**Media Questions for Liz Leonard**

1. Can you briefly explain what a franchise is?
2. Why is owning a franchise better than opening your own business?
3. What are some common myths surrounding franchises and becoming a franchisee?
4. What are some of the upsides of owning a franchise? The downsides?
5. Can you own more than one type of franchise?
6. What are some of the most popular franchises?
7. What franchises are the best-kept secret right now?
8. Are there any franchises you’d recommend avoiding?
9. In your experience, how important is having prior business experience to becoming a successful franchise owner?
10. What makes someone a good candidate to own a franchise?
11. What are the factors that reduce someone’s likelihood of success in owning a franchise?
12. Can you briefly explain what a franchise advisor does?
13. How did you become interested in franchises?
14. What is the biggest surprise for clients when they start to work with you?
15. Can you share a success story where your work had a significant impact on a franchisee?
16. You recently wrote a book, **Your Franchise Fast Pass**. What was the author's journey like for you?
17. What prompted you to write the book?
18. What is the best piece of advice you’ve received as a business owner?
19. What is your best piece of advice for someone who is considering opening a business or purchasing a franchise?
20. How can people work with you?