

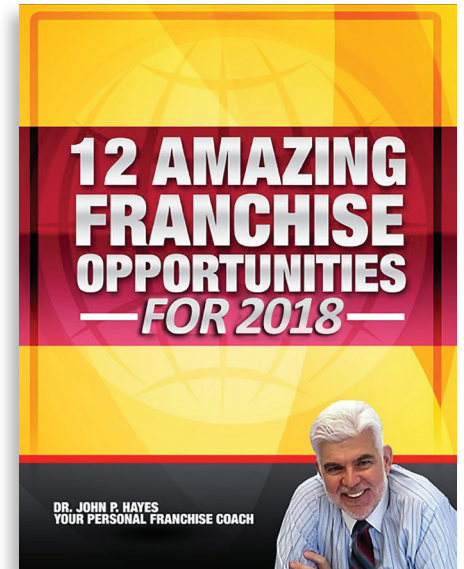
We're Looking For 12 Amazing Franchises And So Are Your Franchisee Prospects

Promote your Amazing Franchise opportunity in the next book by Dr. John P. Hayes.

- Do you have an Amazing Franchise story to tell?
- Is your business featured prominently among franchise and industry rankings?
- Has your franchise enjoyed dramatic growth in a short amount of time?
- Is your franchise changing the face of an industry?
- Do your franchisees enthusiastically promote your franchise sales?
- Does your franchise provide an unusual opportunity for prospective franchisees?

If any of these describe your franchise, Amazon best-selling author, Dr. John P. Hayes, is offering a chance to tell your story in his next book, *12 Amazing Franchise Opportunities For 2018*.

The last edition of the **Amazing Franchise series spent weeks at the top of the Amazon best-seller list** for franchise and small business books. Spin-off editions featuring individual concepts generated thousands of e-Book downloads. In addition, **many of the concepts featured received glowing reviews** that were posted on Amazon and are now permanently part of Amazon's database **where they can be read by prospective franchisees forever**.



Here's why your franchise should be a part of Dr. Hayes' next franchise best-seller:

- Books deliver a higher level of credibility than advertising or other media options.
- Books allow you to tell your story in more depth and detail than possible through a brochure, magazine article or TV interview. Plus, people still read books!
- Books have proven to be one of the most effective ways to generate publicity and sales leads.
- Unlike traditional advertising, a book immediately sets your franchise apart from your competitors. It gives your franchise more credibility!
- Reviews of your book enhance your sales opportunities. FASTSIGNS garnered dozens of 5-Star Reviews all posted on Amazon.com. Can your sales team use that kind of credibility?

Being featured in 12 Amazing Franchise Opportunities for 2018 will help you sell franchises!

Don't take our word for it. Read what others said about being included in the Amazing Franchise Opportunities series:

Joe Malmuth, Vice President, United Franchise Group

"As Director of Franchise Development for United Franchise Group, my goals are not only to find quality entrepreneurs, but to also produce validation and credibility for our brands. Dr. Hayes and his book have been a fantastic resource that has brought us further credibility and expert validation as a family of 6 award winning franchise opportunities."

Scott Mortier, Vice President of Business Development, Dental Fix RX

"Dr. Hayes' book has been one of the most impressive opportunities yet with an already rapid turnover of success. In just a few short weeks following the publish date, Dental Fix RX signed a reputable lead who came directly from the book!"

Catherine Monson, CEO of FASTSIGNS International, Inc.

"The book served as a catalyst for people to comment not only about the content of the book, but also about the benefits of owning a FASTSIGNS franchise. It was a very effective way to gain credibility for the brand, and those comments remain on Amazon.com forever! We also enjoyed working with BizComPress as they helped our team coordinate an effective publicity campaign centered around the book."

WANT YOUR OWN CUSTOM BOOK?

Don't want to share your moment in the sun with other franchise concepts? BizComPress offers a number of book options for franchisors with a story to tell. Contact Scott White at (214) 458-5751 or scottwhite@bizcompress.com for information on options and pricing.

MORE THAN 1,000 DOWNLOADS FOR FASTSIGNS

With more than 1,000 downloads and over 70 book reviews posted by readers, the FASTSIGNS story garnered instant and important validation as a business opportunity worthy of more readers, and more potential franchisees! The downloads created a snowball effect of enormous power and reach.

Delivering value far beyond the cost

The cost to include a chapter about your franchise opportunity in *Amazing Franchise Opportunities (2018)* is only \$5,000. The book will be published in both e-Book (automatically downloadable) and paperback formats. Here's what all comes with the package:

- The e-Book version of *Amazing Franchise Opportunities (2018)* will be released in late 2017 and promoted through a comprehensive publicity and social media campaign throughout all of 2018. As a result, **the book and the resulting publicity will generate leads for more than a year! In fact, 12 *Amazing Franchise Opportunities for 2015* is still selling every week on Amazon.com – and it's been in publication for more than 3 years!**
- Prior to publication, BizCom will launch a publicity campaign promoting interviews in the news media with Dr. Hayes to promote the book. Copies of the e-Book will be distributed to reviewers of small business books and we will also offer free copies to readers on Amazon to **drive up** the rankings and **exposure of your concept**. We also will place advertising on select online sites and the book will be promoted and distributed widely via social media, including Twitter and Facebook.
- You get your own custom cover that can be posted on your website and blogs to promote your story as it appears in *12 Amazing Franchise Opportunities for 2018*. You can distribute the entire book, or choose to distribute only your chapter. Either way, you'll generate leads!
- You will receive five paperback versions of the book and more can be ordered at a discounted price.

Here's how it works

If your story meets our criteria as an *Amazing Franchise Opportunity*, you will provide us with a 2,000 – 2,500 word article about your business along with up to three high-quality photographs and your company logo. We'll give you guidelines for preparing the article, or for an additional fee we can write the chapter for you.

Once we receive your chapter, Dr. Hayes will edit the text and offer suggestions to help improve the sales potential, but you will have the final approval of your story.

Dr. Hayes will also write the book's Foreword to emphasize why you and the other franchisors included in the book represent *Amazing Opportunities*. He will also write an introduction that precedes your chapter in the book that will focus only on your company. Dr. Hayes also will write additional chapters touting the success and value of franchising, and how prospective franchisees can evaluate franchises. We'll also include valuable resource lists in the back of the book.



About The Author — Dr. John P Hayes

With more than 25 books, including 15 Amazon.com best sellers all focused on franchising, Dr. John P. Hayes is the most published franchise authority in the world. He's one of the few people worldwide to have been a franchisee, a franchisor, and an advisor to franchise companies. As a trusted authority, his name sells books that create sales opportunities for franchisors. Dr. Hayes is a seasoned professional who knows how to promote a book once it's published, thus creating additional opportunities for your book and your brand.



About BizCom Press and the *Amazing Franchises Book Series*

BizCom Press is the publisher of the *Amazing Franchises* book series by Dr. John P. Hayes. Our first edition of this book series was published in November 2014 and became an Amazon.com bestseller almost overnight! Recently published titles in the *Amazing Franchises* series – FASTSIGNS, Dental Fix Rx, Farm Stores, PostNet, Mr. Appliance, Jani King International, Pinot's Palette – have also reached #1 on Amazon and generated leads for the franchisors.



Reserve your chapter today!

Be recognized as one of the 12 Amazing Franchise Opportunities for 2018!

Contact Scott White today at (214) 458-5751 or scottwhite@bizcompr.com to reserve your chapter today.