



MICHAEL PETERSON, FRANCHISE EXPERT

CURRENT: PRESIDENT & FOUNDER, FRANCHISE BEACON

PAST: CAO, PLAY N TRADE FRANCHISE, INC.  
COO, FRANKLIN INVESTMENTS  
CREWMAN, MLRS, U.S. ARMY



### ➔ **Franchising**

In franchising, my expertise is broad; sales, leadership, operations, marketing, and compliance. I assist small businesses in becoming franchisors and assist franchisors in bringing the franchise game to the next level. I have been in this industry, on all sides of franchise development, for well over a decade. I have held the highest positions in large multi-national firms, as well as helped small companies become franchisors. I have assisted in the placement of close to 1000 franchisees.

### ➔ **Business Owner**

I am the President and founder of Franchise Beacon, a premier franchise consulting firm that specializes in franchise development, sales, and funding.

### ➔ **Funder**

Franchise Beacon provides working capital to existing small businesses, both franchisees and non-franchised, to handle day-to-day expenses and growth needs. We also specialize in providing capital to established franchisors to grow their franchise or corporate footprint through advertising, opening locations, or acquisitions.

### ➔ **Author**

I am a prolific writer, and in addition to my book How and Why to Franchise Your Business, I have also written countless articles for Franchising.com, Small Business Opportunities Magazine, Young, Fabulous, and many others. Just put my name + franchising into your favorite search engine!