

THE PUMPKIN PLAN

BY MIKE MICHALOWICZ



**A SIMPLE STRATEGY TO GROW A
REMARKABLE BUSINESS IN ANY FIELD**

BOOK CLUB GUIDE

Welcome to THE PUMPKIN PLAN Book Club!

Most entrepreneurs start a business to find freedom, only to get trapped working harder for less. ***The Pumpkin Plan*** is a powerful metaphor and proven business-growth system based on how farmers grow record-breaking pumpkins—and it works for building remarkable businesses too.

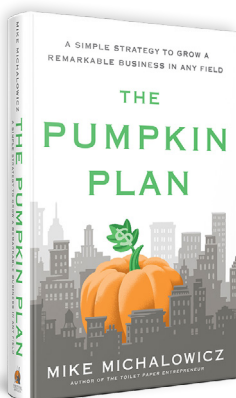
This guide will help you **explore each chapter**, reflect on your own business, and apply the tools to plant your best seed, prune your business vine, and grow your giant pumpkin!

How to Use This Guide

- **Read with purpose** – follow the chapter summaries & questions
- **Reflect deeply** – apply ***The Pumpkin Plan*** framework to your business
- **Take action** – implement changes based on each chapter

Suggested pace: 1–2 chapters per session.

About The Book



Mike Michalowicz combines real-world experience, practical strategies, and a hilarious voice to teach entrepreneurs how to grow extraordinary businesses by focusing on what works and letting go of what doesn't.

Inspired by giant pumpkin farmers, ***The Pumpkin Plan*** outlines how to:

- Identify your best “seed” (business focus)
- Cut distractions and unfit clients
- Systematically grow a business that dominates your market

CHAPTER-BY-CHAPTER GUIDE

CHAPTER 1: A HALF-TON PUMPKIN IS ABOUT TO SAVE YOUR LIFE

KEY TAKEAWAY:

Mike tells the story of being overworked and broke, despite running a business that looked successful from the outside. His mentor Frank introduces the radical idea: to grow, you must **cut your worst clients and focus only on your best.**

DISCUSSION QUESTIONS:

1. Have you ever felt stuck working harder but making less?

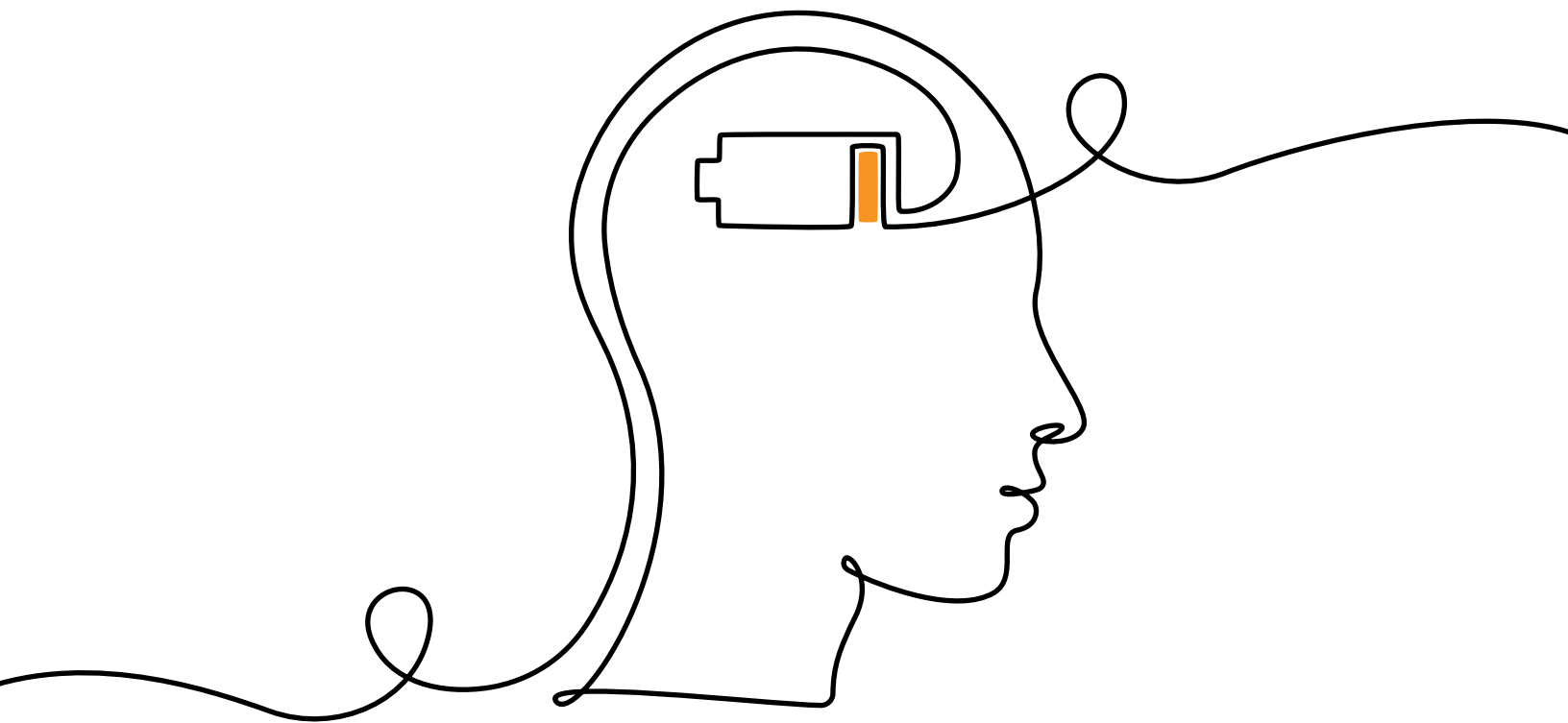
2. Which of your clients (or customers) make your life harder—even if they're profitable?

