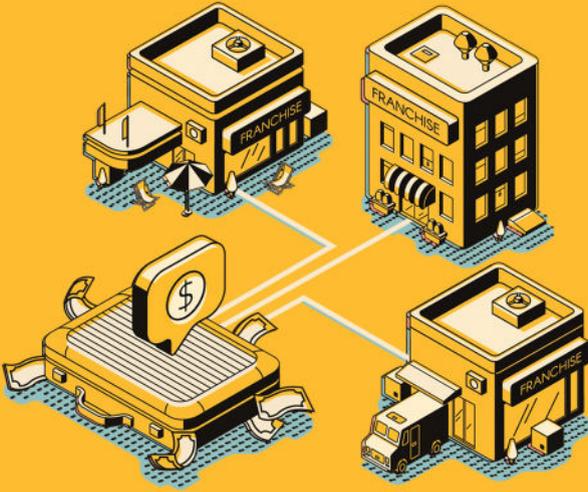


HOW to **CHART YOUR**
OWN COURSE to **SUCCESS**

FRANCHISE FREEDOM



A NEW **MANIFESTO**
for YOUR **FINANCIAL**
AND **TIME FREEDOM**

GIUSEPPE GRAMMATICO
THE FRANCHISE GUIDE
ggTheFranchiseGuide.com

Franchise Freedom

A NEW MANIFESTO FOR YOUR FINANCIAL
AND TIME FREEDOM

Giuseppe Grammatico

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I want to thank my parents, Gaspare & Rosa, for making me who I am today and instilling the work ethic that has served me so well throughout my life.

I must also acknowledge my beautiful wife Anita. Without her support and commitment to me, I would probably still be an employee.

Lastly, my kids, Luca and Eliana, who inspired me to ditch the corporate grind so I could spend more time with them and help with their success later in life.

A Chance to Escape Your Unfulfilling Corporate Career

I know you. Because I was you. And I want to help. I wrote this book to help corporate executives who are dissatisfied with their careers. Perhaps you feel stifled by the corporate structure – like a cog in a big machine.

Or you feel constant stress from working your butt off, making the company a bunch of money and not really having much to show for it, or you're simply feeling the stress of the ever-present potential for being laid off or downsized.

You feel trapped, trading time for money, working for a corporation that doesn't care about you. You feel like you don't have options.

My goal is to empower you and show you that you can escape the corporate grind and enjoy a career that allows you to live your life, create the financial freedom

to not have to worry about money, and achieve the time freedom that gives you the chance to be with family and doing the things you love to do.

Investing in a franchise could be the game-changer you're looking for. And in this book, I'll explain...

- The major benefits of being a franchisee, and the advantages this business model gives you over starting a business from scratch.
- The many, many opportunities out there in industries and niches you've never dreamed of – and how to choose the right one for your lifestyle and financial goals.
- A straightforward step-by-step plan to get started in a way that gives you a solid foundation for success.

I'm speaking from experience. I was an unhappy corporate executive for years. I didn't like my job and felt like my career had no real direction or future. Probably because I'd been downsized at the last three companies I worked for. I didn't lose the jobs, just had my compensation cut (while of course doing the same level of work as before).

On top of that, I woke up at 5 a.m. and commuted 2 ½ hours each way, Monday through Friday... which gave me no time to see my wife. We wanted to start a

family, but I worried that I would never see my children if I stayed on the corporate path.

I was stressed all time, which affected me mentally and physically. Sound familiar?

I wanted freedom to spend time with family, set my own schedule, and be compensated based on the time and effort I put in, not the vague calculations of a corporation.

And I began looking for a way to achieve those goals. As my unhappiness in my current position grew, I searched for new, hopefully better, career possibilities. That's what I knew. Get a new job.

But I couldn't find anything fulfilling. I might have a shorter commute, but I'd still be working for someone else and be subject to the uncertain corporate environment.

I needed something else, and the increasingly obvious answer seemed to be to start my own business. Entrepreneurship runs in my family.

