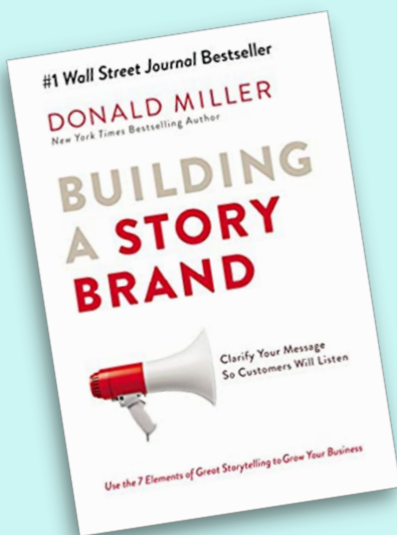


TOP 5 RECOMMENDED READINGS FOR THE EMERGING FRANCHISOR

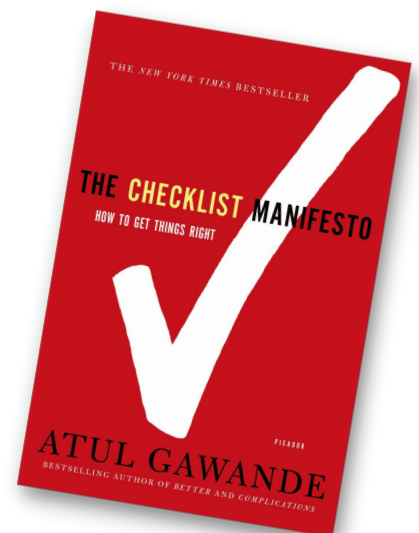


BUILDING A BRAND STORY BY DONALD MILLER

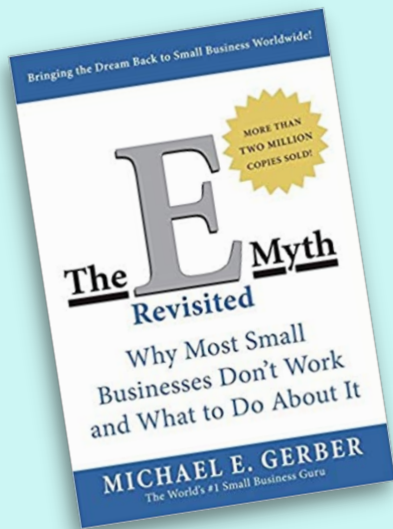
Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides listeners with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching listeners the seven universal story points all humans respond to, the real reason customers make purchases, how to simplify a brand message so people understand it, and how to create the most effective messaging.

THE CHECKLIST MANIFESTO BY ATUL GAWANDE

Acclaimed surgeon and writer Atul Gawande finds a remedy in the humblest and simplest of techniques: the checklist. First introduced decades ago by the US Air Force, checklists have enabled pilots to fly aircraft of mind-boggling sophistication. Now innovative checklists are being adopted in hospitals around the world, helping doctors and nurses respond to everything from flu epidemics to avalanches. Even in the immensely complex world of surgery, a simple 90-second variant has cut the rate of fatalities by more than a third.



THE E MYTH REVISITED BY MICHAEL E GERBER



Michael Gerber dispels the myths surrounding starting your own business and shows how commonplace assumptions can get in the way of running a business. He walks you through the steps in the life of a business, from entrepreneurial infancy, through adolescent growing pains, to the mature entrepreneurial perspective, the guiding light of all businesses that succeed, and shows how to apply the lessons of franchising to any business, whether or not it is a franchise. Finally, Gerber draws the vital, often overlooked distinction between working on your business and working in your business.

THE WEALTHY FRANCHISEE BY SCOTT GREENBERG

Drawing upon his years of consulting for countless franchise brands and a decade running his own Edible Arrangements franchises, Scott Greenberg reveals the secrets of the franchise industry's superstars. You'll learn who they are, how they think, and what separates them from typical franchisees. You'll discover how they delight their customers, motivate their employees and get the most value from their franchisor. Most importantly, you'll learn what YOU can do to replicate their success and build more wealth.



TRACTION BY GINO WICKMAN

In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration free businesses - and you can too. The Entrepreneurial Operating System is a practical method for achieving the business success you have always envisioned. More than 2,000 companies have discovered what EOS can do.

