

# DIAGNOSTIC QUESTION FOR PEOPLE APPLYING FOR A FRANCHISE

**Name:**

**Email Address:**

**Cell phone Number:**

**Please read and encircle the appropriate letter for each number**

**Q1 Are you regarded by those who know you as:**

- (a) Generally a fairly self-contained person?
- (b) Generally a rather gregarious person?
- (c) Somewhere in between (a) and (b)?

**Q2 Are you regarded by those who know you as:**

- (a) Frequently frustrated by tasks you find boring?
- (b) Able to endure a reasonable amount of boredom and frustration?
- (c) Generally good at concentrating on whatever tasks face you?

**Q3 Would you say that:**

- (a) You possess an excess of mental and physical stamina and enjoy excellent health?
- (b) You find that you tire easily if you work long hours and your health is not always of the best?
- (c) You estimate that your health and stamina are about average for a person of your age?

**Q4 Would you say that:**

- (a) You find mistakes and setbacks very demoralizing?
- (b) You feel that mistakes can be a very useful way of learning as long as they are not repeated?
- (c) You try to learn from your mistakes but often find it easier said than done?

**Q5 Which of the following most accurately describes you?**

- (a) You set yourself targets and almost obsessively chase after them?
- (b) You get fed up if you find yourself 'on the go' all the time ?
- (c) You like to take life at a modest pace and respond to pressures as and when they arrive?

**Q6 Would you say that:**

- (a) You find it almost impossible to make tough decisions, particularly if they involve people?
- (b) You can make tough decisions when necessary but it takes a lot out of you emotionally?
- (c) You see tough decisions as a fact of life - you don't necessarily enjoy them but, on occasions, see no alternative?

**Q7 Would you say that:**

- (a) You do not suffer fools gladly and make little effort to hide your feelings?
- (b) You have notable patience and self-control?
- (c) You are situated in between positions (a) and (b)?

**Q8 Would you say that:**

- (a) Your mood is very influenced by events?
- (b) Your mood is very little influenced by events?
- (c) You tend to adopt a policy of 'taking the rough with the smooth'?

**Q9 Are you regarded by people who know you as:**

- (a) A person who needs to know exactly where they stand?
- (b) A person who can live with uncertainty?
- (c) A person who can endure a reasonable amount of uncertainty?

**Q10 If you go into business would you:**

- (a) Resent people who appear to be telling you how to run your own business?
- (b) Regard the views of others as a potential source of useful information and guidance?
- (c) Be willing to listen to others when you had the time but likely to 'take it all with a pinch of salt'?

**Q11 Would you say that your total personal assets and savings together:**

- (a) Exceed the full buy-in cost of the franchise?
- (b) Exceed two-thirds of the full buy-in cost?
- (c) Amount to less than two-thirds of the full buy-in cost?

**Q12 Do you feel that your spouse:**

- (a) Feels that how you earn a living is very much your own affair?
- (b) Would prefer to see you doing something you enjoy?
- (c) Is very keen on your taking a franchise and willing to back you very strongly?

**Q13 Which of the following is true of you?**

- (a) There is no prior history of self-employment in your family involving either yourself or close relatives.
- (b) Though you have not personally been self-employed previously, there is some history of self-employment in your family via close family and/or relatives.
- (c) You have personally been self-employed previously.

**Q14 Is your main reason for wanting to be a franchisee:**

- (a) To achieve a good standard of living?
- (b) Because most of the alternative options for making a living appear closed?
- (c) For the independence and autonomy involved in having you own business?

**Q15 Do you feel that, in taking a franchise:**

- (a) You would have a tried and tested product/service which should sell itself?
- (b) No matter how good the product/service, customers still respond to sales effort?
- (c) Selling would still be a key activity?

**Q16 Is your prior work experience:**

- (a) Unrelated to the franchise in question?
- (b) Very closely related to the franchise in question?
- (c) Marginally related to the franchise in question?

**Q17 In running your own business, would you:**

- (a) Prefer to stay small?
- (b) Wish to grow as big as circumstances allowed?

(c) Just grow to a size where you could begin to take more time out of the business?

**Q18 Do you feel that:**

- (a) To get a job done properly, you must do it yourself?
- (b) Delegation allows you to spend more time doing what you are best at?
- (c) Delegation is a necessary evil?

**Q19 Do you feel that it usually pays to:**

- (a) Take a long-term view of things?
- (b) Make hay whilst the sun shines?
- (c) Adopt the medium-term view?

**Q20 Do you feel that:**

- (a) Your future lies largely in your own hands?
- (b) You can at least partly influence your own future?
- (c) The individual is merely a puppet on the end of a string and can do little to influence events?