I started working with a business coach, and the most important thing I learned from the experience was that the ideal business for me is one with systems, proven products, brand awareness, and more already in

place. Something that I could take on and immediately hit the ground running.

A franchise business is what fit the bill. And my wife and I decided to concentrate on this business format, even working with hiring a franchise consultant to help us pick the right franchise out of the 4,000+ that are out there. That's not a typo.

I first discovered there are franchise opportunities out there in markets and niches, you've never dreamed of. It goes way beyond fast food places or other common franchises you may be familiar with.

To find the right one for my family, I worked closely with this franchise consultant. We discussed my financial goals, what my ideal schedule looked like, what type of business I was interested in, what types of franchises would fit my strengths and weaknesses, and what level of investment I wanted to make.

Importantly, we didn't simply look at what on paper seemed like the biggest money-making opportunities. I was looking for fulfillment and life satisfaction, not another job I didn't truly enjoy. On the other hand, while very important to your choice, it's not enough to simply have an interest in the type of business and what it offers.

After a few months of serious research and soul searching, I invested in my first franchise, and within a year, I had invested in my second.

My life quickly became very different. I was able to take my kids to school in the mornings and was at home when they got back in the afternoon. Being able to spend that time with them, simply being able to ask them about their day, was a huge benefit. I never missed a soccer game (I even became the coach), school play, or other event.

At the same time, I was building a business and wealth on my own terms, creating a legacy I could pass down to my kids... and I no longer had to worry if I was going to have a job the next day.

For the last 15 years, my passion is to help corporate executives and other folks who feel trapped in their jobs to escape with a franchise business.

Of course, it's not quite that simple. If you put this book down and start researching franchise opportunities, you'd quickly become overwhelmed with all the information (and misinformation) out there about running a franchise, not to mention the 4,000+ franchise opportunities you could become a part of.

Starting and running a business of any type is not a trivial thing. It takes effort and commitment, especially at the beginning.

Using the best practices I've developed as a franchise consultant who has helped more than 1,000 people decide if franchising was the right move for them, this book is a guide that will explain the franchise business model and help you...

- Figure out if a franchise is right for you at all.
- The major benefits of owning a franchise versus starting a business from nothing.
- Rigorously profile yourself in order to pick a franchise that will allow you to achieve your goals.
- Conduct due diligence on franchisors that seem like a good fit.
- Determine how much you want to invest and find funding sources available to you.
- And much, much more.

Let's get started.

What Is a Franchise?

McDonald's. Liberty Tax. Dryclean USA. RE/MAX. 7-Eleven. H&R Block.

No doubt you've heard of these common franchises. They're household names. They're in very different industries and provide very different products or services. But they all are using a proven business model in their respective niches.

With franchising, you are purchasing the right (license) to use that business model via an initial investment and then ongoing royalty payments, usually a percentage of your revenue paid monthly, to the franchisor.

The company that creates that business model, the franchisor, has done all the heavy lifting to figure out a business model that works. You, as the franchisee,

simply invest in order to take advantage of that proven business model.

That's why I like to think of franchises a bit like businesses on training wheels. You don't have to come up with product or services that sell. The franchisor has already refined their offering. They have marketing that works. There is an established supply chain. There is already brand awareness among consumers – so you have a customer base from the beginning.

This is quite different from starting a business from scratch where you have to figure out *everything* on your own, which is quite risky.

At a foundational level, the franchise company is constantly supporting you and your business by always thinking of ways to make you and your fellow franchisees more efficient and profitable. Think about it. The individual franchises are an extension of the franchise company.

So your success is in their best interest as it further boosts their reputation and ability to expand with more locations and in new locations, which allows them to make more money from royalty payments. Simply put. When you make money, they make money, so they're always ready to help.

So that's how a franchise works. Simple enough. But what's not so simple is picking a franchise. To begin with there are more than 4,000 franchise opportunities out there in the U.S. alone, everything from home-based, online businesses to restaurants to retail stores and much, much more.

