

# ***The Toilet Paper Entrepreneur: How To Make It Big In Business, Even Though The Economy Sucks Wind***

Boonton, New Jersey (September 30, 2008) – Mike Michalowicz knows how to weather the economic storm and come out on top. He’s a TPE, a new breed of entrepreneur that gets it done using more ingenuity than money, more passion than experience, and more hard work than education. And in his new book *The Toilet Paper Entrepreneur*, Michalowicz helps entrepreneurs launch and build a recession-proof business, one tell-it-like-it-is chapter at a time.

“A tough economy is a blessing for entrepreneurs,” says Michalowicz. “Having limited resources forces you to innovate, to be creative. That’s where all the best ideas come from, the ideas that could lead to astounding success.”

Michalowicz adds that in an uncertain economy, bloated businesses fall by the wayside, reducing competition for start-ups and small businesses who are “TPing it.” And when the economy turns around again, it is the TPE businesses that continue to rise by maintaining TPE principals even in times of plenty.

Packed with practical, advice straight from the trenches, *The Toilet Paper Entrepreneur* is a do-this-now guide to making it big in business, even if you’re at the end of your roll. In his book Michalowicz defies convention, citing the traditional business plan as a “major waste of time,” sharing free and low-cost resources for entrepreneurs, and explaining how any business can turn a profit on their very first bank deposit.

“It’s not rocket science, but there are so many misconceptions about owning a business, some entrepreneurs get stuck and figure they just can’t do it,” says Michalowicz. “I’m here to tell them that they can do it. More than that, they MUST do it. Now is the perfect time to launch a business. And if you already own a business, time to kick it up a notch.”

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## **About Mike Michalowicz**

Author of *The Toilet Paper Entrepreneur*, Mike Michalowicz launched two multi-million dollar companies before the age of 30 and now fosters startup businesses with young entrepreneurs with his newest multi-million dollar venture, Obsidian Launch. A graduate of MIT’s “Birthing of Giants” Entrepreneurial Program, Michalowicz is a recurring guest on CNBC’s *The Big Idea with Donny Deutsch*, and has been featured on National Public Radio (NPR), and in the New York Times, Smart CEO Magazine, and is a regular blogger for Young Money.com and Young Entrepreneur.com.

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