

Spark Hustle: Launch and Grow Your Small Business Now

Tory Johnson

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"If you're ready to make a change and start working your way out of the typical corporate grind, *Spark & Hustle* can show you how."

—DAVE RAMSEY,

New York Times bestselling author and nationally syndicated radio host

NEW YORK TIMES BESTSELLING AUTHOR

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Tory Johnson : Spark Hustle: Launch and Grow Your Small Business Now before purchasing it in order to gage whether or not it would be worth my time, and all praised Spark Hustle: Launch and Grow Your Small Business Now:

6 of 6 people found the following review helpful. Spark Hustle - Required Reading for New EntrepreneursBy Clint HowitzOK, so you've made the decision to stop letting other people determine your career path and income limit. You want to turn your passion into something marketable and begin taking pride in the work you do by building your own business. Or maybe you've already started down the road to being an entrepreneur. Regardless, you may or may not have already found out that the entrepreneurial road is not for the faint of heart and the best thing to help you down

that road is real world advice from entrepreneurs who have stumbled, fallen and succeeded - People who have already lived through what is ahead of you. Tory Johnson is one of those people who are few and far between and her passion is to help others succeed like she has. Do yourself a big favor and read *Spark Hustle* no matter what stage your startup is in. And once you are done reading it, don't put it with the rest of your book collection. Keep it handy as a guide to go back and reflect on as your business evolves. Throughout the book there is invaluable practical advice about fears you will face and how to overcome them, networking, partnering and publicity and staying focused on THE #1 most important driving force to fuel your business growth - sales and profit. There are also checklists and exercises to help you assess, plan and execute and success factors from many of the thousands of entrepreneurs Tory has worked with. I highly recommend this book to anyone who is considering the entrepreneurial lifestyle but not sure where to start or if you should. Read and absorb what Tory has generously shared in this book!

0 of 0 people found the following review helpful. Nice book, great read!

By Tee Gray
Nice book, great read!

0 of 0 people found the following review helpful. Great for new and experienced entrepreneurs

By Connie R. Clay
Many books on starting a business tell the reader to have an extensive business plan and a year's salary in savings. That advice is crippling and unrealistic for most people. This book is a refreshing change. Tory gives basic, realistic business advice that is easy to understand and implement.

YOUR PASSION. YOUR PURPOSE. YOUR PROFIT. Some people are willing to spend their lives working for someone else. Not you. You're ready to start your own business or grow your existing business into something bigger. You're ready to take control of your life, your finances, your future. Tory Johnson helps you make it happen. Based on her phenomenally successful *Spark Hustler* workshops, Tory breaks down the basics, and helps you create a plan for success, including Exploring your motivations to profit from your passion How to nail a one-page business plan to launch your idea with clarity and confidence Finding the money to get going, perfecting your revenue and pricing Making social media (and other free tools) profitable for you Mastering sales without cringing at the thought of asking for money Detailed strategies for every aspect of your start-up and tactics to hustle for ongoing small business success

"Tory will inspire you to pounce on your ideas, knock down obstacles, and get moving right now on your path to prosperity." — Liz Lange, retail maternity pioneer
"If you're an aspiring entrepreneur you'd be crazy not to read Tory's book." — Barbara Corcoran, real estate mogul, business expert, and investor on Shark Tank
About the Author
Tory Johnson is the founder and CEO of Women For Hire, which produces recruiting events across the country; a contributor for Good Morning America; and a contributing editor at Success Magazine. She is the New York Times bestselling author of *Fired to Hired* and *Will Work from Home*.