A Wide Range of Franchise Opportunities

You may think you know franchises. Most people, when they think of franchising, bring up food and restaurants. But when I started my franchise journey I was shocked to find out about the following types of franchises. There are industries and niches you'd probably never expect. It pays to take a serious look at the opportunities out there because there will be a franchise perfect for you.

Here's a short list of the 4,000+ franchise opportunities out there: tax prep, portable toilet rentals, dumpsters, employment services, dry cleaners, pet waste management services, selling and installing Christmas lights on homes, house painting, axe throwing, pest control, home maintenance, t-shirt design and printing, and many, many more.

Another factor to consider is that among the many different types of franchises, there are three main types of franchise ownership:

1. Owner/operator – You own a single unit/store or territory.
2. Multi-unit, a.k.a. area developer – You own several franchise locations in a geographic area.
3. Master franchise – You take over as essentially the franchisor in a specific area, and you are responsible for recruiting and training franchisees.

As with picking a franchise, the type of ownership you pick should depend on your goals. And keep in mind that you can always start in one type of ownership, say operating a single location, and then expand from there.

Another important factor to consider when picking a franchise is the fact that not all franchises and franchise systems are created equal.

Some franchise companies provide more and better support to franchisees. A strong franchise system will provide very thorough startup and ongoing assistance and training. The best franchisors want you to succeed and will do what they have to to make it happen. Franchisors you want to avoid do not provide enough support or, often, start out great and then the help fizzles out over time.

How do you figure out into which category the franchises you are interested in fit?

1. You first should ask very directly what specifically you will receive as far as training and support.
2. You should review the franchise agreement that outlines each side's obligations in detail. Don't rely simply on what you've been told. (We'll go into more detail on franchise agreements and what to look for in Chapter 5.)
3. Contact existing franchise owners and ask them about their experience. Get it straight from the horse's mouth, as they say.

Living the Franchise Dream

Sets His Own Schedule and Able to Take His First Vacation in Years

“John” was miserable at his corporate job. He dreamed of becoming a business owner but didn't know where to start. After reviewing what his goals were and what he wanted out of a business, we discovered he...

- Really loved sales
- Did not want to manage many employees

- Wanted to stay in the same location
- Wanted to work normal business hours

Because John only had a small amount of savings after his divorce, we put him in touch with a funding partner who advised him he could use his retirement assets to fund his business.

A year later and John has truly taken control of his future and is enjoying his new-found freedom. He structures his day how he wants and was able to take a vacation – which he hadn't done in years.

From knowing there was no light at the end of the tunnel with his corporate job, he's now talking about expanding his franchise or owning another franchise business.

Why Franchising?

Let me speak plainly. Franchising *is not* for everyone.

When I'm asked whether one should invest in a franchise or starting a non-franchise business from scratch, I always reply, "It depends."

If you prefer to have a system and support in place from the day you open your business... franchising is probably the way to go.

If you'd rather have the complete freedom to create everything, from the name of the company to the product or service you offer... a non-franchise business is your best bet.

Of course, the franchise business model, by its very nature, offers tremendous benefits that get you up and running faster, at a lower cost. Yes, you do pay a fee to

become a franchisee, as well as ongoing royalty payments. But you can't avoid the investment (of time and money) in many other areas necessary when you open an independent business. And that's something else that should factor in your decision to invest in a franchise.

When you invest in a franchise you get...

1. A Proven System

You're buying into a proven business model. So you don't have to figure out what product to sell, operations and management (including customer relationship management software), marketing, supply chain... everything down to employee job descriptions.

2. Economies of Scale

Many franchise companies have contracts and agreements with vendors on a national level, and you get to take advantage of that lower pricing for supplies, products, and more.

3. Marketing and Advertising

You can reduce your costs by taking advantage of the top-notch advertising by the franchisor. Of course, you can also create your own marketing campaigns, too.

Some franchise companies even have in-house call centers you can send customers to 24/7 instead of hiring staff to set appointments, make sales, and more.

4. Research and Development

Franchisors are always coming up with new ways to make franchisees more successful and profitable. (Remember, when you make money, they make money.) This could mean coming up with new product or service lines, which add revenue streams to your business by giving you something new to offer new customers or upsell to existing customers.

