



2025 Emerging Franchisor Conference Book & Podcast Suggestion List

Alex Hormozi "The Game" Podcast
All Things Considered Franchising Podcast
Atomic Habits, by James Clear
Bellini's with Benetrends
Franchise Canada Chats by CFA
Franchise Management for Dummies
Franchising Your Business by Mark Siebert
Her Success (IFA's Women's Franchise Committee spotlight on female leaders in franchising)
Never Split the Difference
Rethink by Adam Grant
Rich Dad Poor Dad
Susan Kothe
The eMyth by Michael Gerber
The Franchise Founders Podcast
The Franchise Leaders Forum Podcast
Traction by Gino Wickman
What the Heck Is EOS? by Gino Wickman
Win Big at Franchising Podcast
Withum Sounding Board
YouTube Channel: The Diary of a CEO