

FranchiseDictionary

THE ABC'S OF FRANCHISING

TESTIMONIALS



Since we launched, we have turned heads in the franchise community. Here's what industry leaders are saying:



“FASTSIGNS® has been franchising for more than 30 years.

We've seen many resources—some move the industry forward and some don't. Franchise Dictionary Magazine moves things forward, and in an innovative way! The team is both caring and knowledgeable, and content is published from a fresh perspective. Their social media shout outs create buzz. FDM genuinely educates the reader with high-quality articles and dazzles them with pictures that look like artwork. We are proud to be a contributor of this fine magazine!”

Mark Jameson, Executive Vice President, FASTSIGNS International

“As both a journalist and a franchisor, I can say without hesitation that Franchise Dictionary Magazine is a top-notch publication. The articles are engaging, well-researched and well-written while the layout is bright, colorful, and artfully designed. Jill has done an impeccable job featuring and capturing the essence of Challenge Island and I share every issue with my franchisees as a valuable resource as they grow their local franchise businesses. Highly recommended!”

**Sharon Duke Estroff, Founder, Challenge Island
CEO/President, Challenge Island Global**

“As a former franchisor I can speak to how effective, clear, concise and important Franchise Dictionary Magazine is. I wish it had been around when we were an emerging franchisor years ago. FDM has become one of the most read and popular franchise publications with critical information helping both the ZORS and ZEEs.”

**Nancy Friedman, President
Telephone Doctor Customer Service Training**

“I am very selective when it comes to spending advertising dollars. Franchise Dictionary Magazine puts us right in front of our target.”

Leo Goldberger, CEO/founder, The Patch Boys

“Franchise Dictionary Magazine has been an incredible resource for helping us promote our franchise business. The format, layout and design of the magazine is unparalleled in the industry. Lest we forget, the incredible staff and customer service of Franchise Dictionary Magazine are amazing to work with!

Thank you, thank you, thank you!”

David Isbell, Chief Operating Officer, The Waffle Experience, Intl.

“As a franchisor, I find Franchise Dictionary Magazine incredibly resourceful, interesting, and enlightening. It offers a fresh perspective on the franchise industry that I find helpful and very informative.”

Gonca Esendemir, Co-founder & CMO, Flatbread Grill

“Franchise Dictionary Magazine

has quickly become a favorite resource. I love that the content is full of good information AND that it's in a visually appealing format ... that's a rare combination!”

Jack Monson, Host, Social Geek Radio

“The Shoe Shine Guys are proud to be associated with Franchise Dictionary Magazine. We were featured in the June issue and we have had a tremendous response. The quality of the article and the layout were top notch. We have participated in two franchise expos since June and have handed out the magazine to everyone stopping by our booth. A big hit!”

John Early, President, The Shoe Shine Guys

“Working with the team at Franchise Dictionary Magazine has been fantastic. From start to finish, the whole process was flawless. Jill Abrahamsen's article about us was well written and spot-on.”

Matt Rivera, CEO, The Inspection Boys

“It has been a true pleasure working with Jill Abrahamsen and her staff this past year. We have gotten a lot of play from the two articles Jill wrote. We use them at franchise shows and in all of our emails to prospective franchise candidates.

The articles have had a much longer life span than I ever expected. I look forward to a continued relationship.”

Jeff Konopack, VP Franchise Development, Deck Medic, Inc

“If you're searching for a reputable franchise authority with great content, look no further than Franchise Dictionary Magazine. From individuals who are searching for their franchise opportunity, to experienced franchisees and franchisors,

Franchisor Dictionary magazine is a can't miss resource. I read it every month!”

Landon Eckles, CEO, Clean Juice

“Over my 36-year career in franchising I've seen publications come and go, and others just stay the course. What I've seen in Franchise Dictionary Magazine is a fresh perspective each and every month along with information that readers can utilize that day. Whether an aspiring franchisee or current franchise executive, the information is spot-on, easy to read and understand and with nothing lacking between the print and digital editions.”

Paul Segreto, CEO, Franchise Foundry

Contact: Joan Winchester, VP of Franchise Expansion

joan@franchisedictionarymagazine.com (610-724-7084 Direct)