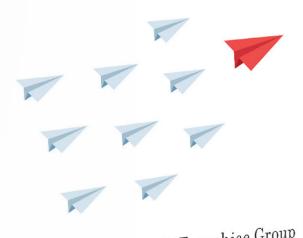
Franchise Your Business

THE GUIDE TO EMPLOYING THE GREATEST GROWTH STRATEGY EVER



Mark Siebert, CEO of iFranchise Group Foreword by John Leonesio, Founder of Massage Envy

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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