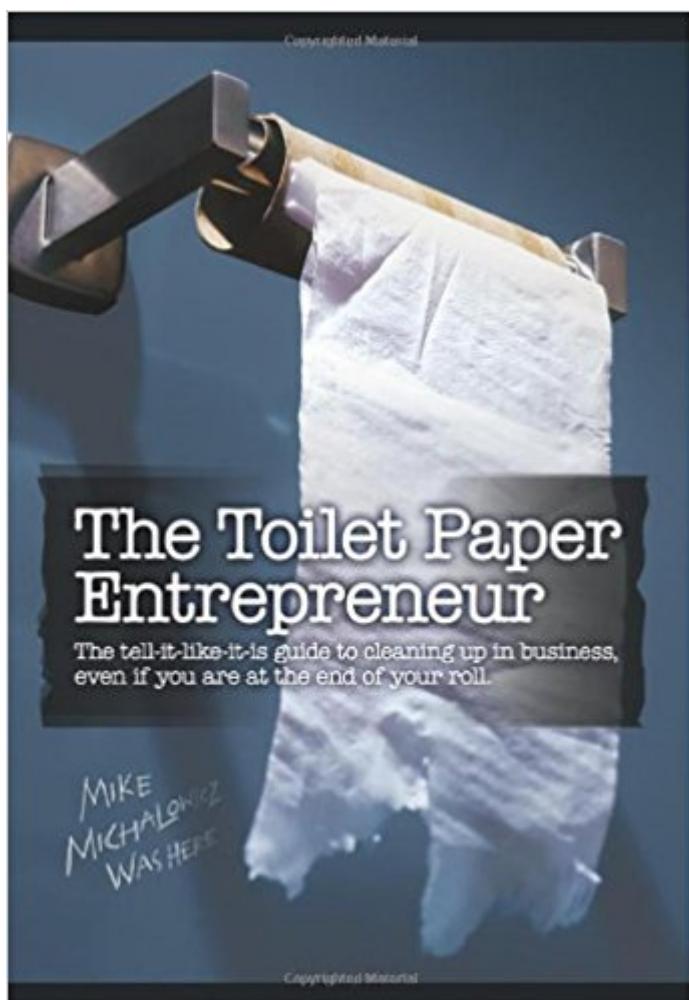


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# The Toilet Paper Entrepreneur: The Tell-it-like-it-is Guide To Cleaning Up In Business, Even If You Are At The End Of Your Roll.



## 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:<sup>\*</sup> Why a business plan is a total waste of your time.<sup>\*</sup> 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.<sup>\*</sup> How to find and exploit resources that no one else knows about.<sup>\*</sup> How to stop procrastinating and take action NOW!

## Book Information

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## Customer Reviews

"Disarmingly funny, *The Toilet Paper Entrepreneur* tells it like it is and yet never gives up on the little guy. After reading this book you'll feel like you can actually pull it off - because you can." --Donny Deutsch, Host of CNBC's *The Big Idea* with Donny Deutsch and Chairman, Deutsch Inc. "The title of Mike's book might spark your interest, but the contents will truly transform your interest into entrepreneurial success." --Pat Croce, Former Owner of the 76ers & Host of *Down to Business*

"Rock solid advice straight from the trenches, this book will change the way you look at everything about business. Mike has done a great job of making the complex - simple to understand. Bravo!" --Bill Bartman, Self-made Billionaire (25th Wealthiest Person in the World) & National Entrepreneur of the Year (twice) by USA Today, Inc, and E&Y & Founder of Billionaire Business Systems."This book kicks ass. I have read dozens of great books on entrepreneurship and honestly, I have never read one that was more in line with my own personal entrepreneurial philosophy and experience. And yes, you can quote me on that." --Scott Allen, The Blogger for Guide to Entrepreneurs (Entrepreneurs.About.com) & Entrepreneur

