

THE FRANCHISEE QUIZ

The test is designed to measure your aptitude to be a franchisee, not your worth as a person or your overall general business acumen. The life of a franchisee is not for everyone--and it is important to find out if its right for you before investing your time and money. In order to determine your potential success as a franchisee, answer the questions in terms of your own feelings and experiences, rather than what you think a successful franchisee would say.

For questions 1-16, circle the answer that best describes you or that you most agree with:

1. I have generally been regarded as:
 - A. one who loves to plan vacations
 - B. always been one to work hard
 - C. one who seeks benefits and rewards for my work
 - D. being easy to supervise
2. Financially, I:
 - A. am very conservative
 - B. am very liberal
 - C. have always been able to put money aside
 - D. have never been well off
3. Taking directions from others is:
 - A. one of my strong talents
 - B. something I do not like
 - C. often a must
 - D. acceptable if not constantly required
4. Work-related pressure:
 - A. can cause physical illness
 - B. is something I try to avoid
 - C. is a definite problem in business today
 - D. seldom causes me any discomfort
5. I have generally been regarded as having:
 - A. the ability to sell things
 - B. a good grasp of what makes people tick
 - C. physical strength
 - D. emotional warmth
6. To reach one's optimum level of success, one must:
 - A. have luck on her side
 - B. be happy in his work
 - C. be willing to take risks
 - D. know the right people
7. Personally, I:
 - A. am dissatisfied with my current profession
 - B. have had a variety of life experiences
 - C. have strong business and sales skills
 - D. have not had much business experience
8. A major factor in business success is:
 - A. an appetite to learn more about what you do
 - B. a happy and stable personal life
 - C. physical stamina
 - D. extensive business experience
9. I am best described as:
 - A. an intelligent person
 - B. a highly verbal person
 - C. a hard-driving person
 - D. a person who can relate to other people
10. A strong desire to learn is:

- A.** a valuable asset, both personally and professionally
 - B.** often necessary to advance in business
 - C.** not very important after you complete school
 - D.** uncommon in the business world
11. When a superior tells me what to do, I:
- A.** wish I had his job so I could give orders
 - B.** often try to present a new, more efficient way of doing the task
 - C.** secretly resent being ordered around
 - D.** learn from the instruction and complete the task
12. To succeed in business, it is often more important to be hard working than to be creative, talented person:
- A.** strongly agree
 - B.** agree
 - C.** disagree
 - D.** strongly disagree
13. I have been best known for:
- A.** getting involved in my community
 - B.** having good general business knowledge and skills
 - C.** being a good parent
 - D.** my work experience with a large company organization
4. As a business owner, it would be most important to me to:
- A.** provide jobs for my family
 - B.** be well thought of by my staff
 - C.** be able to set my own work schedule
 - D.** be closely aware of and prudent with my finances
15. Work hours should be:
- A.** as long as needed
 - B.** paid for, especially for the boss
 - C.** flexible--long only when needed for special projects
 - D.** equally divided among all employees
16. A description of someone with a good chance to succeed in business is someone who:
- A.** likes to get away regularly to avoid stress
 - B.** is always curious to learn more about doing his job
 - C.** works best by himself
 - D.** has a business degree from a top University

For questions 17-30, pick the statement that best describes you.

- 17. **A.** I have a strong affinity for sales. **B.** I am highly energetic.
- 18. **A.** I have moderate experience in the type of business I would like to get into. **B.** I take directions well.
- 19. **A.** I am a creative person. **B.** I am a good listener.
- 20. **A.** I am a previous business owner. **B.** I am able to fully commit my finances to my business.
- 21. **A.** I don't mind working long hours. **B.** I have strong corporate skills.
- 22. **A.** I am a very careful, organized person. **B.** I am a people-oriented person.
- 23. **A.** I am a charitable person. **B.** I am a diplomatic person.
- 24. **A.** I am highly spontaneous. **B.** I am highly goal-directed.
- 25. **A.** I am able to take charge with people. **B.** I am a quick decision maker.
- 26. **A.** I have some basic financial knowledge. **B.** I have previous management experience.
- 27. **A.** I need to be in control. **B.** I can take directions from others.
- 28. **A.** I have extensive business skills. **B.** I am always willing to do what it takes to get things done.
- 29. **A.** I often use weekends to unwind. **B.** I am very resistant to stress.
- 30. **A.** I have money in the bank. **B.** I am willing to do without if necessary.

