

Praise for *Grow to Greatness*

“There’s nothing easy about franchising your business. Steve’s book offers tremendous guidelines for making the process much easier. I wish this tool existed when we started The Dwyer Group 28 years ago!” *Dina Dwyer-Owens, 2009 Chair of the International Franchise Association, and Chair & CEO, The Dwyer Group Inc. (Aire Serv, Glass Doctor, Mr. Appliance, Mr. Electric, Mr. Rooter/Drain Doctor in the U.K., Rainbow International)*

“This book provides both structural and executional details for start-up franchisors and valuable tips and insights for experienced franchise recruiters. I especially liked the ‘Ready, Set, Grow!’ chapter summaries that provide checklists for easy review and implementation. I plan to use this book to evaluate our own recruiting efforts.” *Scott Haner, Vice President Franchise Development, Yum! Brands Inc. (A&W All American Food, KFC, Long John Silver’s, Pizza Hut, Taco Bell)*

“I started reading this book with the understanding that it was a comprehensive guide to best practices in franchise development. The wisdom I found in its pages included so much more than I expected. *Grow to Greatness* should be a required read for anyone getting started in franchising or franchise development. It is an excellent reference tool for building and supporting a quality, values-based franchise organization.” *Steve Greenbaum, CEO & Founder, PostNet International Franchise Corp., and 2008 Chair of the International Franchise Association*

“Your book is terrific!” *Dyan Machan, Senior Writer at Smart Money Magazine, and former Senior Editor at Forbes Magazine*

“Steve has written the ‘Driver’s Ed Manual’ for franchise development!! From chapters on building the right culture of successful franchisees and strong franchisee satisfaction to nuts-and-bolts on area developers, multi-unit programs, and ways to effectively use the Franchise Disclosure Document, the book is filled with great lessons for startup franchisors and the most seasoned franchise executives Study *Grow to Greatness* and you will be rewarded.” *John Reynolds, CFE, President, IFA Educational Foundation.*

“After three years trying to invent the wheel, I finally found a book that gives the young franchisor a step-by-step method. Steve’s book has truly revolutionized our entire sales process. This is a must read for the franchisor who is just beginning the journey.” *Debbie Shwetz, CEO, Nothing Bundt Cakes*

“Steve Olson has written the definitive book on building a franchise organization that will withstand the test of time. *Grow to Greatness* combines a lifetime of personal experience with case studies from franchise CEOs and lays the path for avoiding the land mines that have tripped up so many systems. This book should be required reading for all franchise professionals.” *Keith Gerson, President & Chief Operating Officer, PuroClean*

“Awesome! Both new and mature systems take heed! Steve Olson has lived and breathed franchise development. His Five Success Drivers are a ‘must-do’ for explosive system growth. This is the only book I know that addresses the complex world of franchise development. Buy it, read it, take action!” *Nikki Sells, Vice President of Franchise Development, Tasti D-Lite*

"Both new franchisors and established brands going through a re-creation will greatly benefit from reading this book. The willingness to follow a plan is key. The reader should be ready to mark a great idea on every page!" *Lynette McKee, Sr. Vice President & Chief Development Officer, Checkers, and Former Vice President of Franchising, Dunkin' Brands (Dunkin' Donuts, Baskin-Robbins)*

"As one of Steve's consulting clients, we experienced first-hand the value of his wisdom which helped us to build a franchise network of over 1,000 franchisees across 87 countries. *Grow to Greatness* is a rare treasure – one of the few books written exclusively for franchisors that unlocks the secrets of successful franchise system growth. Chapter 5 alone is worth more than most books in franchising! Now Steve has made his blueprint for success available to everyone! The time spent reading his book is by far the best investment any franchisor can make in their business." *Dan Monaghan, Co-Founder, WSI*

"Steve clearly outlines how to build a proper franchise recruitment program and how to present a franchisor as a must-buy opportunity for franchise prospects. Written by one of the best in the business, *Grow to Greatness* is the desk reference for franchise development professionals." *Michael Seid, Managing Partner, Michael H. Seid & Associates, co-author with Wendy's founder Dave Thomas of 'Franchising for Dummies*

"This is the first definitive book on franchising. With experience in franchising from both the franchisor and franchisee perspective, I was at first skeptical that this book could help me ... I was wrong. No matter what your level of knowledge or experience, keep *Grow to Greatness* handy, you'll refer to it frequently." *Evelyn Olson Lamden, Area Developer, the new well, and Principal, Red Kite Business Advisors*

"*Grow to Greatness* is the first comprehensive, practical, and grounded guide to growing a franchise system I have seen. As a young executive tasked with growing a franchise, I was told, 'Learn how to sell franchises.' While I could find skilled individuals to learn from, organized instruction and leadership was nonexistent. The methods described in detail in this book are proven and a must. Thank you for providing such a valuable tool for us – and for every aspiring franchise system. I'm a believer!" *Tom Wood, President & CEO, Floor Coverings International*

