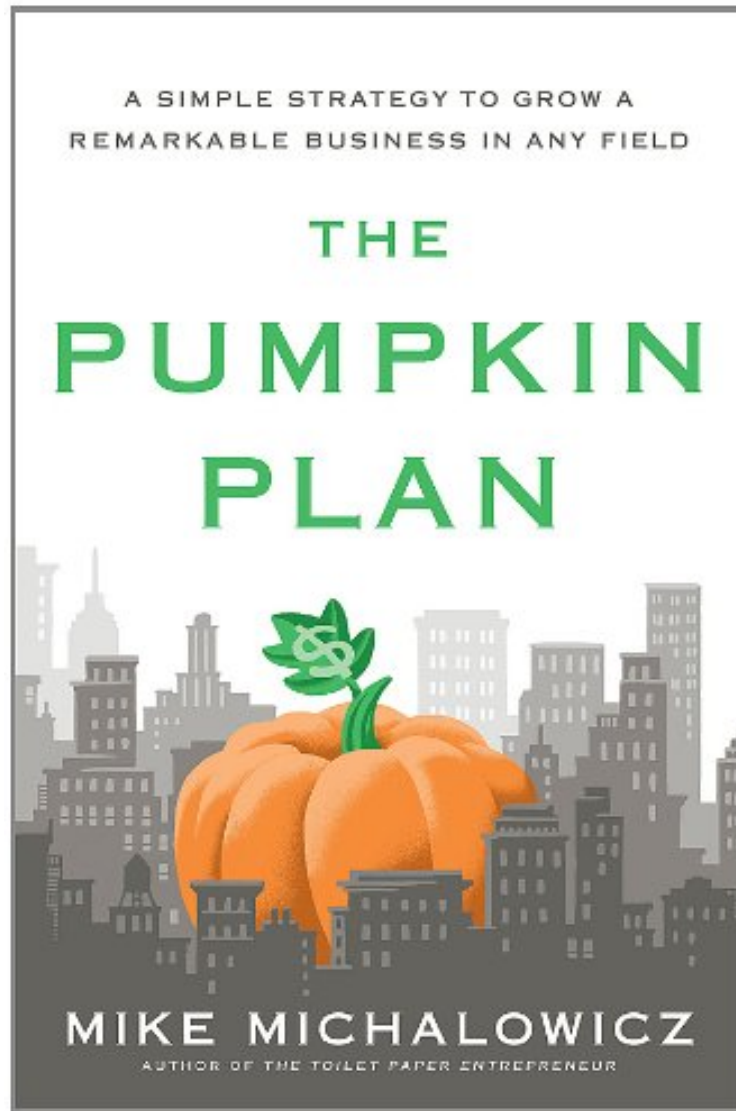


(Download) The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field

The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field

Mike Michalowicz

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Mike Michalowicz : The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field before purchasing it in order to gage whether or not it would be worth my time, and all praised The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field:

1 of 1 people found the following review helpful. Great bookBy CustomerThe Pumpkin Plan is a book that summarizes important methods for an entrepreneur and business owners to successfully operate and growth a business. The book also puts into perspective 7 key fundamental steps for a business to stand out among the competition by

being innovative, distinctive, and successful. The author Mike, also points out key steps that he learned from his mentor, which included "building processes that allow other people and other things to get it done"; that he applied to his business concepts and became a successful entrepreneur. Moreover, Mike creates a metaphor between an entrepreneur/business owner that desires to grow a successful company worth millions of dollars, and a pumpkin farmer that follows a formula to grow record breaking pumpkins.

4 of 4 people found the following review helpful.
Pumpkin Planned! By Nancy E. Hassel
Being an entrepreneur, (a petrepreneur if you will!), I have read a lot of business books over the years, but nothing like The Pumpkin Plan. This book is so motivational, it gives you tremendous business information and freaking funny to boot (we all know Mike is a riot!). Can you say a business book is a page turner? If you're reading the pumpkin plan you can! I have recommended it to many of my members of Long Island Pet Professionals [...] to read as well. When you are looking for inspiration working as a solopreneur - this book is exactly what you need. My book has post it tabs all throughout it, is highlighted and many notes have been taken while reading. The book looks a bit beat up, but all those post it's and highlights are so important as there is so much to take away from this book. I can't recommend this book enough. I am planning on reading it again very soon, and have already begun to pumpkin plan my business too! Thank you Mike! Can't wait to see what you have next.

0 of 0 people found the following review helpful. This book was absolutely incredible. There are so many ...
By Ashley
This book was absolutely incredible. There are so many things that I have learned that I can apply to my business. This is a simple guide for any entrepreneur looking for direction on how to plan growth and expansion. This book will take you on a journey that uses what some may consider as unconventional methods of growing a business. Mike uses the example of prize winning pumpkin farmers and applies their methods into the business world, sounds a little nuts right? Pumpkin farming and being a multi million dollar company can't be similar! Well, read this book and you will definitely see that pumpkin farming has a lot more to do with business growing than you think.

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it's not easy for entrepreneurs to get caught up in a never-ending cycle of "sell it—do it, sell it—do it" that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That's when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpshy;kins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don't waste time doing a bunch of different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, The Pumpkin Plan guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

"Every page, every chapter, as I read this book, I asked myself, 'Michael E. Gerber, how come YOU didn't think of that?' Just remarkable! Just absolutely a remarkable book. A pumpkin! Who would have thought? Every one of you—entrepreneurs, business owners—read it! Do it now!" —MICHAEL GERBER, author of The E-Myth and creator of The E-Myth Evolution™

"Another great read from Mike Michalowicz! Mike's off-the-cuff sense of humor and business savvy ensure that The Pumpkin Plan is a book that entrepreneurs should read for years to come." —GUY KAWASAKI, author of Enchantment and The Art of the Start

"Hard-hitting advice aimed directly at the entrepreneur who is stuck being a wandering generality instead of a meaningful specific. Plenty of seeds worth planting." —SETH GODIN, author of We Are All Weird

"Michalowicz hits it out of the park, yet again. The Pumpkin Plan is chock-full of Mike's wonderful humor and is an extraordinary step-by-step guide for entrepreneurs whose business growth has plateaued." —J. J. RAMBERG, host of MSNBC's Your Business

"In his crazy-like-a-fox style, Mike Michalowicz reveals why channeling a pumpkin farmer brings you unparalleled success. Michalowicz is rapidly becoming one of the most innovative business authors of our time. The proof is in the pudding (or pumpkin, as it were)." —RIEVA LESONSKY, CEO of GrowBiz Media, former editorial director of Entrepreneur magazine

Mike makes turning your business from ordinary to extraordinary as easy as following a simple step-

by-step recipe. This book reveals degrees of knowledge and wisdom I have rarely seen in writing before. If you read only one book this year, let it be *The Pumpkin Plan*. — BOB BURG, co-author of *The Go-Giver* and author of *Endless Referrals*; “a very handsome young man.” — URSULA MICHALOWICZ, Mike’s mom
About the Author Mike Michalowicz launched and sold two multimillion-dollar companies and currently operates his third, Obsidian Launch, a consulting firm that ignites explosive growth in companies that have plateaued. He is the author of *The Toilet Paper Entrepreneur* and is a small business columnist for *The Wall Street Journal*. Visit www.PumpkinPlan.com