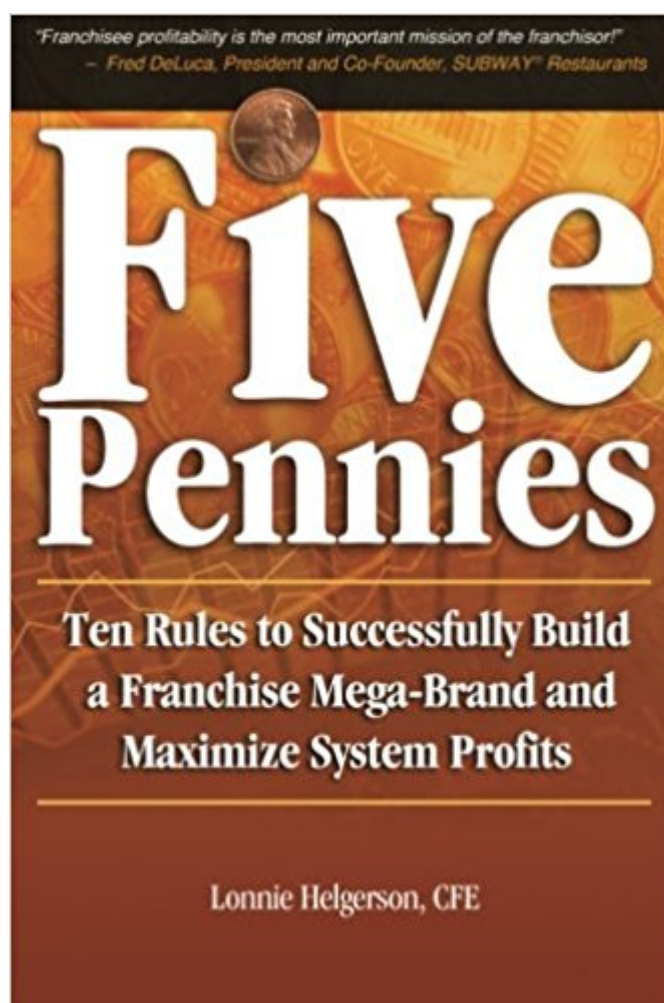


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# Five Pennies: Ten Rules To Successfully Build A Franchise Mega-Brand And Maximize System Profits



## Synopsis

Five Pennies is "THE FIELD MANUAL" for Building and Growing a Franchise Brand With the Right Mindset and Tools! This Book Contains over 120 Tools to Build, Grow and Manage a National Franchise Brand! Featuring Examples of 20 "Best of Class" Franchise Brands to learn from - and 10 "Mega-Wreck" stories to avoid! Learn About: Creating and Growing Sustainable Unit Profitability Managing Franchise System Relations Staying Ahead of Your Growth Rate Enhancing System Profits With Continued Education Turning Your System Into a "Best Practices" Machine How to Recruit Franchise Buyer 2.0 and Maximizing Their Results Structuring Layered Franchise Support and Marketing Developing Macro-Level Programs for System Growth Utilizing Technology to Grow and Manage a Brand Resource Management for a Growing System

"All men can see these tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved." - Sun Tzu, The Art of War, 5th Century BC This is Sun Tzu for Franchising Every year tens of thousands of new franchisees open their doors for business and look to fulfill the American dream of success, and every year hundreds of new franchise companies announce their plans to be the next McDonald's®, SUBWAY®, Restaurants, Marriott®, RE/MAX®, or Great Clips® and fail to reach that goal. Why? Beyond the initial legal work, basic operations manual, some training and a fancy logo to get started, what does it really take to be a successful franchise brand? To start, let me put you in the right mindset. Having a rapidly growing franchise company does not generate wealth and success. A franchisor's wealth and success are by-products of having wealthy and successful franchisees. Learn the ten success secrets of America's greatest franchise brands on how to strategically grow your company into a franchise Mega-Brand. If you like Good to Great by Jim Collins - this book translates to "Good is never good enough, but Mega is great and sustainable." Franchise Mega-Brands continuously seek to excel to greatness. Throughout the book - don't miss the franchise Mega-Brand "Best of Class" examples that illustrate these Road Rules for successful franchising. "There are a handful of disciplines necessary to drive any successful business and a critical discipline that is unique to the mega-franchise business. Five Pennies get right to the point, sharing this #1 "franchise fact" upfront and outlining the other important keys to building a thriving franchise." - Verne Harnish, Best Selling Author, Mastering the Rockefeller Habits & The Greatest Business Decisions of All Time and Fortune Magazine Growth & Leadership Summit facilitator and columnist