5. A Network of Fellow Franchisees

This is my personal favorite. When you join a franchise company, you get access to the network of fellow franchisees, many of whom have years of experience. They're more like partners than competitors and are ready to exchange ideas and offer advice. It's a great way to avoid common mistakes and shorten your learning curve, especially in that pivotal first year.

Some franchise companies have annual conventions for franchisees in which trends and best practices are discussed. It's very similar

to a mastermind. In fact, if a franchise company doesn't have these gatherings, there's nothing stopping you from contacting other franchisees to create your own mastermind.

There are many other advantages to owning a franchise. But these are definitely at the top.

Another added benefit is the chance to work with a franchise consultant. That's what turned my entrepreneurship dreams into reality as I realized the power of franchising. Working with an experienced consultant helped me pick the right franchise for my goals and more. It's much easier than trying to figure out this confusing process on your own, which can be very frustrating and time consuming. There's a lot of trial and error as you try to figure things out when you actually start the business too.

That experience is what compelled me to offer my services as a franchise consultant. Somebody helped me when I was starting out with my first franchise. Now I do the same for others, helping them make what could be the biggest decision of their lives.

As actor and comedian Jim Carrey put it in his commencement speech to the Maharishi University of Management's 2014 graduating class:

“The effect you have on others is the most valuable currency there is. Because everything you gain in life will rot and fall apart, and all that will be left of you is what was in your heart.”

CHAPTER 4

Where to Begin Your Franchise Search

At this point, you’ve made some big decisions on your way to business ownership. If you’re still reading, you’ve most likely decided that investing in a franchise sounds like the best opportunity that fits in with your lifestyle and financial goals.

Remember that, ultimately, a business is simply a vehicle that helps you attain the freedom that you’re looking for.

So, now that you've settled on a franchise... how do you pick the "right" one?

Too many people simply make a list of potential franchises, usually based on what they've heard makes money or an interest that they have. Then they start researching those franchises more in depth.

I believe in working backwards and starting with the basics.

First step, it's important to throw out all the preconceived notions and beliefs you have about franchises. As I mentioned, there is a lot of misinformation out there about franchises.

So, you're going to start with a clean slate and ask yourself several key questions (in no particular order) to narrow down what type of franchise business would work best for you. There are no right or wrong answers here. It's important to be honest with yourself; this is going to be a major investment if you choose to pursue this opportunity, after all. You can't put a price on your happiness.

1. Home or Retail?

Do you see yourself logging in to your computer at your home office in your pajamas...

or do you want to go a bricks-and-mortar retail location, opening up shop each day?

2. Owner-Operator or Semi-Absentee Owner?

Do you want to run the day-to-day operations and directly manage a group of employees... or do you want to be more hands-off and manage a few managers who figure out the details to carry out your vision?

Some things to keep in mind here as you answer this question. There will be more startup and ongoing expenses if you have to hire a general manager to essentially run the franchise than if you took on the role yourself. You must also consider whether you can afford to quit your day job and run the business on the side. Finally, some franchise companies prefer you to be an owner-operator for at least the first year, while others are okay with you being semi-absentee and will even help you find a qualified GM.

3. What Types of Employees Will You Have?

Full-time, part-time, managers, subcontractors, etc. This can have a tremendous impact on the day-to-day operations of the business, your HR expenses, and more.

4. What Is Your Location?

Where do you want to open your franchise, which is especially important if it's a retail location? This is a very important item to bring up because the territory or area may already be sold or is being developed. And if the area is already taken, you should consider if there are any other open areas or potential resales in that area.

5. Financials?

What level of investment are you comfortable with? There are franchises that you can get in at all levels.

6. Hours?

Do you want a business that runs Monday to Friday, 9 to 5... or something that runs 24/7?

7. Sales?

Do you prefer a franchise that is sales heavy with you involved in sales directly... or do you prefer to have the franchisor's marketing efforts be responsible for bringing new customers to your door?

8. Motivation?

This is perhaps the most important question. Why do you want to pursue a franchise opportunity?