For this question, circle the five statements that are least like you

- 31. **A.** I am a slow starter
- B.** I can sell anything
- C.** I prefer to work by myself
- D.** I am interested in learning new skills
- E.** I would rather live spontaneously than set long-range goals
- F.** I thrive on stressful, busy, deadline situations
- G.** I work best by taking charge and issuing orders
- H.** I am rich in people skills
- I.** I prefer large corporate environments
- J.** I have a history of working long hours at favored activities

The Franchisee Quiz Score

Scoring - For each answer you chose, give yourself the corresponding amount of points listed below:

Total points possible: 97 (See ratings below table)

1.	a-0	b-4	c-0	d-2		
2.	a-2	b-0	c-4	d-0		
3.	a-4	b-0	c-2	d-1		
4.	a-0	b-0	c-1	d-4		
5.	a-4	b-2	c-0	d-0		
6.	a-0	b-2	c-4	d-0		
7.	a-0	b-2	c-4	d-0		
8.	a-4	b-1	c-0	d-3		
9.	a-1	b-0	c-2	d-4		
10.	a-4	b-2	c-0	d-0		
11.	a-0	b-2	c-0	d-4		
12.	a-4	b-3	c-0	d-0		
13.	a-0	b-4	c-2	d-1		
14.	a-1	b-0	c-0	d-4		
15.	a-4	b-0	c-2	d-0		
16.	a-0	b-4	c-1	d-1	e-1	f-0
17.	a-2	b-1				
18.	a-1	b-2				
19.	a-1	b-2				
20.	a-1	b-2				

21.	a-2	b-1				
22.	a-1	b-2				
23.	a-1	b-2				
24.	a-1	b-2				
25.	a-2	b-1				
26.	a-2	b-1				
27.	a-1	b-2				
28.	a-1	b-2				
29.	a-1	b-2				
30.	a-2	b-1				
31.	a-1	b-0	c-0	d-0		
g-1	h-0	i-1	j-0			

Ratings

97-79 Points: A Prime Candidate:

Congratulations! If you have answered the quiz questions frankly and received a score in this range, your personality, traits, attitude, experience and temperament are good matches with the attributes many franchisers say are found in their most successful franchisees. You likely have a well-defined desire to learn and a willingness to follow directions in the quest of your own success. If you are financially able to do so, I strongly suggest that you pursue becoming a franchisee.

79-50 Points: A Potential Candidate:

Many of your traits are close to those found in top franchisee candidates; however, you may not be completely committed to the concept of running a franchised outlet of someone else's business. Although you may be interested in becoming a franchisee, your quiz answers differ from those of more "traditional" candidates; perhaps you have a strong streak of independence or are more comfortable giving directions than taking them. If you can ascertain where you differ from the "model" franchisee--by reading the book *How to Buy and Manage a Franchise*--you may be able to determine if these are fundamental differences or merely slight discrepancies. If the latter is true, you might be a good franchisee candidate.

50-0: A Questionable Candidate.

A low score on this test might indicate that you would be more comfortable and successful as an independent business owner or a salaried employee. You may be more independent and have a stronger business background than most franchisees. Rather than trying to squeeze your individual talents into a field you may not be suited, you should probably seek other opportunities. If you still feel strongly committed to becoming a franchisee, examine how your test responses differ from the suggested answers. This can uncover areas in your personality or background that you need to reassess to improve your chances of becoming a successful franchisee.