

Relying on name recognition alone

If you're buying into a franchise, you might think that having a well-known name above your door will bring customers in. Name recognition isn't everything. The worst location with an active owner does wonders, while a prime location with a lazy owner performs terribly. Remember that you get out what you put in – hard work plus perseverance = success.

Ralph Askar is the CEO and President of Instant Imprints

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