

# Franchise guru Dr. John Hayes returns with a second edition of "12 Amazing Franchise Opportunities"

Follow-up guide is a must-read for anyone looking to buy a franchise

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NEWS PROVIDED BY

**Dr. John Hayes** →

Feb 15, 2018, 10:00 ET

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DALLAS, Feb. 15, 2018 /PRNewswire/ -- Vetting the right franchise becomes that much easier as franchise authority Dr. John Hayes takes another insightful look at promising franchise opportunities in his latest book "12 Amazing Franchise Opportunities – Second Edition."

The follow-up to the Amazon franchising best-seller "12 Amazing Franchise Opportunities for 2015" shares step-by-step advice for anyone considering the purchase of a franchise, including an intriguing way to determine which personalities are best suited for specific franchises. Dr. Hayes also explores the people, histories and associated successes of 12 franchises he considers "amazing" business opportunities.

The featured concepts include:

- Camp Bow Wow
- Xpresso Delight
- Office Pride
- FASTSIGNS
- Restoration 1
- Sandler Sales
- Lime Painting
- Zerorez
- River Sweet Treats
- LINK Staffing
- Fully Promoted
- Jon Smith Subs

The new book by Dr. Hayes "masterfully compiles and presents a cadre of concepts destined for greatness, providing readers with a qualified funnel from over 3,000 franchise concepts down to 12 that are worthy of consideration," writes Dr. Benjamin C. Litalien, CFE, founder and president of FranchiseWell, in the book's Foreword.

Dr. Hayes, who speaks about franchising to audiences around the world and has authored numerous books on the subject as well as the blog "How to Buy a Franchise," says "12 Amazing Franchise Opportunities – Second Edition" is designed for both the experienced franchisee and the newcomer.

"The opportunities are endless," he says. "If franchising makes sense for you...then it's a matter of finding the right opportunity. There's a good chance you'll find the right opportunity in this book. In fact, there's a good chance you'll find multiple right opportunities in this book."



"12 Amazing Franchise Opportunities – Second Edition.", published by BizCom Press, will be available for the Amazon Kindle, Barnes & Noble's Nook, as well as other formats, and will also be available in a print edition. More information on "12 Amazing Franchise Opportunities – Second Edition" is available at [amazon.com](http://amazon.com).

### **About the Author**

Dr. John Hayes is one of the world's most published authors and speakers on the topic of franchising. Within days of publication, his franchise books such as "Take the Fear Out of Franchising," "12 Amazing Franchise Opportunities for 2015," "Buy Hot Franchises Without Getting Burned" and "101 Questions to Ask Before You Invest in a Franchise" climbed to #1 best sellers in their categories on Amazon.com. In addition to his career in writing and speaking, John has also been a franchisee, a franchisor and a franchise adviser. Dr. Hayes has authored more than 20 books, including "Start Small Finish Big" with Subway co-founder Fred DeLuca, Network Marketing for Dummies with Zig Ziglar and others. Dr. Hayes is the Titus Chair for Franchise Leadership and director of the Titus Center for Franchising at Palm Atlantic University in West Palm Beach, Florida. He also is president of Hayes Marketing Services.

SOURCE Dr. John Hayes