

*WARNING: Do NOT purchase a franchise without first reading this revealing book!*

## **“Discover What I Didn’t Know About Franchising....And Still Survived To Tell You About It!”**

**Learn How A Battered, Exploited Franchise Veteran  
Triumphed Over Scum Of The Franchise Industry To Write A “Tell-All”  
About The Pitfalls You Should Avoid If You Want To  
Become A Successful Franchisee**

Two young men graduated from the same college and decided to make their dreams come true by building their own business. They both decided the best way to do that would be to leverage an existing, successful business model by purchasing a franchise. Two years later, one young man was a successful retail franchisee and was thinking about purchasing another. While the other young man had lost tens of thousands of dollars suing his franchisor for non-performance.

### **What Made The Difference?**

- Both young men had the same education
- Both young men wanted to be successful
- Both were intelligent.

The difference lies in what each young man did with the knowledge he had. How they applied their knowledge. You see, I’m offering a unique publication that provides the necessary knowledge for you to own and operate a successful Franchise. I didn’t just happen upon this knowledge buried in the sand! I’ve spent many years trying to make a successful franchise work while battling with an unethical Franchisor. And, I have the scars to prove it! Before you fall for the franchisor’s sales pitch, see if you can answer these questions.

### **Do You Know The Answers?**

Do you know the answers to any of these questions? How about your lawyer, accountant or business advisor.....can they answer any of them?

Question: What are the essential elements of a successful franchise?

Question: Why do franchises fail and how can you avoid this?

Question: What do the banks look for in a franchise and franchisee?

Question: What questions must you ask your professional business advisor?

Question: What do disclosure documents tell you....and don't tell you?

Here's how you can get all the answers! Here's how you can discover for yourself the real truth about franchising and how to avoid costly traps. By all means!....I'm not advocating that you stay a mile away from franchising. Quite the contrary, I believe there are a lot of very well run and successful franchises out there. I just want you to be armed with the necessary knowledge to make proper decisions. Remember, Knowledge is Power!

In "Franchising Risks Exposed", I reveal all the critical elements of successful franchises. You **must know** what these key elements are so you can make the correct assessment of any franchise.

**Here's what you will discover:**

- How to tell if franchising right for you – includes a personal assessment

Just the personal assessment section by itself asks revealing questions! Here are a few of them:

- How to discover the three hidden goals that make you want to go into business
- How to determine what aspects of franchising appeal to you
- How to find out if you are self-motivated and able to make the right decisions when required
- How to see if you have perseverance
- How to determine if you have, or can you get, sufficient financial resources to buy the franchise
- How to find out if you have the experience, education, learning capacity, and interest needed for a particular franchise

AND many more questions to see if you have the "right stuff", personally to be a franchisee.

**I also cover with You:**

- Qualities of a good franchisee
- Advantages of franchises
  - Products, training, supervision, support and collective buying!
- Disadvantages of franchises

- Fees, “other” costs, limited growth, work hours, etc.
- Where to find franchises to purchase
- Franchises to consider and ones to Avoid!
- Attributes of a successful franchise
- How to detect if a franchise is fraudulent!!!
- What is Your chance for success
- The 5 most common reasons that franchises fail (you’d be surprised

**Your discovery doesn’t end there. I will also take you through:**

- Sources of information about franchisors
- Disclosure documents – why you need them and what they tell you.
- Tough questions to ask the franchisor
- Interviewing existing and former franchisees – why this is critical
- Buying an existing franchise
- Tips on price negotiation
- My personal experience....and what to learn from it

There are also two Special chapters for your lawyer and accountant to review, which include important questions that should be considered, answered and analyzed.

INSERT A COUPLE OF TESTIMONIALS HERE

Little by little as you read every word of this letter and absorb the information in it you imagine what it would be like to have someone beside you who has been through the franchising process that could guide you along. You start to feel that this may be the right solution to solve my franchising concerns and answer valuable questions.

Much of the information provided in “Franchise Risks Exposed” does not appear in any single publication. Professional writers told me that the amount of detail and research that went into this book would easily make it a \$59 book. I gotta tell you, this book was difficult for me to write. I had to relive parts of the last few years that were very frustrating and gut wrenching for me. But, I kept on writing as a form of therapy and because I felt this story needed to be told so that others could benefit. So I’m not going

to make it difficult for people to own and obtain this valuable information and have decided to sell it for \$29.

Just one tip, just one piece of knowledge gained by my trials and tribulations could be worth \$1,000s to you. Imagine knowing the right questions to ask the franchisor, your accountant, and lawyer. You will possess the confidence to understand how franchising works and the potholes to stay out of!

### **Invest in “Franchise Risks Exposed” Now!**

It’s a small investment to make for the huge benefits you will gain!

[Click HERE to go to our SECURE Order Site](#)

(we accept all major credit cards and Paypal)



### **Risk-Free Guarantee**



If for any reason you're not happy with “Franchise Risk Exposed”, simply let us know within 60 days of purchase, and you'll receive a 100% refund on your investment. No questions, No hassle!

[Click HERE to go to our SECURE Order Site](#)

(we accept all major credit cards and Paypal)



To your successful Franchise!

Anne Ridsdale

P.S. Don't make buying a franchise a lottery! Don't leave anything to chance. Ensure your success with this modest investment.

P.P.S It is important to note that the price of this book may be tax deductible.