"The Toilet Paper Entrepreneur is a great, insightful read loaded with ingenuity, humor, and heart. If there was ever a "must-read" book for aspiring entrepreneurs, this is it."--Cameron Johnson, Entrepreneur, Oprah's The Big Give Contestant and Author of You Call The Shots "Fast-moving, packed with anecdotes from real businesses and genuinely very funny, The Toilet Paper Entrepreneur shares lessons that I can relate to from running my own business for the past five years."--Fraser Doherty, 19 Year Old Founder & Managing Director of \$1M+ company, SuperJam

"Stop your crying! Stop your whining! The Toilet Paper Entrepreneur shows you how to get off the pot by using what you have to make your business a success!"--Barry Moltz, Entrepreneur and Author of Bounce!"The book is full of business wisdom that any entrepreneur can learn from. His life experiences, personality and huge set of balls make him THE MAN... and this book LIFE CHANGING!"--Louis Lautman, Filmmaker & Founder of Young Entrepreneur Society (Y.E.S.)

"The TPE is a raw, powerfully inspirational, and intriguingly crafted masterpiece. Read this book tonight and start your company tomorrow. I did."--Alexander Lindahl

Founder of College Mogul

"The Toilet Paper Entrepreneur is a must-read for aspiring AND established entrepreneurs. First, it is written by a successful serial entrepreneur who has built multi-million dollar businesses and walked the talk. Second, Michael is not afraid to call it like he sees it, whether or not it offends others. Unfortunately, both of these qualities are lacking in most entrepreneurship books."--Michael Simmons, Co-Founder of Extreme Entrepreneurship Tour & Bestselling Author of The Student Success Manifesto

"This book kicks ass. I have read dozens of great books on entrepreneurship and honestly, I have never read one that was more in line with my own personal entrepreneurial philosophy and experience. And yes, you can quote me on that."

--Scott Allen, The Blogger for Guide to Entrepreneurs (Entrepreneurs.About.com) & Entrepreneur

Mike Michalowicz started his first business at the age of 24, moving his young family to the only safe place he could afford - a retirement village. With limited resources and no experience, he systematically grew a multimillion-dollar technology business, sleeping in conference rooms to avoid

hotel costs. After selling his first company, Michalowicz launched a new business the very next day, and in less than three years, sold it to a Fortune 500. With his newest venture, Obsidian Launch, he fosters startup businesses with his 'get rich right' approach. A graduate of Inc. and MIT's Birthing of Giants Entrepreneurial Program, Michalowicz received Young Entrepreneur of the Year awards multiple times. He is a recurring guest on CNBC's The Big Idea with Donny Deutsch, ABC News, and other television programs; has been featured on multiple radio stations including National Public Radio (NPR) and in The New York Times, SmartCEO Magazine, and other publications. Michalowicz is a guest lecturer for entrepreneurial groups at Babson, Boston College, Columbia, Harvard, Penn State, Temple, University of The West Indies and other colleges throughout the country and world.

FABULOUS book. I bought this after reading The Pumpkin Plan and Profit First. Mike's combination of humor and sage wisdom has made him one of my favorite business thinkers. I read a LOT of self improvement stuff and books on entrepreneurship and I think this one (along with his other books) brings the most practical and actionable advice to business owners. His sense of humor is wicked and had me elbowing hubby to to "listen to this!" (The hysterical bathroom scene described in the first section is reason enough to slap down your hard earned money for the book.) We've been limping along with our business for years and for the first time, I finally thing we can actually pull this think off and build a BUSINESS - not a \*job\* for ourselves. I highly, highly recommend his book!

