

Which Franchise Fits?

By FranchiseHelp.com

Chapter

1

The New World Revolution

With the world going the way it is, being your own boss and living “the dream” has never been more appealing.

Every day millions, of men and women just like you go to their soul-crushing job...

Try not to snap and verbally assault the clueless boss who keeps breathing down their neck..

And endure moving at a snail’s pace during rush-hour traffic, both to and from work. One thing’s for sure...

The good old days are long gone.

Once upon a time, companies valued their best employees.

You’d work hard and create profits for your employer...

And in return they’d treat you with dignity, respect, and compassion.

Working conditions made you feel like a valued part of the team...

You were given time off - no emails, no calls, no checking in - to spend with friends and family...

And if you worked a minute overtime, you’d be compensated for it.

But today, it’s a very different story.

10, 12, or even 14 hour days are fast becoming “expected” without due reward... A flood of “middle management” types has seen the workplace become mired with sluggish bureaucracy and red tape...

And you're no longer viewed as a valuable part of a well-oiled machine.

Today, you're a number.

Faceless... unimportant... and 100% replaceable.

The old style of management has been shoved aside in favor of a "churn and burn" strategy where companies will run workers into the ground with no thought for their well-being.

And once you inevitably collapse and can't go on...

They simply bring in a newer, cheaper replacement to repeat the cycle.

For many, this is simply "the way things are..."

But if you're reading this, then you're not one of those people.

You're someone who has a vision.

You have a dream of a world where employees are treated fairly and paid handsomely...

Workplaces go back to being smaller, tight-knit communities of people who are almost like an extended family...

And you're no longer doing boring, monotonous, repetitive tasks.



Instead, you're building something that will provide for you and your loved ones for years to come.

There's just one problem...

Making this dream a reality is a lot harder than you'd like it to be.

Where do you start? How do you secure the resources you need? How do you avoid the traps that so many aspiring entrepreneurs and new business owners fall into that lead to financial ruin?

That's the question we're here to answer.

In just a moment, we want to share with you...

- ➔ The pros and cons of franchising...
- ➔ How to discover whether franchising is right for you...
- ➔ Unorthodox methods you can use to generate capital for your dream franchise...
- ➔ The traps many new investors fall into with franchises, and how you can avoid them...
- ➔ The foolproof method to ensuring you pick the perfect franchise for you...
- ➔ How to know which franchise systems are ready to take off and which are on the decline...
- ➔ And much more...

But first, you probably want to know a little about us.

Well...



Our Story Begins Back in 1996...

Economist writer Mary Tomzack was writing a piece on franchising opportunities.

Mary was stunned to discover there was almost no help out there for potential franchisees (*the people who invest in joining a franchise business system*).

What little information WAS available was generic, watered down, or clearly biased...

So Mary set out to create the resource herself. She wrote the definitive book on franchising, "*Tips and Traps When Buying a Franchise*"

Since then, Mary has become the "go to" advisor for franchisees.

She's spoken at Harvard Business School...

Been interviewed by numerous experts for her franchise wisdom...

And has even had the website she founded, FranchiseHelp.com, deemed "One of the most useful websites for entrepreneurs" by *The Wall Street Journal*.

In short, with close to 20 years of experience, FranchiseHelp.com is the leading resource for anyone who's thinking of making the jump to self-made man or woman...

And that's exactly what this short, easy-to-read guide is here to help you do.

So let's move on, where we'll assess whether or not owning a franchise is right for you.

Chapter 2

The Pros And Cons Of Franchising

At FranchiseHelp.com, we obviously think franchising is a great opportunity...

But it's not for everyone.

Unlike other websites, our goal is not simply to "make a sale".

Instead, we want to make sure everyone who reads this guide walks away knowing exactly what the perfect opportunity is FOR THEM...

Even if that means staying in 9 - 5 employment.

To do this, we're listing the pros and cons of franchise ownership. We want you to know exactly what owning a franchise is all about before you go any further, so you know exactly what to expect.

Sound good?

Then let's get started!



PRO: Existing Brand Recognition

Let's face it...

The power of a trusted name can be worth a lot.

If you go to Paris, you'll see that amid the best food in the world, people are lining up to eat at McDonald's.

Why?

It's not because McDonald's offers a gourmet dining experience...

