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iFranchise Group CEO and expert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever—franchising.

Learn how to:

- Evaluate your existing business for franchisability
- Identify the advantages and disadvantages of franchising
- Develop a business plan for growth
- 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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