Is it to have more control of your time, produce an additional income stream, or something else?

Next Steps

After going through this questionnaire – remember there are no right or wrong answers – it's now time to conduct a SWOT Analysis to identify your strengths, weaknesses, opportunities, and threats, which will all have an impact on the type of franchise opportunity you should pursue.

Again, there are no right or wrong answers here. Just be honest.

For example...

Sales could be your **strength**... or, as an introvert, sales just aren't your thing and could be considered a **weakness**.

Perhaps your past work experience gives you access to a lot of contacts you could leverage with your new franchise. That's an **opportunity**.

A **threat** could be the potential physical location where you plan to develop your franchise (perhaps because it's close to home). Maybe there is no ready market for your product or services in that area.

Finally, I want to talk to you a little bit about fear. As someone contemplating leaving a well-paid corporate job, you probably feel anxiety.

Starting a new business, even one with all the advantages of a franchise, is intimidating if you're never done it before. You're in charge. It's all on you, with the help and support of your family and your franchisor, of course.

Fear is normal. It's part of the process. But it shouldn't control you.

You fear losing your investment – that's the biggest obstacle people I've talked to about franchising mention to me.

But you already know that simply being an employee is a risk. Think about it; you have one income stream, with no correlation between hard work and your compensation. You can get laid off or downsized at any time.

And think about this. As an employee you have no control over the direction of the company you work for. But you still blindly invest a large portion of your income into a 401(k) where the investments are managed by someone else... and someone else is running the companies you've invested in.

Going back to Jim Carrey, let me share the story he tells about his father, who never tried to become a comedian because he feared he was not good enough and could fail. So, he took a safe job as an accountant... and was later fired, which put the family in serious financial straits.

The point is that if you can fail at what you don't want... then why not take a chance to get what you really want?

Take a proactive stance to run your own business, have the time and financial freedom everybody wants, and grab control of your own destiny.

I think you'll find this mindset shift can be encouraged by research into franchise opportunities and profiling yourself based on the questionnaire above so you know you're not entering into this process blindly. You're not guessing – you know which franchise will work for you.

The more you know, the less you fear.

Living the Franchise Dream

Going All in and Helping Her Family

“Lisa,” a successful corporate executive, had owned a small business and some real estate investments. She always wanted to own a much larger business with growth potential and knew she wanted to keep her successful career and run a semi-absentee business.

After exploring the key characteristics she wanted we came across a perfect fit as it was in an industry similar to what she was already involved in – insurance. She was able to fully fund the business with savings, have her family run the business full time while she worked *on* and not *in* the business, and keep her day job.

After we discussed growth and strategy, Lisa decided to invest in not one but multiple territories to lock in future expansion and growth while minimizing competition.

Although Lisa still has her day job, she knows that it is not permanent and has the ability to leave that job any time. She sees a bright future as this business can

be leveraged to purchase more territory or other franchises that compliment her current business.

This is the legacy she always wanted to leave not only to her immediate but also her extended family.

Selecting Franchise Companies to Contact

At this point, you have already decided you are going to pursue a franchise, and you know what you want your new business to look like as far as location, your role (hands-on or hands-off), your employees, and more.

You've also identified your strengths and weaknesses, as well as the opportunities you see around you and the threats you face. These elements have also played into your decision as to what type of franchise you will go after.

The next step is to contact franchisors. To make sure you are efficient with your time, especially if you have a full-time job, you need to be very clear about what you're looking for. I would recommend 10 to 20 hours of self-profiling and due diligence as you pick your

franchises. (I recommend this amount of time for each franchise you research).

Contacting Franchisors

There are various websites you can look through to find franchises in your area of interest. Even *Entrepreneur* magazine can be a great resource. Just be aware of what is editorial content with solid recommendations over ads for franchises that can appear very similar.

They'll list franchise companies by industry, and in many cases, they'll break the list down by total investment or investment range, royalty amounts, and initial and ongoing franchise fees. So, there are various elements to consider.