3. How do you currently prioritize who you serve?

CHAPTER 1: A HALF-TON PUMPKIN IS ABOUT TO SAVE YOUR LIFE

ACTION STEP:

Write down 3 clients or projects that drain you. What would your business look like without them?



CHAPTER 2:

A SLOW, MISERABLE DEATH

KEY TAKEAWAY:

Most entrepreneurs are “one client away from making it” forever. Mike introduces two characters—Bruce (struggling) and Eric (successful but trapped)—to show how both money and time can be traps.

DISCUSSION QUESTIONS:

1. Which trap do you relate to more: being broke or having no time?

2. Are you working toward your dream—or just trying to survive?

3. What are the warning signs you might be heading toward burnout?

CHAPTER 2:

A SLOW, MISERABLE DEATH

ACTION STEP:

Revisit your original business dream. What did success ***originally*** mean to you?



CHAPTER 3:

THE SEED

KEY TAKEAWAY:

Every giant pumpkin starts with the right seed. The same is true for businesses—you must identify your **sweet spot**: your best customers, your unique offering, and your ability to systematize.

DISCUSSION QUESTIONS:

1. What is your “Atlantic Giant” seed—the strongest, most valuable idea in your business?

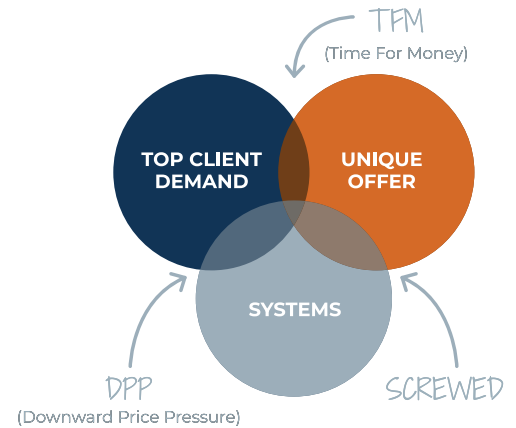
2. What is your Area of Innovation (quality, price, or convenience)?

3. What strengths or passions come naturally to you but aren't fully utilized?

CHAPTER 3: THE SEED

ACTION STEP:

Create a “Sweet Spot” Venn diagram (top clients, unique offering, systematization).
What’s in the middle?



CHAPTER 4:

ASSESS THE VINE

KEY TAKEAWAY:

You can't grow a prize pumpkin on a weak vine. Mike introduces the **Client Assessment Chart** to identify your top clients and weed out the ones that are holding you back.

