



Franchisee Field Manual

Your Mission, If You Choose To Accept It, Is To Find The Right Franchise.

Let's face it. Finding the right franchise that fits your personality, lifestyle, and financial situation is a tough task.

Enclosed you will find proven tools, tips, and exercises direct from my personal website to assist in your franchise search.

I encourage you to keep me updated on the progress of your franchise search by contacting me at www.JoeBarbat.com.

Best Regards,

[Joe Barbat](http://www.JoeBarbat.com)



PREPARING YOUR FAMILY FOR A CAREER IN FRANCHISING

To avoid some of the family issues involved with starting and operating a franchise, it is wise to include all members of your family in the decision to find and purchase a franchise. The difference between coming home and telling your family you purchased a franchise, vs. including them in the education and decision process will be enormous. Don't underestimate the damage that can be caused to your family relationship if you make a huge business decision without full family support.

You can avoid some of that heartache by agreeing to the financial expectations up front. Each family will fill in the blanks according to their own circumstances.

[Download 7 Principles for Sound Financial Management for Your Family](#)

RESEARCHING FRANCHISES

You've considered your career strengths and desires. You've chosen the type of franchise to research. Now, how do you choose a specific industry, such as pet care, elder care, personal services, business services, or fast casual dining?

Research franchises in the category that offer the business opportunity and future you desire.

[Download The Common Sense Ways to Research A Franchise](#)

FRANCHISE MATCH MAKING – ARE YOU THE RIGHT FIT?

Many franchisors have an "Ideal Franchisee" profile. This is the set of characteristics that their most successful franchisees possess and a criterion by which they use to evaluate future franchisees.

You can create a spreadsheet like the example here comparing your traits to a franchisor's "Ideal Franchisee."

[Download The Ideal Franchisee Assessment Worksheet](#)

ELIMINATING THE WRONG FRANCHISES FROM YOUR LIST

Have you ever wondered how to go about eliminating franchise choices from your list of opportunities?

Think about what you have disliked about previous jobs or businesses and quickly write down those activities you want to avoid in the download below.



[Download How To Eliminate Wrong Franchise Choices](#)

THE OPENING INVESTMENT CHECKLIST FOR A FRANCHISE

“Undercapitalization” – a big word that means “not enough money is put into the business” – is one of the main reasons that business start-ups and new franchisees fail.

You must have adequate funds to get started and keep the business going through the first year. This is in addition to having enough money to keep your household running.

How do you know how much you need? Most franchisors spell out all the initial expenses in the Franchise Disclosure Document. Here are a few expenses that you need to be prepared for in order to purchase, set up, and open your franchise:

[Download The Opening Investment Checklist For a New Franchise](#)

For more information and conversation about your franchise journey, contact me through www.JoeBarbat.com, or follow me at one of the accounts below:

