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# The Toilet Paper Entrepreneur: The Tell-it-like-it-is Guide To Cleaning Up In Business, Even If You Are At The End Of Your Roll.



## Synopsis

"Never started a company before? Struggling with little or no cash? Have no experience, no baseline to judge your progress against? Thank God! You've got a shot at making this work." So says Mike Michalowicz, author of *The Toilet Paper Entrepreneur*, a business book that is so uniquely useful, so raw and entertaining, it reads like the brainchild of Steve Jobs and Chris Rock. The founder of three multimillion-dollar companies, including Obsidian Launch, a company that partners with first-time entrepreneurs to grow their concepts into industry leaders, Mike Michalowicz knows what it really takes to spin your great idea into pure gold. Whether you're just starting out or have been at this for years, Mike's "get real" approach to business is a much-needed swift kick in the pants. In this book, you'll discover:

- \* Why a business plan is a total waste of your time.
- \* Why fulfilling your own needs is the first and last order of business.
- \* Which three sheets of paper you need to successfully launch, manage and grow your business.
- \* How to get started in business with little or no money.
- \* How to find and exploit resources that no one else knows about.
- \* How to stop procrastinating and take action NOW!

## Book Information

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## Customer Reviews

I fell in love with Toilet Paper Entrepreneur on page xxi (in the introduction) where Mike Michalowicz does a brilliant comparison between the "Media Darling" entrepreneur and his "Three Sheet Path." In Mike's example at the age of 18, the media darling is recruited to an Ivy League school only to quit and launch a successful VC. Meanwhile, Mike is picking colleges based on the guy-to-girl ratios. Yup - that would be me. This book showed me that regular people with some skill and an idea can launch a successful business -- without all the fancy schmancy MBA stuff and spending thousands on consultants and technology. Don't get me wrong. There is a place for all the formal stuff - but this book will get you to that place. One of my favorite Guy Kawasaki quotes (from his new book Reality Check) goes something like "Just once I wish someone would ask me for money to increase their capacity because they have more customers than they know what to do with!" Toilet Paper Entrepreneur will get you to that point where you will build a business and an infrastructure for profitable growth. If you've ever dreamed of pitching the likes of Guy Kawasaki - read this first. This will get you to needing more capacity to serve more customers. Mike doesn't have to impress anyone. He has proven (because he's made millions several times over) that real entrepreneurship is about resourceful action and this book tells you how. Build your business with 3 documents<sup>1</sup>. A Prosperity Plan - Your credo and vision for your success.<sup>2</sup> A Quarterly Plan - Your goals and objectives a quarter out<sup>3</sup>. Daily Metrics - The numbers that immediately measure the health of your business.

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