It's not even because the food is cheap (*in Paris, McDonald's is actually on the pricey side for fast food...*)

It's because when you walk into a McDonald's you know exactly what you're getting.

The same is true for any big chain.

Whether it's a Walmart, Starbucks, or a Chipotle, these places are dependable.

In fact, they often look exactly the same despite being thousands of miles apart.

The décor is the same...

The prices are (*probably*) the same...

And the experience is the same.

People love consistency like that.

They also love going to a place knowing it's backed by a big company who will make sure they're treated fairly.

When you purchase a franchise (*become a franchisee*), you instantly "tap into" years of carefully-built credibility, trust, and marketing.

So What's The Catch ?

Not everyone is happy kicking butt with an established system.

Some people want to completely re-invent the wheel.

If that's you, franchising is NOT your cup of tea.

Companies that offer franchising opportunities have worked hard to build a very particular brand and position in the marketplace, and they will NOT be happy if you try to "rock the boat".

Imagine if Walmart suddenly doubled prices or a McDonald's started doing fine dining.

It just wouldn't work.

So if you're the person who wants to create the next Apple...

Look elsewhere, because Steve Jobs would have made a HORRIBLE franchisee.

But if you are happy to work with a proven, existing system... and aren't particularly itching to create a multi-billion-dollar legacy...

Then franchising will suit you just fine.



PRO: A Nation-Wide Advertising Network

I'll admit, not ALL franchises are nation-wide.

Just like chains, some are confined to a specific area (*for example, you'll never see a Cracker Barrel in California.*)

But if you're a franchise owner, it's a good bet they're working hard to push the advertising in your area.

Whether it's TV ads, radio spots, ads on Facebook and Google, or even direct mail like flyers and postcards, most franchises are giving you a ton of exposure without you having to lift a finger.

And if you DO decide to do more local or in-house advertising, many franchise systems will be more than happy to help by supplying proven ads...

Or at least give you some ideas and critiques.

On top of that, you can often call up more experienced franchisees in your system to get advice on ads that have worked for their location.

So What's The Catch ?

In a word... buy-in.

Most franchises require a fee in addition to their cut of profits in exchange for this advertising.

In some cases, you're able to choose what you do or don't want to be a part of...

But in the majority of situations your participation is mandatory.

Now, we'll admit, that can sound scary...

Especially when you don't know what kind of profits you'll be bringing in.

But in our experience, the advertising power you're getting in return pays for this modest investment many times over.

Not all franchises are so smart about their ad spend, though... which is why we advise you to read the rest of this report to discover how to avoid the bad ones.

PRO: Extensive Training And Support

Starting a business from scratch is brutal.

You have to think about all sorts of stuff, like...

- ➔ What you'll offer (and how much you'll charge for it...)
- ➔ Putting together a business plan to secure funding...
- ➔ What computer networks/programs/systems to use, and how it'll all fit together...
- ➔ How to set up your accounting and point of sale processes...
- ➔ Finding and negotiating with suppliers...
- ➔ Creating employee systems and potential bargaining agreements...
- ➔ Branding (logos, décor, uniforms, stationery, etc...)

And so much more.

With a good franchise, on the other hand, most of this is taken care of for you.

That means that instead of spending valuable time, energy, and money figuring out all the little stuff...

You simply work the system provided to you.

So What's The Catch ?

Different franchises give different levels of freedom in setting these policies.

Some franchises are very liberal with their policies, and see their guidelines more as "suggestions"...

Whereas others expect you to follow every letter of their policies extremely closely.

Like we said before, if you're someone who needs to constantly "reinvent the wheel", franchising may not be the best choice for you.

Ultimately, success in a franchise is about executing a proven system efficiently, accurately, and cleanly...

Not coming up with the next iPhone or 3D printer.



PRO: National Buying Power Means Low Prices From Suppliers

Have you ever noticed that cooking for two people - or even four - isn't much more work than cooking for one?

Sure, there's a little more prep time involved...

But cooking for four people is generally only a few more minutes' work than cooking for one, right?

Cooking four different meals, on the other hand, is a nightmare...

Even though the same amount of food is produced at the end.

The same thing happens in business.

Creating and selling 10 or 100 items at once is a LOT easier than selling them individually. It costs a lot less time and money, per item, to get a big order together than it does a small one.

Because of this, most businesses are willing to cut you a deal the more you buy.