Next, you pick three franchises to reach out to and then, you contact these companies directly for more information and to schedule an introductory/right fit call. If, after that call, you and the franchisor feel like you would be a good match, they will send you the Franchise Disclosure Document, or FDD, which is a legal document with 20+ items that each cover a different aspect of the business.

A second call will be scheduled for shortly after to review the FDD with the franchisor.

This is where it gets serious... and fun!

There are some things to keep in mind as you go through this process.

1. You are not the only person contacting the franchise company. Some companies get hundreds of calls a week from potential franchisees. So be patient.
2. A franchise is a *mutual* agreement. That means while you are interviewing them, they are interviewing you. The “good fit” goes both ways.

This means being on time for any phone meetings and responding promptly to messages. On the other hand, if the franchise company representative is not on time or is constantly rescheduling, you should request to work with another rep or move on to a different company.

What Do You Do With the FDD?

Receiving an FDD from a franchisor is a pivotal step forward to owning a franchise. But not so fast. Here’s what to look out for before you sign the papers.

I would recommend reading through the FDD and highlighting any questions you have. The document will be written in a way that is easy to read and understand, so don’t be intimidated. After reading a few

FDDs, you'll notice they are formatted and written in a very similar way, which makes them increasingly easier to review.

Note: Since you've already done a lot of your due diligence, the big questions you'll probably have are if the territory you want is available and whether or not you meet the financial requirements.

It's possible that the territory is sold out or already under development. Perhaps your financials do not meet their requirements. It's better to find that out now than waste time you could be using to pursue other opportunities.

As you review the FDD, there are a few more things you must pay close attention to:

Litigation (Item 3)

This section of the document will list all litigation and lawsuits. Do not be overly alarmed. Any large company can face lawsuits, and it does not mean they are at fault. This section will also mention if the ruling in the case was for or against the franchisor.

However, if you see multiple lawsuits, especially for similar issues, I would ask the franchise development manager for the reason and outcomes... if they at liberty to discuss.

Estimated Initial Investment (Item 7)

This will typically be a range. Because of the huge variety of types of franchises out there, it is impossible to provide even an average here. But it will include items like the licensing fee, the build out cost if it's bricks-and-mortar retail location, and the cost of inventory.

Financial Performance Representations (Item 19)

Some franchisors will state an “earnings claim.” This is not a guarantee, but it does give you an idea the average of what their franchisees make.

The Contract (Item 22)

This is where you sign up to join.

But before you do sign that dotted line... a huge part of the due diligence process is *validation*. This is where you contact current franchisees both inside and outside the territory you are looking at to see how things are going.

Ask them, knowing what they know now... would they do it over again? What would they change or do differently? If it's a retail location, you can stop by to observe, speak with employees, or even ask for the owner or manager. Vitaly, you want to find out if the actual investment ranges or earnings claims are really in line with what is in the FDD.

The franchisor will give you a list of franchisees to contact. But keep in mind that they have a business to run; they're busy. So be respectful of their time and only ask a few well-prepared questions of each you contact.

More Due Diligence

As you continue with your research and due diligence, you need to deal with the following:

- **Funding**

How are you going to invest? A good funding partner will review your financial situation and give you all your options. Make sure to spend some time reviewing your financials by getting a piece of paper and listing all your assets on the left side. This includes savings, money market accounts, checking, investments, retirement funds, home value, etc. On the right side you list all liabilities: mortgage, student loans, car loans, etc. Your total assets minus your total liabilities will give you your net worth. Additionally, you need to determine what your monthly expenses are, like mortgage, utilities, food, etc., so you will know how much you require per month to cover your monthly expenses.

- **Should You Hire a Franchise Attorney?**

An FDD is a real legal document. But keep in mind that it is not something that can be easily changed as the same agreement has been sent and will be sent to other prospective franchisees. So you can have an attorney review the FDD and make recommendations. They can offer guidance, answer questions, and give peace of mind.

An attorney can also be of assistance to set up your legal business entity, like an S-Corp or LLC, offering advice on the pros and cons.

