



# **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.**

*Mike Michalowicz*

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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.

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*"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!

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