This is called "**economies of scale**"...

And it's particularly useful for franchises.

You see, instead of having 10 or 100 different stores building relationships with individual suppliers, a franchise can pool its purchasing power for huge discounts...

Which gives franchise owners (*franchisees*) like you the ability to have higher profit margins on the goods and services...

Putting more money in your pocket.

So What's The Catch ?

To ensure prices stay low, most franchises won't allow you to source items from other suppliers.

In most cases, the huge price increase would stop you from doing this anyway...

But sometimes a franchise's supplier runs out of a certain item often, or has a few prices that are higher than average.

Not to worry - a good franchise will ensure you're STILL paying a lot less for goods and services than you would on your own...

But it is something to be aware of.

Now, in this chapter, we've spoken a lot about the pros and cons of franchises...

But we've only really been over the pros and cons of GOOD franchises.

Like any other opportunity, there are a lot of winners and there are losers.

In the next chapter, we're going to reveal some major red flags...

And how you can avoid falling into a trap when you purchase a franchise.

Chapter 3

Avoiding The Traps

In this chapter, we're going to reveal how you can avoid the traps, sinkholes, and pitfalls naïve franchisees fall into every day.

As we've said before, we're not here to sell you anything.

Our only goal is to make sure you walk away with the opportunity that's right for you...

Even if that's your current 9 - 5.

So let's move forward.

We believe there are three reasons a franchisee ultimately fails.

First, he or she might choose to invest in a terrible system with terrible products or services.

We don't think we need to point out why this won't end well...

The second reason is that the franchisee chooses a terrible business for their location.

Maybe competition is already fierce for their particular product or service in their area...

Or maybe the market just doesn't want what they're selling (*imagine opening a store selling snowmobiles in the Nevada desert, for example.*)

Here's the good news though...

A good franchise simply won't let you open up in a location that won't work.

Most franchises limit their territory accordingly because if you're not making a profit, they don't get paid.

So by using the hints and tips later on in this guide, you should have no trouble finding the perfect opportunity for your area.

The third mistake many potential franchisees make is choosing the wrong franchise for them.

This can manifest in two main ways.

On one hand, many franchisees don't take the time to properly research all their available opportunities and will jump on the first "big name" franchise that comes their way.

Now, in some cases, the big name franchises can be very profitable – if you have the capital available to invest in them up front.

Other times, however, the "big names" aren't nearly as profitable as smaller, lesser-known opportunities.

The bigger companies spend more money on advertising...

Which in turn means they'll demand more of a cut from your profits.

Often, the most profitable opportunities are the little-known ones that most people haven't heard of YET.

Now, usually they're almost impossible to find, for one reason or another...

But later on in this guide we'll reveal how you can find tons of profitable, lesser-known franchises who are eager to help you become successful.

The final major mistake many franchisees make is thinking with their wallets instead of their hearts.

Don't get us wrong...

Financial opportunity is VERY important.

But if you're not passionate about your franchise, the odds are stacked against you ever succeeding.

That's why we believe in helping people find an opportunity that ticks all the right boxes for them.

Sure, some franchises can be very profitable...

But if you hate going to your business every day, what's the point of having it?

Most FranchiseHelp.com users leave their 9 - 5 precisely because they dread the thought of another day at the office...

So why swap one boring job for another?

Chapter 4

Finding The Perfect Franchise For YOU

There are a lot of franchise opportunities out there.

In fact, there are literally thousands of opportunities out there...

So finding the one for you can be hard.

Not to worry - that's why we're here to help.

In fact, in this chapter, we're going to walk you step-by-step through our Four-step process.

The process looks like this...

- ➔ Decide what kind of franchise you want to run...
- ➔ Assess demand for the industry in your target area...
- ➔ Figure out what kind of funding you can get
(*we'll share some sneaky tips with you...*)
- ➔ And finally, use our website to find the perfect opportunity
(*or opportunities*) for you.

We urge you to do the exercises listed during this chapter, by the way. Putting thoughts down on paper makes them real and forces you to have a high level of clarity about exactly what you want...

Which makes it MUCH easier to get.

Make no mistake - all of our successful franchise owners are BIG fans of writing down their goals and notes.

Here we go...

Step 1 : Imagine Your Dream Lifestyle

If you had all the money in the world... what would you do?

Sure, a lot of us would love to do more of the "fun" stuff...