DISCUSSION QUESTIONS:

1. Who are your top 5 clients based on revenue, relationship, and ease of work?

2. What common traits do your best clients share?

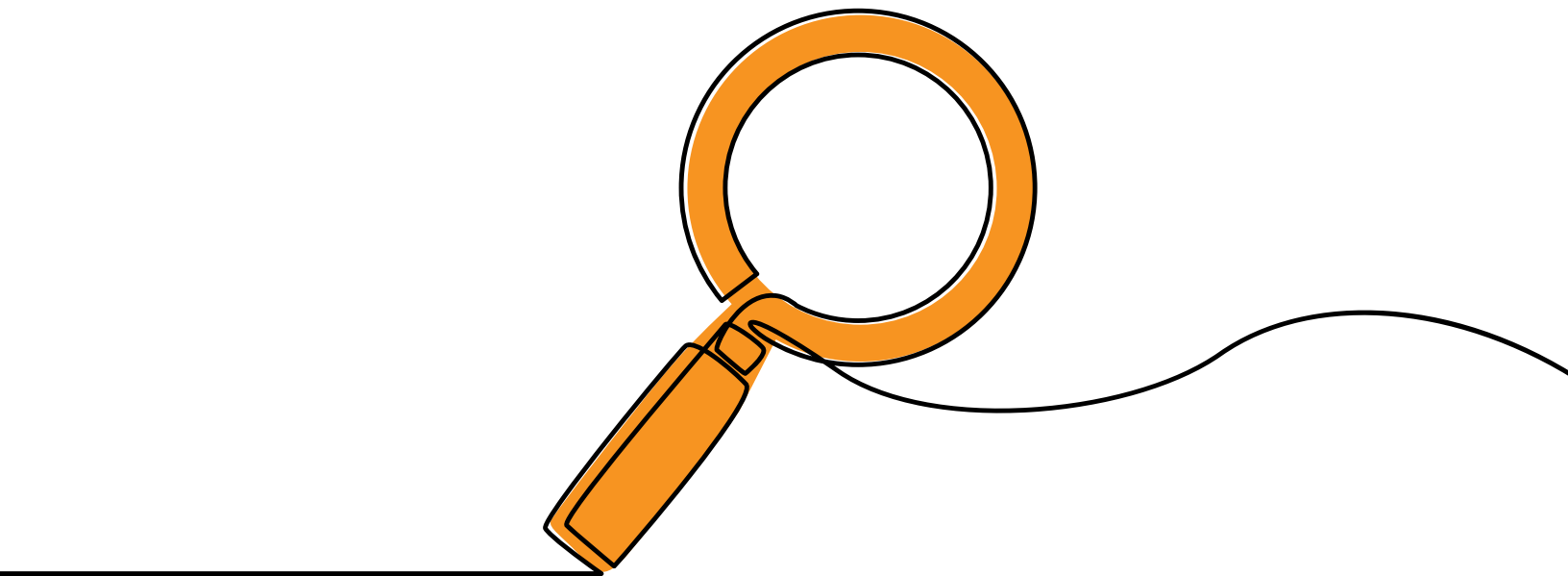
3. Which clients violate your "Immutable Laws" (your business values)?

CHAPTER 4:

ASSESS THE VINE

ACTION STEP:

Complete the Client Assessment Chart. Start identifying which clients to prune.



CHAPTER 5:

HOW WE DO THINGS DOWN ON THE FARM

KEY TAKEAWAY:

Like a pumpkin farmer, you need to prune your business. This means firing bad clients, cutting unnecessary offerings, and removing distractions.

DISCUSSION QUESTIONS:

