

FRANCHISE  
BIBLE STUDY

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## Dispelling the Turnkey Myth

By Carolyn Miller, National Franchise Institute

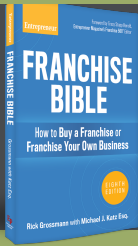
1. Franchisors help franchisees the most by \_\_\_\_\_  
\_\_\_\_\_.
2. When someone pays a franchise fee, what they're really buying is a  
\_\_\_\_\_, not a \_\_\_\_\_.
3. As the owner, franchisees are ultimately the ones responsible for  
\_\_\_\_\_  
\_\_\_\_\_.
4. New and emerging franchisors usually provide franchisees with resources like  
\_\_\_\_\_ and a \_\_\_\_\_  
\_\_\_\_\_.
5. Franchisees should hire a \_\_\_\_\_ broker that  
specializes in the type of location you are building.

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After more than three decades in franchising with brands such as McDonald's, Chipotle and Red Robin, **Carolyn Miller** founded the National Franchise Institute. This educational platform helps entrepreneurs open physical locations and teaches them how to succeed and grow. She's also COO for New Early Orthodontics (NEO).

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6. Site Selection Criteria (from your Franchisor) tells you WHAT to look for within your territory; \_\_\_\_\_ tells you WHERE you should be looking.
7. A \_\_\_\_\_  
\_\_\_\_\_ has technical knowledge and knows all of the steps that need to happen between today and the date that your new location opens.
8. If the doors aren't open, you are \_\_\_\_\_  
\_\_\_\_\_ and the franchisor is not \_\_\_\_\_  
\_\_\_\_\_.



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