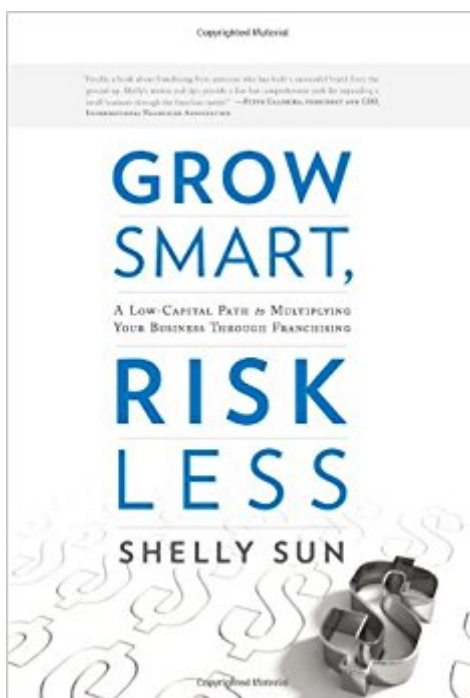


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# Grow Smart, Risk Less: A Low-Capital Path To Multiplying Your Business Through Franchising



## Synopsis

Experienced franchisor Shelly Sun shares practical advice, insights, and her own compelling experiences to help readers discover the power and avoid the pitfalls of franchising their businesses. This title features a low-risk, low-capital path to astounding growth. In today's economic environment, and long into the future, access to capital is limited. Successful business owners have few options for dramatically expanding their brand, taking it to the regional, national, or even international arena. This book describes how readers, through franchising, can use other people's money and leverage their success for rapid growth; Covers the entire process of franchising. Most books on franchising focus on educating the franchisee, but this book is designed to fully educate the franchisor. The author walks readers through each stage of the franchising process: from determining if they have a franchisable concept, to assembling a professional team without wasting money, to adjusting the business model along the way for optimum growth, to growing as a leader to assume new challenges; Written by an experienced, nationally lauded franchiser. Unlike many authors of books on franchising, Shelly Sun has been through the process, growing her business from \$1 million to \$100 million in five years. She's been named entrepreneur of the year by the International Franchise Association and is being featured on a network prime-time show about compelling companies. The book offers practical advice like that in "Franchising for Dummies", with a focus on business growth for the franchisor, as in "Franchising and Licensing" by Andrew Sherman.

## Book Information

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## Customer Reviews

Looking for a low-risk, low-capital path to astounding growth? Experienced franchisor Shelly Sun

shares practical advice and her own compelling experiences to help you discover the power and avoid the pitfalls of franchising your business. In today's economic environment, access to capital is limited, and that isn't likely to change. Successful business owners have few options for dramatically expanding their brand. *Grow Smart, Risk Less* describes how you can use other people's money and leverage your success for fast, profitable growth. Unlike many authors of books on franchising, Shelly Sun has been through the process, growing her business from \$1 million to \$100 million in five years in system-wide sales. In *Grow Smart, Risk Less* she describes the process she went through -- equal parts brutally grueling and enormously rewarding -- to make it happen. She will educate you on every stage of the franchising process, preparing you to make savvy business decisions that are right for your company now. You will learn how to: Determine whether you have a concept worthy of franchising and how to adjust your concept if you don't Assemble a professional team without wasting money Adjust your business model along the way for optimum growth Grow as a leader to assume the new challenges of leading a larger, more diverse organization If you're ready for the next stage of business development, read *Grow Smart, Risk Less* and set yourself on the path to amazing growth.

"Expansion-minded business owners will learn a lot from *Grow Smart, Risk Less*. Shelly Sun correctly focuses on the importance of building unit-level economics to create a stronger foundation for accelerated franchise expansion. Learn from her experiences and from her approaches to building unit profitability to shorten the time it will take you to build your own successful franchised organization."-- Fred DeLuca, Founder, Subway

*Grow Smart, Risk Less* is a must-read for anyone considering franchising as a way to grow their business. Shelly Sun is a proven entrepreneur who shares the lessons she learned firsthand in growing BrightStar from three units to nearly three hundred in only six years. Her step-by-step guide can give any small business owner a head start in successfully expanding their business by effectively illustrating not just how to franchise but how to do it right."-- Stuart Mathis, President, MBE/The UPS Store

Shelly Sun has assembled a rich compilation of best practices for prospective franchisors based on her experiences building a successful franchise brand from scratch. Business leaders can learn as much from what didn't work as they can from what worked. Shelly has provided aplenty of both in a refreshingly candid and descriptive style."--Darrell Johnson, President and CEO, FRANData

This is a must-read for those evaluating whether or not to franchise their existing business. It is also a valuable resource for franchising and management veterans looking for impactful strategies for developing a world-class culture of accountability, empowerment, and leadership. You'll learn implementable methods to

further motivate your team and effectively align compensation with company objectives. Shelly embodies the American Dream -- discover her inspiring entrepreneurial success story."--Catherine Monson, CEO, FastSigns

This book is wonderful. It is easy to read, highly informative and feels like a very personal conversation with a remarkable entrepreneur. Shelly touches upon all the major considerations for franchising and goes into detail on how the journey unfolds. She tells her own story of failure and success, but it isn't preachy or self-indulgent. It's honest and genuine and authentic. This is a great, practical guide for anyone considering creating a franchise or even buying one. Nice job, Shelly! Thank you for such a fantastic resource!

As the owner of a small business, I am looking further down the road to see if franchising might be a viable alternative. Franchising was initially attractive because I thought it was a way to profit off your initial idea and goodwill, while leaving the daily operations to a franchisor. I discovered a lot by reading this book which turned me off from wanting to be a franchisor. First, a franchisee really seems more like business partner, and that is something I'd like to avoid. I gleaned this from Shelly's description of the pains that must be taken not to aggravate franchisees. I wish there were more time dedicated to the pros and cons of going company-owned vs. franchising. One thing that is clear is that a franchisee is much harder to terminate than a GM or manager, and I personally would like to be able to easily remove someone who was badly running one of my stores. Another thing I didn't like about the franchise model is that it seems like you really become a seller of businesses instead of your goods or services. I really like to stay at the grassroots level and interface with customers and employees, not be in a corporate office all day looking at ROIs, etc. Shelly's book helped me realize this. The book is nuts and bolts in nature, and there are plenty of examples from her franchise system, BrightStar. All in all, I'm glad I read it, even if it made me realize I DON'T want to be a franchisor.

The reason I chose this book over myriad others was because it was to include several online "tools" which can be accessed after receiving the book. However the "secret word" to open the files does not work! I have tried several times to reach the author and publisher of this book but to no avail. BEWARE.

Great book! Was given this book at a conference. Read it over a weekend. Will be working through

the lessons and metrics for some time to come. Excellent planning and development ideas to get you where you want to go. Immediately upon completion purchased two more for some of my staff to help me implement these ideas. Highly recommend for anyone looking to get into franchising or simply trying to structure their business for growth.

Shelly Sun is amazing... Have read her book before; got an extra copy because I lost mine. Lots of franchisors could learn a thing or two from her ...

Very issued up tool in learning about and setting up a franchise. I'm developing a franchise and this book came in very handy for my business partner and I.

left out a lot of important information

I enjoyed the straight forward way this was written. A lot to think about. Interesting look at a complicated process.

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