1. What offerings, services, or clients are distracting you from your best ones?

2. What fears come up when you think about letting go of those distractions?

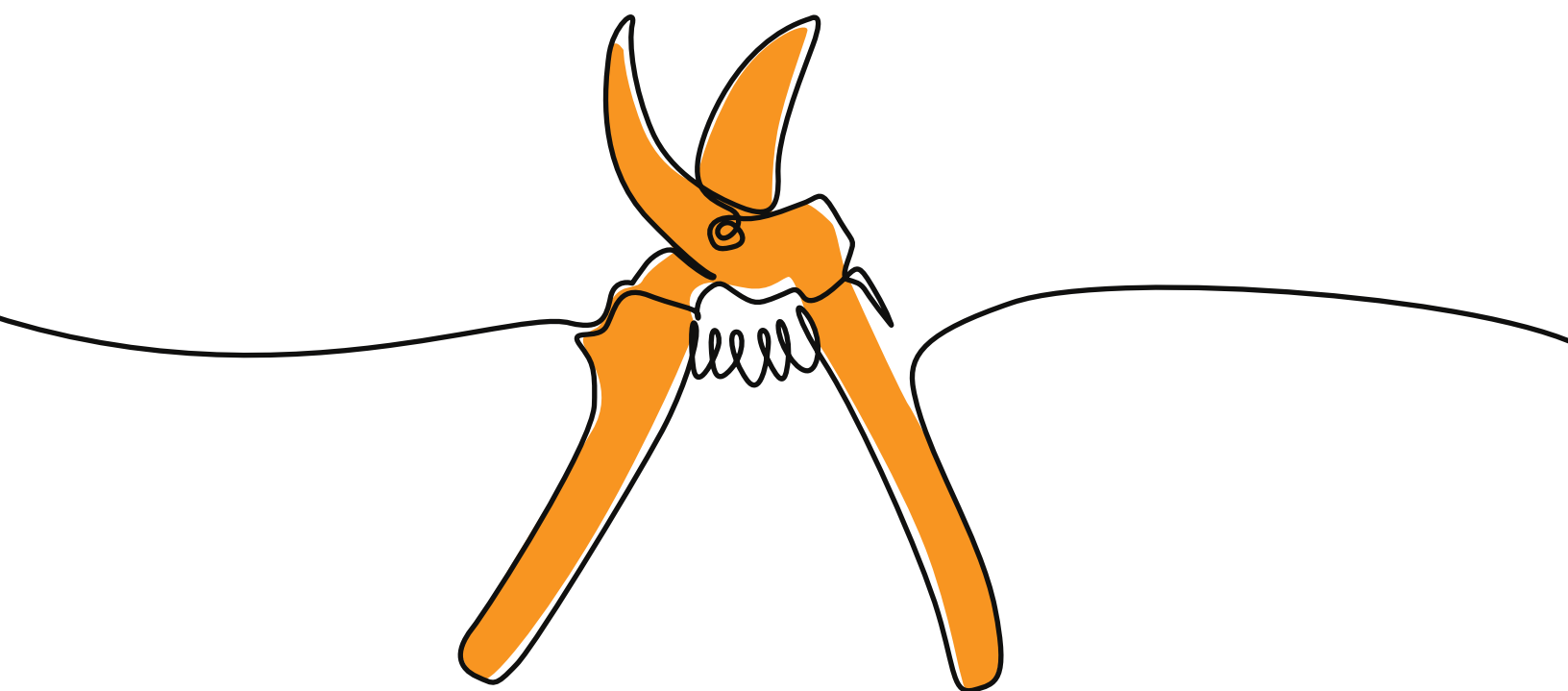
3. Have you ever fired a client or cut a product? What happened?

CHAPTER 5:

HOW WE DO THINGS DOWN ON THE FARM

ACTION STEP:

Make a list of what needs to be “cut off the vine” in your business.



CHAPTER 6:

THE TOURNIQUET TECHNIQUE

KEY TAKEAWAY:

To fix your business problems fast, apply a tourniquet—cut off the bleeding areas immediately. Slow fixes don't work when you're hemorrhaging.

DISCUSSION QUESTIONS:

1. Where is your business bleeding time, money, or energy?

2. What is one decision you've been putting off that you need to act on now?

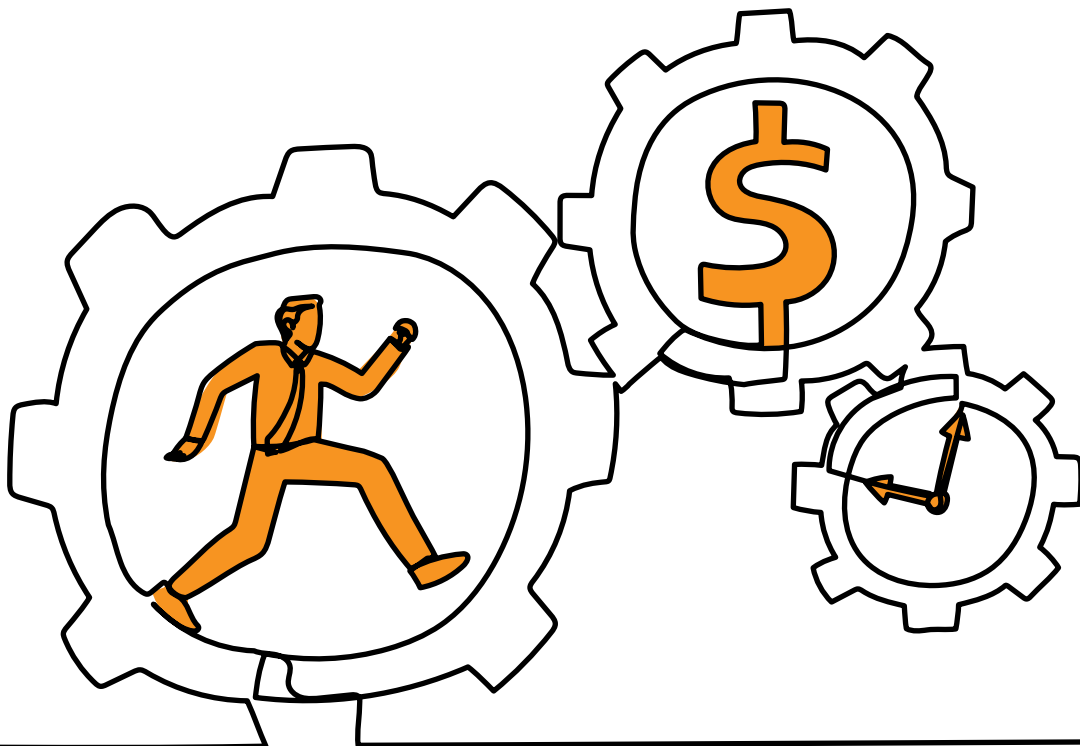
3. Are you making short-term sacrifices for long-term gains—or vice versa?

