



Franchise: Freedom Or Fantasy?: How To Know If A Franchise Is Right For You After Your Corporate Career

By Mitchell York

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“This book is a must-read for anyone who is considering owning a franchise. Business ownership is a life-changing event that must be carefully considered and this book is a great first step.”

-Angie Shaw, The Entrepreneur's Source

As the American economic landscape shifts, seasoned corporate executives are looking at independent business ownership as a way to secure and control their futures, and franchised businesses are growing in their appeal.

But pouring a large amount of money into a franchise does not guarantee success. In this book, you'll find out:

- How to determine if you can succeed as a franchise owner;
- What dangerous pitfalls to avoid as a buyer;
- The potential rewards of owning your own business;
- Whether or not the numbers make sense;
- Ways to raise money for your venture;
- And much more!

If you are tired of the corporate world and want to escape the rat race, then let Mitchell York, a successful franchisee and professional certified coach, guide you through the many steps involved in deciding whether or not to buy a franchise and how to do it right. As the former president of LendingTree Inc. and other major companies, he now owns a profitable and growing franchised business, and he's sharing his secrets for success in *Franchise: Freedom or Fantasy?*

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Editorial Review

About the Author

Mitchell York, a professional certified coach, helps corporate executives build their own businesses. He served as a senior executive with a number of corporations over thirty years, and he began focusing on his own business ventures in 2001. He lives in Sayville, N.Y. Visit his Web site at www.e2ecoaching.com.

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