



# Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever

*Mark Siebert*

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## **Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever** Mark Siebert **Franchise Your Growth**

Expert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever—franchising. Siebert tells you what to expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help grow your business exponentially through franchising.

Learn how to:

Evaluate your existing businesses for franchisability

Identify the advantages and disadvantages of franchising

Develop a business plan for growth on steroids

Evaluate legal risk, obtain necessary documents, and protect intellectual property

Create marketing plans, build lead generation, and branding for a new franchise

Cultivate the franchisee-franchisor relationship



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