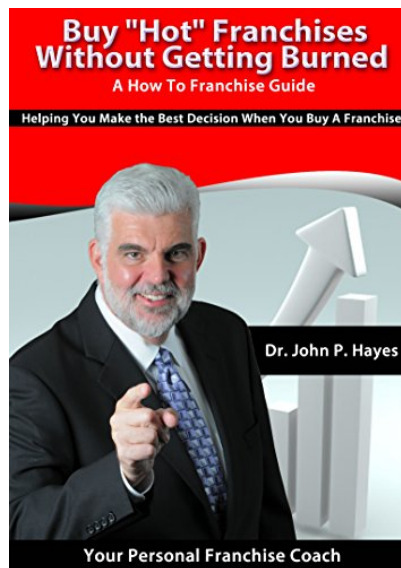


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This book is a user friendly guide to assist you in making the best decision when you buy a franchise. Making the best decision is to make sure you have the right information. This franchise guide is an excellent resource to make sure that you will buy a franchise and will know what are the right questions to be asked. As a prospective franchisee, your intention is to acquire a specific franchise opportunity. You're not buying franchising in general - you're investing in a specific name or brand. You want to learn everything you can about the specific company you intend to buy, including: How many of the company's franchisees - succeed? are satisfied with the franchisor? earn at least \$150,000 a year? The book includes a series of checkpoints that anyone can use to explore and evaluate franchise opportunities. If you enjoy following a plan that will help you gather information so that you can make an educated decision, then you will love this book. This franchise guide presents a logical system that's designed to help people make important decisions about investing in a franchise opportunity. Each of the checkpoints introduces an important idea, concept, or suggestion about franchising. Collectively, these are the points you need to consider before investing in a franchise. John P. Hayes, Ph.D., began working in the franchise community in 1979 as a freelance writer, and he wrote extensively about the subject in media worldwide, including newspapers, magazines and books. Tags: franchise, franchise business, franchise

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