

Date of Evaluation	Score	<div style="border: 1px solid black; padding: 5px;"> RATING 5 = Excellent 4 = High 3 = Average 2 = Low 1 = Poor </div>
_____	_____	
_____	_____	
_____	_____	
Directions: Mark the square which most accurately represents your own characteristics.		
ACTIVITY LEVEL	5 4 3 2 1	
Drive	<input type="checkbox"/>	<input type="checkbox"/>
Energy	<input type="checkbox"/>	<input type="checkbox"/>
Endurance	<input type="checkbox"/>	<input type="checkbox"/>
MATURITY LEVEL		
Self-Motivated	<input type="checkbox"/>	<input type="checkbox"/>
Self-Confident	<input type="checkbox"/>	<input type="checkbox"/>
Common Sense	<input type="checkbox"/>	<input type="checkbox"/>
Stability, Composure	<input type="checkbox"/>	<input type="checkbox"/>
MANAGERIAL EXPERIENCE		
Motivation	<input type="checkbox"/>	<input type="checkbox"/>
Problem Solving	<input type="checkbox"/>	<input type="checkbox"/>
Skills	<input type="checkbox"/>	<input type="checkbox"/>
Use of Resources	<input type="checkbox"/>	<input type="checkbox"/>
OWNER CHARACTERISTICS		
Goal Setting	<input type="checkbox"/>	<input type="checkbox"/>
Long-Term Involvement	<input type="checkbox"/>	<input type="checkbox"/>
Taking Initiative	<input type="checkbox"/>	<input type="checkbox"/>
Seeking Responsibility	<input type="checkbox"/>	<input type="checkbox"/>
DEALING WITH OTHERS		
Use of Feedback	<input type="checkbox"/>	<input type="checkbox"/>
Communications	<input type="checkbox"/>	<input type="checkbox"/>
Adaptability	<input type="checkbox"/>	<input type="checkbox"/>
Sense of Ethics	<input type="checkbox"/>	<input type="checkbox"/>
WORKING WITH SELF		
Dealing with Failure	<input type="checkbox"/>	<input type="checkbox"/>
Tolerance of Ambiguity	<input type="checkbox"/>	<input type="checkbox"/>
Internal Focus of Control	<input type="checkbox"/>	<input type="checkbox"/>
SELF AS FRANCHISEE		
Desire	<input type="checkbox"/>	<input type="checkbox"/>
Accept Heavy Workload	<input type="checkbox"/>	<input type="checkbox"/>
Motivate Others	<input type="checkbox"/>	<input type="checkbox"/>
OVERALL RATING (TOTAL SCORE) _____		
GENERAL COMMENTS _____		

SHALL I BECOME A FRANCHISEE? _____		
WHY? _____		

Score: 105-125 Do It Now; 95-104 Go For It; 85-94 Think Twice; 75-84 Be Very Careful; Below 75 Try Something Else		

FIGURE 15-1
Franchise Self-Evaluation Form

Date of Evaluation	Score	<div style="border: 1px solid black; padding: 5px;"> RATING 5 = Excellent 4 = High 3 = Average 2 = Low 1 = Poor </div>
_____	_____	
_____	_____	
_____	_____	
Directions: Mark the square which most accurately represents your own characteristics.		
ACTIVITY LEVEL	5 4 3 2 1	
Drive		
Energy		
Endurance		
MATURITY LEVEL		
Self-Motivated		
Self-Confident		
Common Sense		
Stability, Composure		
MANAGERIAL EXPERIENCE		
Motivation		
Problem Solving		
Skills		
Use of Resources		
OWNER CHARACTERISTICS		
Goal Setting		
Long-Term Involvement		
Taking Initiative		
Seeking Responsibility		
DEALING WITH OTHERS		
Use of Feedback		
Communications		
Adaptability		
Sense of Ethics		
WORKING WITH SELF		
Dealing with Failure		
Tolerance of Ambiguity		
Internal Focus of Control		
SELF AS FRANCHISEE		
Desire		
Accept Heavy Workload		
Motivate Others		
OVERALL RATING (TOTAL SCORE) _____		
GENERAL COMMENTS _____		
SHALL I BECOME A FRANCHISEE? _____		
WHY? _____		
Score: 105-125 Do It Now; 95-104 Go For It; 85-94 Think Twice; 75-84 Be Very Careful; Below 75 Try Something Else		

FIGURE 15-1
Franchise Self-Evaluation Form