## Book Information

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## Customer Reviews

"Franchise profitability is the most important mission of the franchisor!" - Fred DeLuca, President and Co-Founder SUBWAY<sup>®</sup> Restaurants  
"This book will be an important piece of work for anyone who intends to make a living in the franchise community!" - Sid Feltenstein, CFE, Past CEO & Chairman, A&W<sup>®</sup> and Long John Silver's<sup>®</sup>  
"Lonnie has captured the true keys for franchising success. It is easy-to-read with great examples of BOTH the right way and the wrong way to grow a strong franchise brand. Poised to become the new textbook for aspiring franchisors, Five Pennies is a must-read!" - Jeff Bevis, President & CEO, FirstLight Home Care<sup>®</sup>  
"I can only say, that I certainly wish that I had an easy to read book like this when I started out - it would have eliminated some head, heart, and financial aches!" - Mary Ellen Sheets, Founder, Two Men and a Truck<sup>®</sup>  
"Franchising is badly in need of information that works, that makes sense, which can guide us through these times of change in our industry. Best practices that teach us how to work - and also inspire us to understand why we work. Lonnie has done that with Five Pennies." - Ken Hutcheson, CEO, U.S. Lawns<sup>®</sup>

Lonnie Helgerson, CFE CEO, Author, Speaker, & Serial Frantrepreneur! With almost 30 years in franchising, Lonnie has worked with many major brands including Super 8 Motels<sup>®</sup> and Ident-A-Kid<sup>®</sup>. He pioneered the technology sector in franchising, founding Computer Doctor<sup>®</sup>, the first franchise of its kind. Currently, Lonnie serves as the CEO of Helgerson Franchise Group, a platform company that owns and operates franchise brands. An accomplished speaker, trainer and facilitator with a national presence, Lonnie has been a frequent presenter for the International Franchise Association, Franchisor Association of Florida and other franchise and

business groups.

Lonnie Helgerson has provided a great insight into what makes a franchise REALLY successful; from mediocre to Mega-amazing is not a large leap if you have the recipe that Lonnie gives! If you are looking for a franchise to invest in, this is the first book you should read! It is concise and engaging, providing you with great insight on why a brand will excel or not. Easy-to-read and understand, '5 Pennies' gives real-world examples and exposes all of the secrets of many of the most successful, even legendary, franchises in history! If you work for or operate a franchise already, read this to get your brand to Mega and take the lead in your industry niche!

This is a very good book. Easy to read and so informative on building your franchise brand. Lonnie has an extensive background in building and developing franchise brands and the book is in plain English so anyone can read it and understand all he is sharing with them.

Logical. Simple. Easy to read. Lots of proof points. Lovely examples. Stuff to implement.

Great book. Very respectful to the franchisee. Does not talk down to anyone. Looks to serve first. Written from personal experience.

Fantastic book that gave me great insight as an emerging franchisor. Lonnie is forthright with mistakes that some brands have made. He gives you a blue print to success. I highly recommend the book.

Mr. Helgerson was the speaker at a conference I attended and after listening to him, I knew this was a book I needed! What I didn't expect was how readable it is. I read it the first time in one evening. The 2nd time I took notes and the 3rd time is in progress! This work is a must-read for franchisors and franchisees alike.

Lonnie has done a great job with his book and he is able to convey to the reader valuable insight into taking a franchise concept from infancy and strategically implementing various procedures and methodologies that can really make a difference in the lives of not just the Franchisor, but the system Franchisees as well. Definitely worth a read! Mark Milburn, ModernFranchises.com

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