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New Book Reveals How Pumpkin Farmers Can Help Entrepreneurs Save and Grow Their Businesses

(July 5, 2012 – Boonton, NJ): Penguin Group announced today the launch of *The Pumpkin Plan*, the new business strategy book from the author of *The Toilet Paper Entrepreneur*, Mike Michalowicz.

Like so many entrepreneurs, Michalowicz was a struggling entrepreneur working 25 hours a day, eight days a week and still taking home less than his receptionist when he read an article about how farmers grow giant, prize-winning pumpkins and realized he could apply their methods to grow a colossally successful, remarkable business.

“I was resistant to it at first, because some of the methods farmers of gigantic pumpkins use – plant one type of seed, then kill off the weakest plants and nurture the strongest – are the *opposite* of what I was taught to do,” Michalowicz says. “But after firing my first batch of ‘weak’ clients, I saw immediate positive results that continued to build. Then, I implemented other strategies that broke the rules, such as never asking for client referrals and asked for vendor referrals instead, and the company experienced explosive growth in a short period of time.”

Michalowicz used these methods and other out-of-the-box strategies outlined in *The Pumpkin Plan* to grow two multi-million dollar businesses by his 35th birthday, and then went on to teach other entrepreneurs how to do the same. *The Pumpkin Plan* is now available for purchase at bookstores nationwide, and online at Amazon.com, BarnesAndNoble.com and other online retailers.

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About Mike Michalowicz

Mike Michalowicz (pronounced mi-CAL-o-witz) is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued. He is a small business columnist for *The Wall Street Journal*; is a frequent television guest and keynote speaker on entrepreneurship; and is the author of cult classic book, *The Toilet Paper Entrepreneur*. Learn more about Mike at <http://MikeMichalowicz.com/>.