



## Supporting Material

### SM1k: Franchise Simply, Resources List, 2016



## Resources List

### General material on franchising and systemizing a business

**Australian Trade Commission**, *How to Franchise Your Business*, 2007

**Franchise Council of Australia**, *Compiling a Franchise Operations System*, 2008

**Gerber, Michael E**, *The E-Myth Revisited*, 1995

**Gerber, Michael E**, *E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company* (Feb 20, 2007)

**Hayes, Dr John P**, *How to Buy a Franchise*

**Hayes, Dr John P**, *Take the Fear Out of Franchising*

**Jurd, Sharon**, *Extraordinary Women in Franchising*

**Kroc, Ray**, *Grinding It Out, The Making of McDonalds*

**Marshall**, *80/20 Sales & Marketing*

**Olson, Steve**: *Grow To Greatness – How to Build A World-Class Franchise System Faster*. 2008

**Stephens, Darren**, *Top Franchise CEO's Secrets Revealed*, (Provided with this Program)

**Walford, Glenn**,

Series of four books for Franchisees available from [www.shakingfranchiseprofits.com.au](http://www.shakingfranchiseprofits.com.au)

*Buying your Franchise*

*Marketing your Franchise*

*Maximising your Franchise*

*Selling your Franchise*

**Sugars, Bradley J**, *Instant Systems*, 2006

**Maxwell, John C**. *The 5 Levels of Leadership: Proven Steps to Maximize Your Potential*, Oct 4, 2011

**Lencioni, Patrick**, *Five Dysfunctions of a Team: A Leadership Fable*, April 12 2002

**Carpenter, Sam**, *Work the System: The Simple Mechanics of Making More and Working Less*, Third Edition (Oct 1, 2011)

**Branson, Richard**, *Like a Virgin, The Secrets They Won't Tell You In Business School*, 2012

**Roddick, Anita**, *Business as Unusual, The Journey of Anita Roddick and The Body Shop*, 2000

**Kroc, Ray**, *Grinding It Out, The Making of McDonald's*, 1992

### Managing relationships in a franchise

All available from [www.franchiserelationships.com](http://www.franchiserelationships.com)

**Nathan, Greg**, *Profitable Partnerships*, 2007 (Provided with this Program)

**Nathan, Greg**, *Franchise Relationships Toolkit*, 2015 (Provided with this Program)

**Nathan, Greg**, *The Franchise E-Factor*, 2007

**Nathan, Greg**, *The Franchisor's Guide to Improving Field Visits*, Second Edition, 2008

## **Business mindset**

**Blackburn, Paul**, *Beyond Success*, 2007 Available from [www.beyondbeyondsuccess.com](http://www.beyondbeyondsuccess.com)

**Cownie, Nick**, *7 Minute Mindset* 2012

**Proctor, Bob**, *You Were Born Rich – The Keys To Maximising The Awesome Potential You Were Born With*, 1997

**Hill, Napoleon**, *Think and Grow Rich*, 1960

**De Bono, Edward**, *6 Thinking Hats*

## **Marketing and the internet**

**Brunson, Russel**, *Dotcom Secrets, The Underground Playbook for Growing Your Company Online*, 2015, (Provided with this Program)

**Brunson, Russel**, *Expert Secrets*, 2017

**Jenyns, David**, *Authority Content, The Simple System for Building Your Brand, Credibility, and Sales*, 2016

## **Magazines and periodicals**

### **Franchising**

[www.franchise.net.au](http://www.franchise.net.au)

### **BRW**

[www.brw.com.au](http://www.brw.com.au)

### **Franchise Buyer**

[www.franchisebuyer.com.au](http://www.franchisebuyer.com.au)

### **Business Franchise Australia and New Zealand**

[businessfranchiseaustralia.com.au](http://businessfranchiseaustralia.com.au)

### **Franchise New Zealand**

[franchise.co.nz](http://franchise.co.nz)

## **Internet references**

### **Shaking Franchise Profits**

[www.shakingfranchiseprofits.com.au](http://www.shakingfranchiseprofits.com.au)

### **Franchise Council of Australia**

[www.franchise.org.au](http://www.franchise.org.au)

### **Franchise Relationships Institute**

[www.franchiserelationships.com](http://www.franchiserelationships.com) <http://www.switzer.com.au/small-business>

## **Business Advice Websites**

[www.sa.gov.au](http://www.sa.gov.au)

[www.smallbiz.nsw.gov.au](http://www.smallbiz.nsw.gov.au) [www.businesslink.gov.uk](http://www.businesslink.gov.uk).

Or any of the other state government websites

## **IP Australia**

[www.ipaustralia.gov.au/trademarks](http://www.ipaustralia.gov.au/trademarks)

## **Spectrum Analysis**

<http://www.spectrumanalysis.com.au/index.html>

The DISC Profile

<https://www.tonyrobbins.com/ue/> [www.thediscpersonalitytest.com](http://www.thediscpersonalitytest.com)

## **Roger Hamilton's Wealth Dynamics Profile**

<http://www.wealthdynamicscentral.com/>