Vacationing more often...

Buying more gifts for those we love...

Hell, just sleeping in more often...

But try to imagine REALLY living in a world where you could have anything you wanted.

Once the novelty of freedom and fun wore off... how would you occupy your time?

Think about the hobbies and interests you have...

Maybe you'd like to fish more...

Finally be able to spend some time learning that musical instrument you've always loved...

Or be able to work on those projects around the house.

Now imagine you were able to not only do this as much as you wanted...

But be paid handsomely for it.

Sounds pretty good, right?

Well that's exactly what a franchise can give you.

You'll be able to jump out of bed in the morning, excited to get to "work"...

Spend the day doing what you love...

And take home a paycheck fatter than anything you'd get at a 9 - 5.

Plus, if you want to take time off, you can...

You're the boss, after all!



Action Step

Think about the activities that you enjoy most, and write down a list of your top Five.

Do they share a common "industry" or other theme? Maybe they're all about cars, or maybe you like working with your hands, or maybe you love being around children.

Or maybe they're "all over the map."

Once you've had a think, write down Five different business "models" that appeal to you. For example - landscaping, fixing cars, or tutoring middle schoolers.

Once you've got your list of top five "models," the next step is...

Step 2 : Is There DEMAND For Your Franchise?

The biggest rule of a successful business is supply and demand.

If no one wants what you're selling, you're sunk before you begin.

On the other hand, if there is too much competition in your area, that can kill sales too.

Thankfully, it's pretty easy to see whether there's potential for your business model to be successful...

And a lot of it boils down to common sense.

For example...

- Make sure the place you're planning to establish your franchise is big enough to support your business. Opening a car lot in a town of 20 people, for example, wouldn't get you the foot traffic you need to turn a profit.
- Ensure people nearby are already using the services you are planning on offering. If you know there's a lot of people who travel a long way out to get something, that could be a potential gold mine.
- If there's no demand in your town (or supply is too saturated), how about opening up a location 15 or 30 minutes away? Sometimes a slight location shift is all it takes to bring in the customers.
- If your ideal franchise is seasonal or outdoors-based, ensure you're as close to the action as is possible. For example, bait shops outside major fishing destinations always do better than those a long way away, all other things being equal.
- Look for synergy with current businesses. Is there a spot in town with a ton of nail salons? Maybe a high-end hair salon would allow all the businesses to work together and refer customers to each other. Search for gaps in the market and see if you can find a way your business ideas might help.
- Don't get TOO hung up on this - most franchises won't allow you to open a location in a poor area. Your success is their success, after all...

Once you've researched the demand for your potential franchise ideas, you should be getting excited.

Maybe you've had to scrap one or two ideas due to a lack of demand...

And that's okay. It's why we asked you to write down five different ideas earlier.

Action Step

Revisit your list of top ideas and remove any that you don't believe will be profitable in your area (*assuming you don't want to travel to open up a new franchise.*)

You should still have a list of at least two, and probably three, great potential franchise ideas.

Now it's time for...

Step 3 : Figuring Out Funding

When people think of franchises, they immediately think of hundreds of thousands of dollars in set up costs.

And while some franchise systems require this, you'd be surprised how many franchises can be had for as little as \$10,000 in startup capital!

Our goal in this step is not just to help you figure out the number you can safely invest in a franchise...

But also to give you some tips on "out of the box" ways to raise that initial investment.

For example...

- In many cases, it's possible to draw on your 401k or IRA without penalty, assuming you meet the requirements. A small investment now can pay big dividends in the future!
- Consider putting together a business plan and asking friends and family if they'd like to invest. Offer excellent (10%+) returns and many will be happy to throw a few thousand dollars your way.
- If you've got decent credit, many banks will give you a loan if you have a solid business plan (*a franchise is a pre-built business plan!*) and can show you're serious about making this opportunity successful.
- Consider reaching out to your network of contacts to find a silent partner. A wealthy friend or family member might be willing to finance your whole operation in return for a cut of the profits.

Action Step

Once you've made a list of all the potential ways you could get partial (*or full*) funding for your venture, estimate the total amount of money you'll likely be able to pull together between loans, existing capital, investments, retirement accounts, etc...

Then cut that number in half.

This will ensure that your projections are not only realistic...

They're also going to allow you breathing space if you have a quiet month or two.

