006. Mr. Hewitt is the only individual to have founded two Top 10-ranked franchise systems. ”The Educated Franchisee provides the small businessperson the tools to achieve ‘The American Dream’ of successful ownership. Rick’s approach makes it easy to take the journey toward wealth creation. A must read for any potential franchisee!” --Jon Luther, Chairman and Chief Executive Officer of Dunkin Brands, Former President of Popeyes Chicken and Biscuits, Winner of the IMFA 2007 Gold Plate Award, Chain Leader’s 2006 Leadership Award and Nation’s Restaurant News Golden Chain Award ”From the psychology of success to financing alternatives--it is all here. Powerfully written in a no nonsense style. If The Educated Franchisee cannot get you there, no book will! Rick Bisio has coached thousands of people to wonderful life decisions including me.” --Barb and Ford Kyes, Franchisee Owner and Former CEO, St. Anthony’s Health Care, St. Petersburg, Florida

As one of the most respected franchise coaches in the United States, Rick Bisio has guided thousands of people to great decisions regarding business ownership and franchising. He has owned both franchised and non-franchised businesses. Rick has bought, sold and invested in businesses and worked as an advisor to others seeking the same. In this book, Rick shares his

secrets for dissecting a franchise system. He teaches the reader how to find the right franchise while providing a balanced voice. In the end, franchising is about risk reduction. Rick's goal is to leave each reader with both knowledge and confidence in regard to which franchise systems will deliver the best chance of success and happiness. Rick is a regular speaker on the topics of business ownership and franchising and currently lives on a small resort island in Florida with his family.

I read nearly the entire book which contained a lot of useful info and was recommended to me by a franchise owner of a franchise I was considering myself. Ironically, I misplaced it on the airplane or in my hotel room on my Discovery Day trip. Knowing I needed more info and a guiding reference, I purchased "franchise MBA" which in all honesty was easier to read due to a fluid writing style but moreover the author's extensive experience in the franchise industry if you will and his entrepreneurial experiences. That book is better organized to take the reader through a coherent series of transitions of understanding the value of a franchised business model and discovering whether being an entrepreneur is for the reader. Advice on setting out to find the best opportunity and franchisors who have the core people assembled and prepared to see an entrepreneur through rough times (I.e. Giving advice the new business person doesn't want to hear but needs to act on to succeed or avoid failure). This book is worth reading but the other is a better presentation of the material so the uninitiated can grasp core concepts and take action in the priority of order to know they are well suited to manage a business successfully to avoid needless financial and personal woes.

My husband and I are exploring franchise opportunities, and I read this book to get insight into the world of franchising. I highly recommend it!!! It lays a great foundation with a very holistic approach. Bisio talks about the personality traits of a successful franchisee, the pros/cons of being a business owner, how to approach the process, and how to choose the right franchise. When we did start the process, we were already 5 steps ahead, as a result of this book. And, best of all, I reached out to Rick Bisio directly to ask a question, and he scheduled a call with me. Very impressive!

I really enjoyed this book. I'm new to the idea of launching a franchise and needed a book to help structure my research. Rick's book helps aspiring franchisees break down their research into 3 parts. Part one looks at business ownership and how to determine if it's right for you. I have already done a lot of my own work in this area, but it was good to brush over my mindset again. Part two deals

with the examination of a franchise. I found this the most useful as I had no road map or knowledge of what I should be focussing on. Also, Rick has some interesting content on his website that will help you build a plan to collect all the necessary data from franchise owners and franchisors. After reading the book and the web content I was able to professionally interview all the key people and collect all the necessary data for my research. Part three deals with making the decision after collecting all this data, key people to assist you and financing your business. Overall, if you're serious about being a franchisee this book is the best place to start. An Educated Franchisee

I had been a sole trader for 11 years, and felt like I was in a rut. I was going through the motions year after year. I had a good business but I wasn't challenged anymore. I didn't have any new business ideas and felt that starting a new business as a sole trader was a risk that I did not want to take. I purchased the Educated Franchisee book. For the first time I realized the person Rick was describing in the book was me. I had always thought that franchising was a dirty word. When I read Rick's book I realized how wrong I was and I finally felt like I had found my new path. I wanted to be a franchisee and benefit from the support and proven system of a franchise. As a single parent with full time care of my son I seek the reduced risk of business as a franchisee. I have had multiple meets with franchisors since reading the book, and the feedback I have received from the franchisor has been very positive. During meets I can demonstrate that I understand how the franchise relationship works, which places me at an advantage compared with people who have not read the book. I am currently searching opportunities and hope to find the right one soon. This book has helped me enormously and directed me in the right path.

My husband, and I just started looking at franchises, but had a misperception about franchising until we found this amazing book which basically explains in a really understandable way how the franchise system works, and more importantly what to look for when acquiring a franchise. Therefore, we contacted Rick Bisio who is the author and one of the best franchise coach in the US. He has a lot of experience helping people to find the right franchise that matches their skills. We also had the opportunity to meet him in person, and now we just start working with him to find a franchise that fits our skills. If you are interested in franchising, please make yourself a favor, and read this book before getting into something that you might regret later on.

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