CHAPTER 6:

THE TOURNIQUET TECHNIQUE

ACTION STEP:

Apply a “tourniquet” to one area of waste or distraction in your business—today.



CHAPTER 7:

PLAY FAVORITES AND BREAK RULES

KEY TAKEAWAY:

To grow, **break industry norms** and play favorites. Cater to your best clients and ditch “one-size-fits-all” rules.

DISCUSSION QUESTIONS:

1. What standard rules in your industry are actually holding you back?

2. What could you do to wow your best clients—even if it breaks a few “rules”?

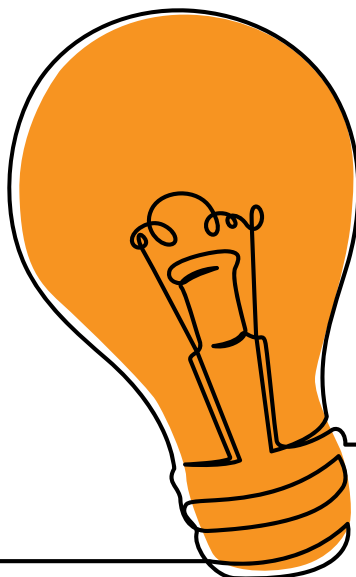
3. What would your business look like if it only served your favorite clients?

CHAPTER 7:

PLAY FAVORITES AND BREAK RULES

ACTION STEP:

Brainstorm 3 new “favorites-first” strategies to implement in your business.



TAKING ACTION

USE THE FOLLOWING STEPS TO APPLY *THE PUMPKIN PLAN TO YOUR BUSINESS:*

STEP 1: Identify Your Sweet Spot

- Define your **best clients**, **unique offering**, and **systematization potential**.

STEP 2: Assess the Vine

- Complete the **Client Assessment Chart** and weed out your bottom clients.

STEP 3: Prune Ruthlessly

- Eliminate low-value services, bad clients, and “opportunities” that don’t align.

STEP 4: Focus Obsessively on Top Clients

- Serve their needs better than anyone else. Ask for feedback and referrals.

STEP 5: Create Systems

- Systematize your offering so it’s scalable and doesn’t rely on you alone.

STEP 6: Stay the Course

- Repeat the process. Refine. Reassess. Replant when needed.

BONUS RESOURCE:

PumpkinPlanYourBiz.com – Tools, downloads, and support to implement the plan.

BONUS RESOURCES

USE THE FOLLOWING STEPS TO APPLY *THE PUMPKIN PLAN* TO YOUR BUSINESS:

PUMPKIN PLAN YOUR BIZ

Free tools, templates, and
downloads to help implement
The Pumpkin Plan in
your business.

PumpkinPlanYourBiz.com

PUMPKIN PLAN STRATEGISTS

Hire a certified coach to guide
you through the process.

[PumpkinPlanYourbiz.com/
find-strategist/](http://PumpkinPlanYourbiz.com/find-strategist/)

Email Mike at
mike@mikemichalowicz.com
with the subject:
"I'm Pumpkin Planning!"



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SIMPLIFIED

Listen to Mike's podcast or watch
videos for additional support.

MikeMichalowicz.com

FINAL THOUGHTS

Ordinary businesses get overlooked. Extraordinary businesses dominate. By following ***The Pumpkin Plan***, you'll stop chasing everything and start growing **one giant pumpkin** that can change your life and your industry.

**Now go plant your seed—and grow
something legendary.**