Write this number down on a piece of paper.

By now, you should have...

- 3 - 5 exciting ideas on what kind of franchise you'd enjoy, and...
- A solid estimate of the starting capital you're likely able to put together.

Now it's time to have some fun!

Step 4 : Bringing It All Together

Usually finding the perfect franchise is a time-consuming, nigh-impossible task...

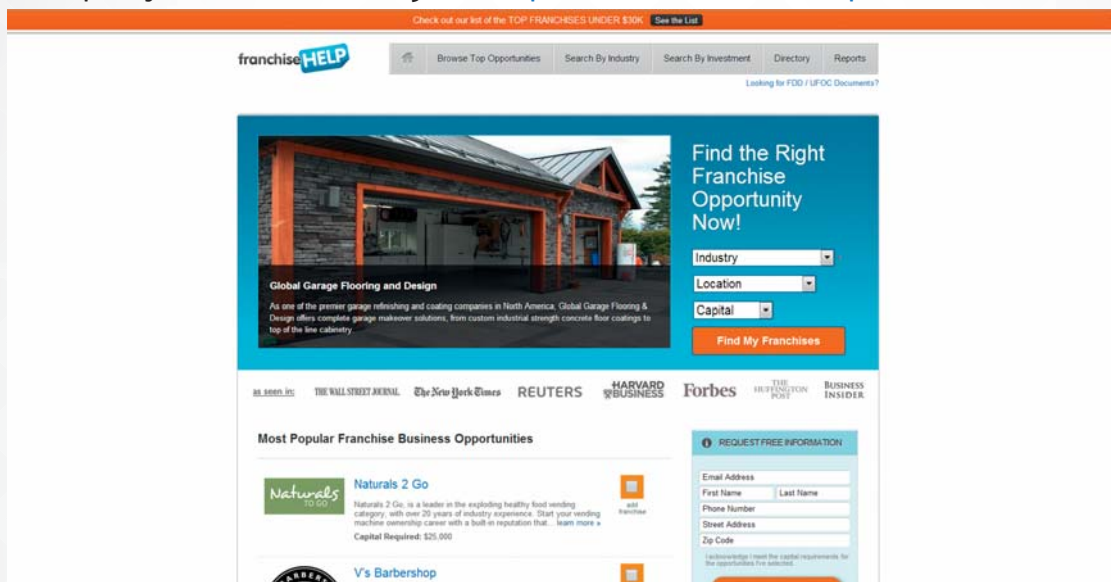
But now you've got the information from the previous steps in front of you...

AND the free resource of FranchiseHelp.com...

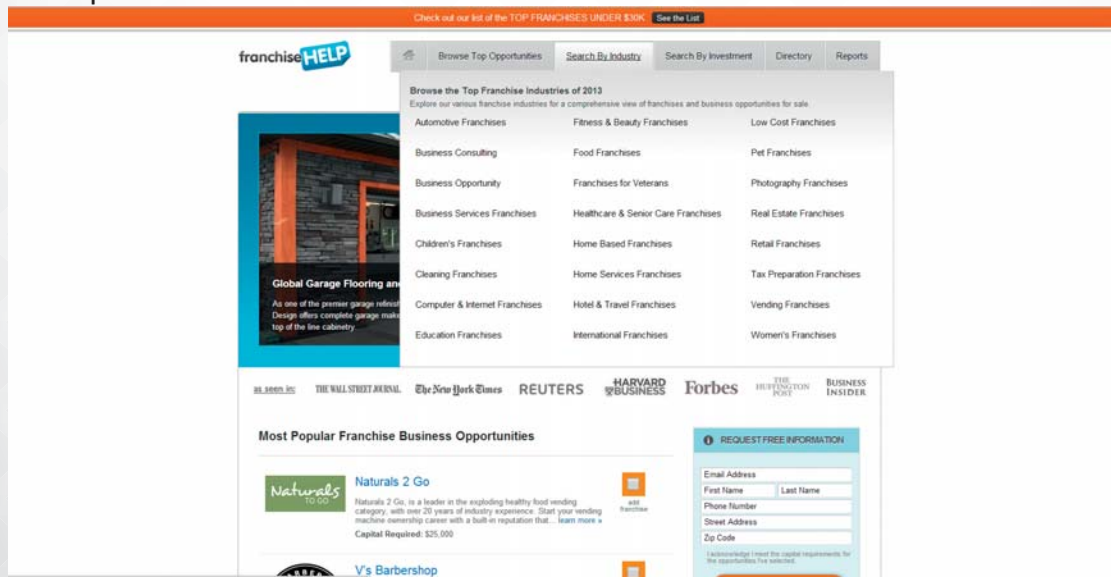
Finding the perfect franchise is quick, simple, and painless.