When I first learned of author Mike Michalowicz, it was by way of referral to "The Toilet Paper Entrepreneur" blog -- one of those "Top 10" lists to follow for small businesses. Boy, was I ever glad I did. Immediately I began picking up tidbits as I had recently spun off from another company to start my own. I was learning what it meant to be scrappy, or as the book suggest, left with just three sheets on the roll. One of my favorite things with any business is the culture, and more importantly how that culture shines through as a personality to their customers and clients. Zappos is a great example of this, so much so that they dedicate a whole section of their website to it. The author takes this a step further and pushes you to outline what he calls "Immutable Laws (A Filter for Everything)." One of my favorites, which you'll see carried throughout all three of Michalowicz's book, is "Blood Money" (page 43). One important thing that the author points out: This book is not a magic bullet. It's full of great ideas to reduce costs, run lean, and break out in glory. But he is quick to point out that your success is entirely contingent upon you -- Your beliefs, your focus, your actions, and how they intertwine. Learning to build your business on just three (short) documents is great. Especially when you are starting out and know that flexibility could be your key to success.

Most business plans are written with long term goals in mind, but done in a very lengthy way. Here, Michalowicz walks you through creating a Prosperity Plan, Quarterly Plan, and Daily Metrics. You have a compass and you have the ability to see if your business is healthy or not right from the start.FINAL THOUGHTS: When I started following Michalowicz's blog, it was just as he was preparing to launch his follow-up book, The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field. While I was entertained by the blog, I actually didn't pick up and read Toilet Paper Entrepreneur until AFTER I read The Pumpkin Plan. I wouldn't say it's a mistake, but it does depend on where you are in your business. If you are just starting out -- say in your first year -- then this book is hands down an excellent kick in the pants. If you are past year one, it's still a great read, but I'd suggest immediately continuing the journey with a good read of The Pumpkin Plan.P.S. One more thing... The audiobook version has been recently re-recorded and is quite reasonably priced. If you don't like reading, but want to get this information, grab it now! The best part is that you'll get all of Mike's humor and side thoughts as part of the audio.P.S.S. Sorry, but I must mention (like others) that the language can be a bit crude at times. But we're all adults, and frankly when you're used to the stuffiness of other business books, it can be a welcomed tone and keep you entertained in the learning process.

This book aligns beautifully with all the MIT Entrepreneur Bootcamp classes I've been taking on EdX. Mike Michalowicz pushes the idea of taking full responsibility (as an individual entrepreneur with little or no money) teaching you how to bootstrap your way to action. He has a broad humor style but the book is very concise and focused. The inherent theme is about choosing passion and happiness with regard to your venture so that you can get through the lean times. He teaches you how to leverage 'lean' and turn it into an asset. All in all, he really has something to say and he has a very generous easy-breezy vibe that makes for enjoyable, inspiring reading.

Are you tired of reading start-up and entrepreneurial books written by Harvard and Oxford grads that constantly tell you how easy it is to start up and do your own thing? I was too!While there are a ton of books out there with tremendous amounts of substance and invaluable information, The Toilet Paper Entrepreneur sat with me better than most.Mike Michalowicz takes you down the path of the average/ struggling entrepreneur with the internal beliefs that they can do their own thing, but with nothing else in their corner. I was finally able to connect with a book and thought, "Wow, this is EXACTLY what I am going through!"•Whether you are surrounded by resistance, not sure what your next move is, overcome by stress, or down to your last dollar, Mike will put you at ease

and guide you through the struggles that seem like you're the only one going through. This book is packed with inspiration, raw material, and hacks that will have you in business tomorrow. A must read for any Entrepreneur!!!

Mike is not only humorous, he packs in a LOT of pertinent information on "how" to get off the pot! The steps and exercises he lays before us give some really great steps on find your way to building a profitable business that you're passionate about. My only complaint is a small one: The content is slanted towards the younger set, with a bit of fun being poked at the older set. I'm about to turn 57 in four days and I'm starting all over again. I am grateful he at least mentioned the benefits of being "Young at Heart"!!!

This is one of the first entrepreneur books I read, and I fell in love. I was one year out of college and at a 'cubicle' job. During my early entrepreneur days, I often printed out pieces from the book and hung them above my desk: Immutable Laws! If you are young, DO NOT SKIP the Bonus section! That was one of the biggest motivators to me right out of college :) Highly recommend for someone who is just getting started and needs some motivation, tips, tricks, and empathy.

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