

Questions & Interview Topics for Mike Michalowicz, Author of *The Toilet Paper Entrepreneur*

1. What the heck is a Toilet Paper Entrepreneur? Why do you use that term?
2. Could you give me some examples of hugely successful Toilet Paper Entrepreneurs?
3. How is the Toilet Paper Entrepreneur mindset an advantage?
4. What are the most common excuses people use to avoid launching a business?
5. Is it smart to start a business when the economy isn't so hot?
6. What is the dumbest decision an entrepreneur can make?
7. How can an MBA be a hindrance to building a successful business?
8. How do you respond to wannabe entrepreneurs who are waiting for angel financing...and waiting...and waiting?
9. Can you really launch a successful business if you're living in your mom's basement?
10. How does the lack of money give you an advantage over your competitors?
11. What is a "super strength?"
12. Why is a business plan a total waste of time?
13. How do Toilet Paper Entrepreneurs stay on track?
14. Why do you refer to bankers as "anchors?"
15. How can businesses increase their revenue by 600%?
16. What is a PFA account?
17. Why did you write your own forward?
18. You built three multi-million dollar companies. Why do you still sit on a used office chair?

The Toilet Paper Entrepreneur

19. Did you really move into a retirement village at the age of 24 in order to save money? What other crazy things did you do to get by during the start-up phase?
20. Why is entrepreneurialism so popular with the under 25 set? Is it true ten percent of college graduates are planning to start a business?
21. Your company Obsidian Launch invests in young entrepreneurs. Why do you prefer to work with this group?
22. Why all the bathroom humor? Doesn't that turn some people off?