Here's what you do...

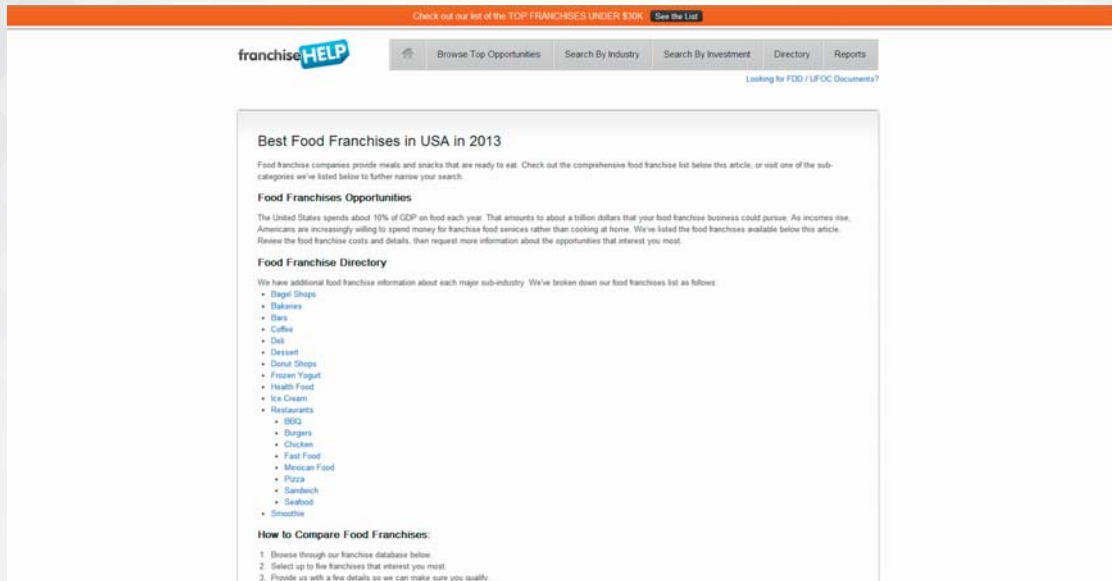
1. Open your browser and go to <http://www.FranchiseHelp.com>



2. Hover your mouse over "Search By Industry" and choose the industry your top 3 – 5 business ideas are in.



3. OPTIONAL: Narrow down your search using the sub categories to help give you more focus.



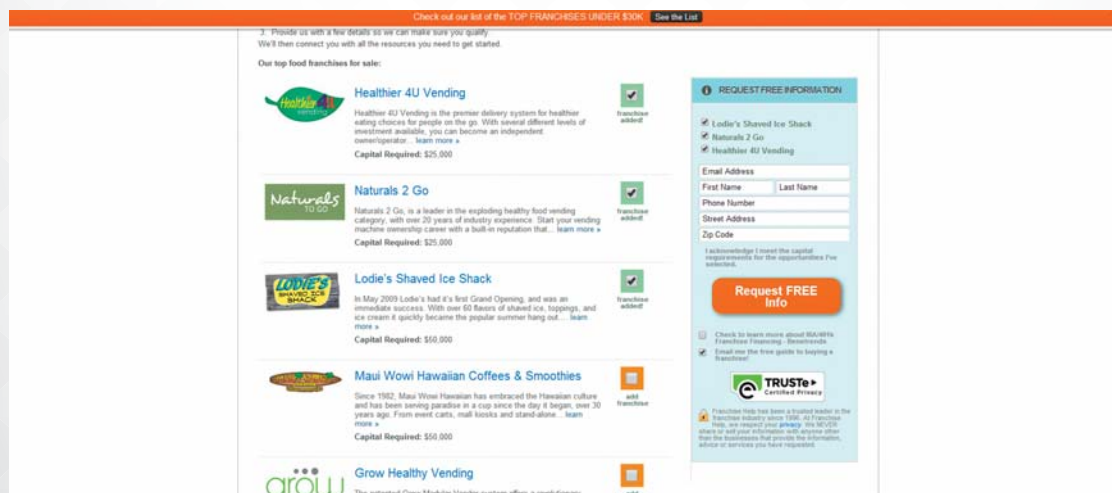
4. Click on each of the opportunities and read through them - do any of them "call out" to you? If so, click to add them to your "Information Request List" on FranchiseHelp.com. Make sure to skip any that aren't in your budget area.

