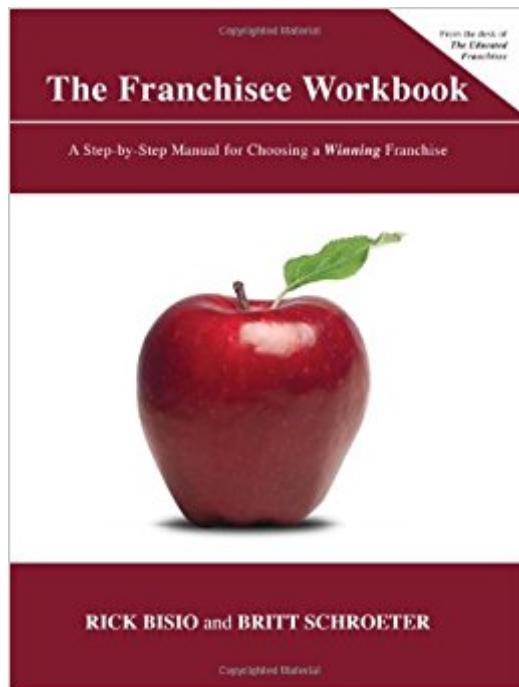


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# The Franchisee Workbook



## **Synopsis**

Celebrated author Rick Bisio has teamed up with exceptional co-author Britt Schroeter to bring to you The Franchisee Workbook. This is the follow-up to the highly successful The Educated Franchisee: The How-to Book for Choosing a Winning Franchise. Filled with necessary charts, graphs, formulas, 90+ exercises, and resources as well as helpful advice, this workbook has everything you need to become a successful franchise entrepreneur. This workbook offers practical exercises to help you: - Analyze if franchise ownership fits your skills and personality. - Identify and target best-in-class franchise systems. - Confidently approach and interview franchisees. - Discover if franchisees are making money--and how much. - Evaluate the best financing alternatives. - Obtain hidden knowledge from the Franchise Disclosure Document. - Make a confident decision as to whether the franchise is right for you. Achieve independence and gain entrepreneurial confidence--start your own business today! Every tool you need is within these pages. You just have to open the toolbox.

## **Book Information**

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## **Customer Reviews**

Rick Bisio has written the highly acclaimed The Educated Franchisee, now in its second edition. This book has been exceptionally helpful to the thousands of people who are currently exploring franchising. The Educated Franchisee is consistently ranked as one of the bestselling franchising books in the country. As a franchise consultant, Mr. Bisio is widely recognized as one of the best, having successfully worked with thousands of individuals to help them identify the perfect franchise. Mr. Bisio guides his clients through an eye-opening process of self-discovery. Mr. Bisio's uncanny ability to identify each person's unique interests, skills, and abilities has resulted in thousands of

great business decisions across a wide range of industries. When choosing advisors, it is important to know whom you are dealing with. Everyone claims to be an expert. Mr. Bisio is the real thing. In addition to the above-mentioned credentials, Mr. Bisio has also held Director and Vice President positions in franchising companies. During the 1990s, Mr. Bisio was instrumental in growing the brands Popeyes® Louisiana Kitchen, Church's Chicken, Seattle's Best Coffee, and Cinnabon® into over thirty countries. Mr. Bisio earned his undergraduate business degree from the Simon School of Business at Washington University, St. Louis. He earned his Master in Business Administration and Master in International Management from the Thunderbird School of Global Management in Arizona. "Uniquely qualified." That is the phrase that best describes Britt Schroeter's appropriateness for working on this workbook. She has twenty-three-plus years experience as an entrepreneur, teacher, and franchise coach. She began her franchising career in educational franchising with Kiddie Academy Child Care Learning Centers, moving from Franchise Specialist to Executive Vice President during her tenure. Mrs. Schroeter broadened her exposure and expertise in franchising by working for Decorating Den Interiors®, Molly Maid®, Mr. Handyman®, and 1-800-DryClean®. From there, she became the Director of Franchise Development for Sylvan Learning Systems, Inc., propelling the system to the largest growth experienced in their twenty plus-year history. For over a decade Ms. Schroeter has been an independent franchise consultant. She offers her extensive knowledge in franchising to individuals, partnerships and investment groups across the United States. With her guidance, a prospective franchisee can confidently make this key decision based upon her shared knowledge. Ms. Schroeter knows this workbook can broaden her reach, beyond the consulting practice to help others make smart business decisions. It is her goal that this book becomes a key resource from business classrooms in Cambridge to kitchen tables in Kansas. In her spare time Ms. Schroeter promotes entrepreneurship as a guest expert for the International Franchise Association, The Wall Street Journal, Inc., Magazine and on television, radio, and at speaking engagements throughout the country as a motivational speaker and content expert. Ms. Schroeter holds a Bachelor of Education from the University of Maryland and a Masters in Business Management from The Johns Hopkins University. She lives in suburban Baltimore, Maryland, with her husband and two fun children.

This workbook has been an invaluable support tool in my journey through the complex process of buying a franchise. The content is laid out in simple steps that breaks down the process into manageable chunks, and makes the whole endeavor far less intimidating to get through. It is

obvious that the authors are experts in this field, so I highly recommend this workbook to anyone who is serious about finding the best franchise " fit" for themselves!

This book allows one to lay down their plans for proceeding to ownership of a franchise through a step by step process. Physically writing down personal information in the workbook allows you to apply the concepts to your situation. It is convenient, practical, and essential for due diligence in exploring this type of opportunity. I highly recommend this workbook and text "The Educated Franchisee".

Great book!! Easy read, addresses all the points of franchising including the fears

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Great way to make your decision easier. Read the book first. It is the best way to educate yourself on how to evaluate a franchise.

I found many articles online that covered the same stuff and weren't so lengthy to read. It was an okay book but there are many free resources online that cover the same topics.

If you are considering buying into a franchise or just wondering if going into business versus working for someone else is right for you... this workbook is a must have! Rick and Britt do an amazing job of taking you through thought provoking excercises that help you determine where you are today, what is important in your life, and make choices toward the future. The workbook effectively walks you through steps which help you determine your cash flow, investment level, and create a vision for your future. Most important to me, were the chapters that teach you to review a franchisors FDD (financial disclosure documents) and the chapters which clearly outline the information needed to make an educated and non-emotional decision regarding franchise selection. I have not selected my franchisor yet, but I have been able to narrow down the options to a small handful of companies (3 or 4) out of the thousands of franchisors in the U.S., in large part due to the help of this workbook. I will continue to use the workbook through the remaining stages of becoming a franchisee, including: how to talk to current franchise owners, analyzing and comparing the FDDs, projecting cash flow for my soon-to-be business, obtaining financing, making a logical and final decision on the franchise to move forward with, and then ultimately how to put my plan into action. It is all spelled

out clearly and in terms that are easy to understand. If you want to own a business... start with this workbook.

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