- **Your Financial Advisor**

Tell your financial advisor about your plans to invest in a franchise, as this is another investment vehicle. A good financial advisor will look out for your best interests but keep in mind that many are compensated by a percentage of your assets under management. This could make them a bit biased.

- **Your Accountant**

Bring your tax guy or gal up to speed on your investment plans, so they can let you know about any tax implications or obligations brought up by your new business. They can also review all the tax benefits of the various

types of legal business entities you are considering.

Getting Close to the End

Before you sign the contract, there is another step: Discovery Day.

This is typically a two-day event where the franchisor will have you visit their home office. Each event varies, but you may meet with the VPs, owner, other franchise candidates, and possibly existing franchisees. I would only recommend going if you are over 90% sure you will be investing in the franchise. This is not an event you are going to go to and learn something new or get a list of questions answered. This is simply to meet the franchisor face to face to solidify your final decision.

Your final step, of course, is to make a decision. Then, you're ready to go.

You sign the agreement and start your training soon after.

However, if you have gone through this whole process and did not sign up with this franchise. You **MUST** figure out why so you can eliminate this type of franchise from your search.

But you don't have to go through this process on your own, and you can make it much less likely you'll strike out when it comes to picking a franchise. There is experienced, professional help available.

Living the Franchise Dream

Working from Home on the Business – and Spending Time with the Kids

“Michele,” like many other corporate execs, was tired of the long commutes into work, the long hours away from home and her family, and making a lot of money for the owners of the company having nothing to show for it.

She thought about taking control of her life, time, and financials with a business. She searched online for information and felt more confused and overwhelmed. After she contacted me, we discussed the pros and cons of franchising and if it was a right fit for her. After we both decided it was a good fit, we dove into goals, strengths, and what the business looked and felt like.

The biggest factor holding Michele back was the perceived risk of losing her investment and leaving her job. Michele decided to go all in, as working the business part-time would have her rely on a general manag-

er. The fear was overcome when she realized she could lose her job at any time and never built any equity in the business she worked for.

What really surprised Michele was that there were franchises that were able to be run from home, significantly reducing overhead and allowing her to start generating revenue within the first few months.

Her life looks much different now as she is able to work from home and spend a lot of time on her business. The new business will give her the ability to not only make more money but give her the time freedom she desperately wants to spend time with her family.

Why You Should Use a Franchise Consultant

It is possible to research, conduct due diligence, and pick a franchise that you're successful with on your own. But it's incredibly time consuming, and it's easy to make mistakes that waste time.

A franchise consultant can guide you in the decision as to whether franchise ownership is even right for you. And if it is, they can help you in the process of finding the right franchise, conducting due diligence, and more.

A good consultant will guide you and assist you on your journey. Their job is not to tell you what the hottest franchise is for the year or sell you on a specific franchise. The franchise consultant will match you to a franchise and not have you chasing companies that may interest you because you like their product or service.

A good franchise consultant will have their finger on the pulse of franchising. They will be meeting with franchise companies at minimum a few times per year and are able to pick up the phone and speak with the CEO or VP at any time.

With all the conflicting information out there, not to mention the 4,000+ franchise opportunities, this insight, access, and advice is tremendously valuable.

You should know that a franchise consultant will not typically charge for their services. Instead, they are paid a referral fee from the franchise company.

There are plenty of franchise consultants out there, but they are not created equal. You should look for a consultant who:

- Has owned a franchise business, or even better also a non-franchise business.
- You “click with” on the first call.
- Takes their time. I would be cautious if working with a consultant and they start recommending franchises on the first phone call.

I strongly believe a franchise consultant is your secret weapon to achieving the success you’ve dreamed of. I had never even heard about this profession until I

found a company online over 15 years ago as I invested in my first franchise.

Not only did they help me realize the dream of franchise ownership, but I also decided that day that I would want to do the same thing – realize their dreams.

Today, I can proudly say that I have guided over 1,000 people in making one of the biggest decisions in their lives. I have helped people decide that business ownership was not the right fit. In other cases, it was the right fit, but we put it on hold to get their financials up to standard. And in other cases we dove right in and a franchise was purchased!