5. Repeat steps 1 - 4 for each of your top 3 - 5 opportunity types (if applicable.)

Congratulations... you've got your list!

Easy, right?

Now it's just a case of asking us at FranchiseHelp.com to send you free information on the franchises that you added to your Request List.



NOTE: Please make sure you do this for each of your top 3 – 5 businesses!

Once we get your request, we'll send you up-to-date information on your potential franchises ASAP...

Tell you what questions to ask so you can pin down whether or not a particular franchise is right for you...

And tell you where to go to get further information
(and connect you with the right people!)

Remember... this is a 100% free service.
We don't charge a cent for our help.

So what are you waiting for?

Go to www.FranchiseHelp.com right now
and get started!



Chapter

5

Parting Words

This report is almost at an end...

But before we sign off, we want to congratulate you.

Most people never take the steps that create true financial freedom.

In fact, most people don't even read something like this.

You have..and that alone puts you ahead of 90% of people (*who talk and dream but never take action*).

But your journey isn't over yet...

In fact, it's just beginning.

We know you have the power to make your life anything you want it to be...

But you **MUST** take action to make it happen.

If you haven't followed the action steps in this guide, please, do it now.

Not after dinner...

Not this weekend...

Right now.

Successful people in all walks of life know there's no better time than right now.

And since the exercises will only take you a few minutes – but arm you with all the information you need to take the first important step on your journey of franchise ownership...

Nothing could be more important than following them.

So please... if you haven't already...

Log on to www.FranchiseHelp.com right now... and find your perfect franchise opportunity.

You – and your loved ones – will be glad you did.

All of us here at **FranchiseHelp.com** wish you the best of success...

And know that together, we can make you successful.

Testimonials

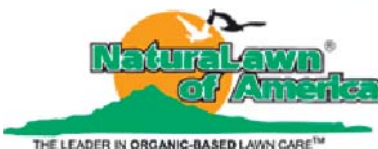


I was able to get involved in a new industry; something that's really interesting to me and something that from the get go I have the support so I can start making money from day one.

I got back from training and by Wednesday I had three appointments and it was non-stop from there. People want to be able to trust you and having that name of a franchise, I think you're already halfway in the door.

The flexibility of having your own business is phenomenal. I'm much happier with what I'm doing; I love going out and meeting with customers - personally it's very very satisfying.

Suzi Cipra, North Royalton, OH Budget Blinds



I realized that I wanted to try to be in business for myself and that I may have somewhat of an entrepreneurial type attitude but not necessarily the business savvy to make a go of it on my own. That led me to look at franchising so I could have some direction on how to set up and run a business.

The franchisor as a whole has a great marketing development plan – they bring forth a lot of good products, a lot of good ideas and a lot knowledge from 25 years of experience in the marketing world. They provide the support that I need in a changing environment.

George Menos, Waukesha, WI Natural Lawn

Testimonials



Communication is so open with the franchisor that it makes it feel like you really know the guys who are running the brand. Because the franchise system is there, most things are pretty well established, set in stone, pre-decided for you, which allows you to have multiple units and be successful.

The franchise is extremely involved and very available at all times. The franchise gives you a proven system that works and you're not having to constantly reinvent the wheel - here's the wheel, it works!

Having guidelines and parameters specifically laid out as far as what needs to be done to be successful - any business would think that's a pretty good format for success.



Jeff Kelsey, Evansville, IN Penn Station



I did not want to go through the process of figuring out all the mistakes on my own - I thought it would be easier to let someone else have done that already.

There are years of mistakes and trials and tribulations that you make when you own a business that don't have to be done when you have a franchise because it's been done by the people in the franchise before you.

I'm a lot happier - a lot happier - I was not enjoying what I used to do - I very much enjoy what I do now - my quality of life has increased drastically.



David Flax, Atlanta, GA Window Genie