"*Grow to Greatness* should be the entrance exam for anyone who aspires to a franchise leadership position, or someone considering franchising their own concept. The information is nothing short of magical in its simplicity and practicality. The book reflects the truth of the franchise business that often times franchisors forget – all brands, regardless of their function, are human brands. I think Steve should re-title his book 'The Golden Rules of Franchising!'" *Clay Carson, Chief Bonehead, Boneheads Franchise Co.*

"I just want to let you know how informative your publication is for me as a new franchisor that's starting a bootstrap franchise company ... read it in 5 days. Now I am in the process of changing my campaign from what I learned to be more effective. Thanks for helping me understand!" *Dennis Rieder, Founder, in2it Nutrition and Fitness*

"*Grow to Greatness* is the first and most comprehensive franchise "playbook" I have ever come across. It truly is a resource for both companies new to franchising and those who have been franchising for many years. The detail which the book lays out the many components of franchising and franchise development is a tool that allows for a franchisor to take a long and

detailed look at their current practices – in essence, it's an outline for success that will be on my desk for many years to come." *Charles Watson, VP Development, Tropical Smoothie Cafe*

"How terrific and useful your book is, finally looking at franchises as a completely integrated entity. It's frank, honest and direct. This information can save a lot of franchisors and their franchisees from losses and heartache. I am making it required reading for all of our clients!"
Mary Ann O'Connell, President, FranWise

"At the risk of stating the obvious, you should consider running a training workshop based on the material. I think the information is seriously undervalued at \$29.95 and it would save a new franchisor tens of thousands of dollars in consulting fees and mistakes." *David Lamont, CEO, MarketingSage*

"*Grow to Greatness* and its success drivers truly grasp every integral facet of franchising and development. Chapters four and five really hit home and lent a tremendous hand in refurbishing our solicitation materials, lead generation and overall development process at my former company. It's a must-have for any sales or development professional's toolbox!"
Julie C. Radecki, Franchise Development Manager, Pinkberry

"*Grow to Greatness* is a publication that has been needed for years in the franchise industry. The content comes from 'real world' experiences in the franchise trenches. As a franchise expert of 25 years, I only hope there's something left for us to do with franchisors after they read this book!" *Marc A. Kiekenapp, Senior Partner, Kiekenapp & Associates*

"Wonderful! Thanks for all you do for franchising!"
Ben Davis, Brand Manager, N-Hance, a Home Depot Company

"This is by far the most comprehensive manual on how to build a franchise system I have ever seen, a genuine work of excellence. *Grow to Greatness* is the 'must read' book for successful franchise development. It will be extremely helpful to many people." *Linda Burzynski, CEO, VL Service Corp. (former CEO of Liberty Fitness & Weight Loss and CMIT Solutions, and President of Molly Maid)*

"The book has real world practical information to help develop a franchise system. It is one of the best books that I have seen that really focuses on key franchise development issues." *Burt Yarkin, Retired CEO, Cartridge World*

"An excellent read! I've been a franchise operations executive for a number of years. I just received my copy of *Grow to Greatness* and all I can say is Wow!" *Richard Basch, Certified Franchise Executive*

"Steve is one of the most respected leaders in franchising ... the rare person who can do it and teach it. In *Grow to Greatness*, he has taken the complicated world of franchise development and outlined a clear and concise path to success. If you are bent on excellence as a franchisor, his book is a must read." *Scott Draper, President, the new well*

"Thank you for writing *Grow to Greatness*. It's the one book that sits on my desk totally dog-eared, worn, with sticky notes throughout. Your guide is comprehensive, highly readable, and replete with useful examples of establishing a franchise development process. Every franchise

professional should have a copy at hand." *Larry Flaherty, Director of Franchise Development, Honey Dew Donuts*

"As a new franchisor I wanted to thank you once again for the wonderful guidance and advice I received from your book. It gives you the specific DNA needed to grow, and played a part in helping us develop our 'compelling program.' It's a wonderful blueprint in the business of franchising."

Martin Medina, President, HomeSweetHome Brands

"Finding the right franchises effectively and efficiently is as important to a franchisor as its brand and operating system. This book provides tools and best practices every franchisor should use. Steve's Five Success Drivers will make a difference for every franchisor who implements them."

Brian Schnell, Partner, Faegre & Benson

"This is without a doubt the best book ever written on 'Franchising A Business.' It will assist everybody that is already a franchisor and is essential reading for people who are planning to franchise their business." *Roy Seaman, Managing Director, Franchise Development Services Ltd.*