



# Top Expert Releases Game-Changing New Franchise Book: "The Definitive Guide to Franchise Research"

*Little-known ways to get to the truth about any franchise you want to own*

CLEVELAND, OH, UNITED STATES, January 8, 2019 /EINPresswire.com/ -- [The Franchise King®](#), Joel Libava, a US-based franchise expert and a celebrated author, has written a powerful new eBook, "The Definitive Guide to Franchise Research (Little-Known Ways to Get to The Truth About Any Franchise You Want to Own)." The book discusses in detail the best ways to get the real facts on franchise opportunities, so a smart, well-informed decision can be made.

Franchise systems continue to provide the widest possible entrepreneurial opportunities for everyone. They also provide expanding opportunities and strong growth possibilities for downsized employees, minorities, women, and military veterans. But purchasing a franchise is like any other investment: there's no guarantee of success. Right from your temperament to budgeting and legalities, buying and running a franchise business is a challenging task. The majority of new franchise owners fail at franchising because they don't do the proper research needed before they sign on the dotted line. Joel Libava's book offers proven techniques that anyone looking to buy a franchise can use right away.

"Franchising needs to be looked at carefully, but if you do your research properly, it can be very rewarding," said The Franchise King®. "Through my work over the years, some best practices have become clear and there are key steps you can take to ensure you don't end up losing your money. My new research guide shows you how to get to the heart of the matter on any franchise you're interested in potentially buying, in an easy-to-follow, step-by-step way. You'll rest easier knowing that you did your research correctly."

The author has poured his knowledge and expertise into this digital guide to help helping to ensure all franchise buyer's get all the information needed to make a fact-based decision on a franchise to own. It shows unique ways to get crucial information from franchisors and franchisees, including great ways to use little-known online resources that can reveal hidden information about franchise opportunities and franchise company executives.

In addition, 3 Special Bonus Sections are included with "The Definitive Guide to Franchise Research." They include important information and tips on how to arrange and make the most out of in-person franchisee visits, how to research newer franchise opportunities, and how to get the best deal possible in a franchise agreement. [Check out the eBook here.](#)

## About the Author

The Franchise King®, Joel Libava is a Cleveland, Ohio based franchise book author and advisor. He specializes in teaching would-be franchise owners how to best choose, research and buy profitable franchises-and has been doing so since 2001.

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