

Joe Barbat Founder of Wireless Toyz Launches Franchisee Field Manual

By Marcy Manning

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Joe Barbat has provided franchise candidates a common-sense guide to assist in the franchise search and selection process called the Franchisee Field Manual.

Today's future franchise owners are faced with more challenges than ever when it comes to the evaluation and selection of a new franchise business. For example, there are more franchise opportunities and franchise website's now than 5 years ago. Franchise candidates have less time to evaluate these franchise opportunities and the ability for a franchisee to obtain qualified financing is more difficult.

With these circumstances in mind, Wireless Toyz CEO Joe Barbat has created a grass-roots, no-frills Franchisee Field Manual that focuses on the following for future franchisees:

- How to handle adversity as a franchise owner
- How to communicate with a franchisor
- How to match your personal strengths to those of a franchise opportunity
- How to prepare your family for a career as a franchise owner
- And much more...

Franchisees are finding that the advice and resources provided in the Franchisee Field Manual has helped them to:

- Save time in their franchise search
- Reduce their level of frustration with the franchise search
- Gain the inside perspective of a franchisor
- Avoid common pitfalls in the franchise search process

If you, or someone you know and care about, are in the midst of a franchise search and could use some assistance, the Franchisee Field Manual can be found and downloaded at <http://www.joebarbat.com/resources/>.

About Joe Barbat

Joe Barbat founded Wireless Toyz in 1995 and grew the company from a one kiosk service center to a multi-location franchise throughout the United States. As an avid fan of all things Michigan, Joe enjoys snowmobiling, family, and recreational activities, as well as, testing the next hottest technology products to enter the wireless marketplace. Honored by both Crain's Detroit and Ernst & Young for community involvement and entrepreneurship, Joe Barbat has a passion for developing successful franchise businesses in the wireless retail industry.

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Entrepreneur Joe Barbat the Founder of Wireless Toyz has been referred to as one of the industry thought leaders in his effort to revolutionize the wireless retail industry.

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