I do ask the tough questions. I challenge you.

For example, if you want to own a restaurant, some consultants may simply show you a list. But I will challenge the reason and jot that down as a possibility but only after reviewing what we've discussed as you profiled yourself and identified your goals.

I currently partner with FranChoice, the premier franchise consulting firm, which has been around since 2000. With numerous prescreened franchise companies, they are like the eHarmony of franchising.

I offer all my experience as a former employee, franchisor, and franchisee to help you throughout the process and work with you at your own pace. There are no contracts to sign. No payment necessary.

Of course, as with any investment, there are no guarantees. Any business, franchise or not, is a risk.

But if you follow the Franchise Freedom System I've outlined in this book, you will increase your chances of success.

Your Next Step

Franchising can be your escape from the stress, long hours, and uncertainty of the unfulfilling corporate world. With a franchise business, you can finally achieve the financial and time freedom you've been yearning for.

If you're ready to take the next step, the logical thing to do at this point is to get some professional help and explore franchising to start your very own business.

I can't promise it will be easy. But plenty of people just like you have been through this process and are now happy and successful franchise owners. Plus, you have the benefit of not having to go through the process on your own.

In this book, you've learned...

- How the franchise business model works

- The many advantages franchising offers over starting a business from scratch
- What the different types of franchise ownership look like
- About the thousands of franchise opportunities out there
- Why profiling yourself is so important to picking the right franchise
- The biggest dos and don'ts for investing in franchises
- What to do once you've identified a franchise you're interested in
- How franchise agreements work and what to look out for
- What you can expect to invest – and where to get funding
- And much, much more...

You've also learned why working with an experienced franchise consultant can shorten your learning curve, help you focus with your busy schedule, and be vital in picking the right franchise for your financial and lifestyle goals.

As I mentioned before, thanks to my own journey from frustrated corporate executive to successful owner of multiple franchises, I became a franchise consultant myself to help others follow in my footsteps to be able

to spend more time with family, see my effort translate directly to financial reward, and control my destiny.

Here's what you should do now:

- Use the information in this book to begin your franchise journey.
- Decide that franchise ownership is not the right fit and stay at your job.
- Work with a franchise consultant to find the right opportunity for you.

I'd welcome the opportunity to work with you, of course. But even if you do end up choosing another consultant, I wish you well and I hope you found the information in this book useful.

However, when you work with me, you get the benefit of my 15 years of experience of business ownership inside and outside of franchising, as well as my wide range of contacts in the franchise industry. I've helped more than 1,000 people decide if investing in a franchise business was the right move for them.

There is never a fee for our services since we are compensated similar to an executive recruiter. The franchise company you choose will pay me a referral fee.

If you're ready to move forward, here's what you should do next:

The 4-Step Franchise Freedom Process

- 1 Schedule a Right-Fit call where we can get to know each other and decide if we're a fit. (<https://ggthefranchiseguide.com/calendar/>)
- 2 Identify YOUR personal goals & the characteristics you are looking for in a business.
- 3 Get matched with 2-3 franchise companies (out of the 4000+ franchises in the U.S.) that fit your goals and the type of business you want to own.
- 4 Navigate the franchise investment process (if you decide franchising's a fit): The franchise investment process can be complex and confusing. I'll guide you every step of the way and connect you with key relationships.

When you go through this process with me, you can expect to:

Get clear on what you really want and get matched to a franchise company that fits your goals.

Understand how much capital you'll need (the answer may surprise you).

Identify what type of role you'd like to have – absentee owner, hands-on manager, or something in between.

Get connected to experienced advisors, familiar with franchising. You'll need a team, including an attorney, an accountant, and a financing company.

Get priority access to franchisors. Franchisors prefer to work with franchisees who are working with a franchise consultant because it saves them time.

I look forward to speaking with you and talk with you soon!

Giuseppe Grammatico
The Franchise Guide

Remember, just go here to schedule an exploratory call with me: <https://ggthefranchiseguide.com/calendar/>