



# The Educated Franchisee: The How-To Book for Choosing a Winning Franchise

*Rick Bisio, with Mike Kohler*

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There is nothing more expensive than ignorance -- let *The Educated Franchisee* serve as your guide for selecting a franchise that meets your needs!

*The Educated Franchisee* will show you:

- How to find a franchise that is right for you
- How owning a franchise can create wealth
- Where to find quality franchisors
- What qualities franchisors look for
- How to gather information from franchisees
- How to make sure the franchise makes money
- How to confidently select the best franchise
- The five keys to success in owning a franchise

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