

# THE PUMPKIN PLAN

BY MIKE MICHALOWICZ

## STRUGGLING TO SCALE YOUR BUSINESS?

Most businesses grind away trying to serve everyone. This leads to exhaustion, stagnation, and mediocre results. What if the secret to explosive growth was focusing on **less**?



## LEARN TO GROW LIKE A COLOSSAL PUMPKIN

**The Pumpkin Plan** is a revolutionary approach to scaling your business by identifying your most profitable clients and building your company around them. Instead of spreading yourself thin, you'll:



### PLANT THE RIGHT SEED

Align what you love to do with the people who love you doing it for them.



### WATER, WATER, WATER

Relentlessly target a specific community with your specialized offer.



### KILL THE WEEDS

Separate out your winning customers and offerings. Eliminate everything else.



### FEED THE GIANT PUMPKIN

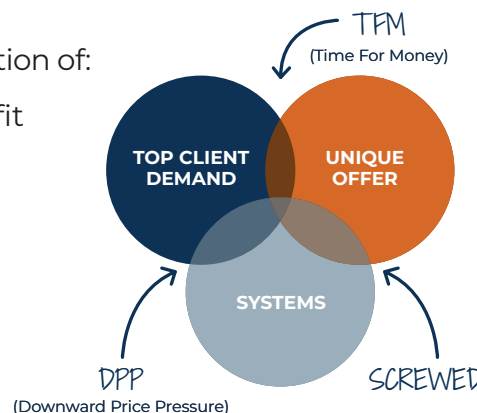
Be the leading innovator in your market and over deliver on every single promise.

## FIND YOUR SWEET SPOT

At the heart of **The Pumpkin Plan** is the **SWEET SPOT**, the intersection of:

- ✓ **Your Top Clients' Demand** – Those who bring in the most profit and are enjoyable to work with.
- ✓ **Your Unique Offering** – What you do better than anyone else.
- ✓ **Your Systematized Process** – How you deliver consistently at scale.

When you operate in your Sweet Spot, your business thrives effortlessly.



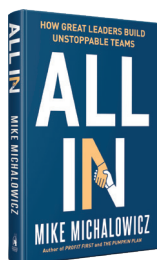
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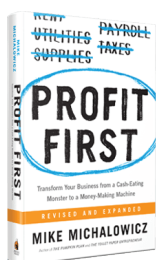
## A PROVEN SYSTEM TO SCALE THE RIGHT WAY

Thousands of entrepreneurs have used **The Pumpkin Plan** to transform their businesses, create sustainable growth, and achieve financial freedom.

**Pumpkin Plan** is part of the **Entrepreneurship Simplified** series, the ultimate collection of game-changing books designed to make running a business easier, more profitable, and more fulfilling.



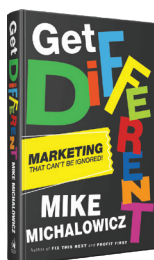
Lead the best team!



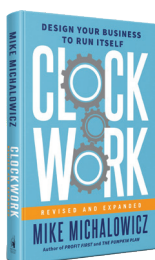
Make more money!



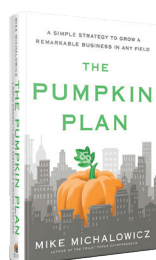
Do the right things!



Market better than ever!



Get your time back!



Grow fast & strong!



Be the industry leader!



Build your 1st company!

## WHAT ARE YOU WAITING FOR?

Stop chasing the wrong customers and start building a thriving business. Apply **The Pumpkin Plan** today and scale smarter, not harder. Pick up your copy now and take the first step toward explosive, sustainable growth!

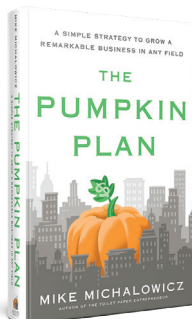
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## MAKE IT EASIER WITH THE RIGHT TOOLS & PARTNERS



PUMPKIN PLAN  
YOUR  BIZ

Become or hire a Pumpkin Plan strategist to help you implement the method.



Learn the core concepts from this Pumpkin Plan keynote.

[PumpkinPlan.com](https://PumpkinPlan.com)

[PumpkinPlanYourBiz.com](https://PumpkinPlanYourBiz.com)

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