

Book Summary – The Toilet Paper Entrepreneur

Author – Mike Michalowicz

The Toilet Paper Entrepreneur is long on down-to-earth, results-oriented action plans for the aspiring entrepreneur and short on commonly held but unrealistic or unnecessary “must haves.”

Championing the underdog and the under-funded, author Mike Michalowicz describes the attributes of the Toilet Paper Entrepreneur, the scrappy, passionate, go-getters who are “TPing it,” getting by and growing big with little or no money – or experience.

The Toilet Paper Entrepreneur helps first-time entrepreneurs develop the qualities and beliefs they need to recognize and cultivate in order to succeed in business, explaining how to cut through excuses and pursue the business that sets their hearts afire.

In his book Michalowicz kicks standard entrepreneurial methodology to the curb, explaining why no one needs a business plan, angel financing, or an Ivy League education to launch a successful business. Each tell-it-like-is chapter is packed with advice straight from the trenches, interspersed with dozens of tips to help people launch and run their business on a beer and pizza budget.

Each chapter ends with a short list of action items, meant to get readers off the couch and on their way. In *The Toilet Paper Entrepreneur*, Michalowicz helps people develop a rock solid belief system, and then find a way to get it done, and done with more ingenuity than money.