



Blue-Collar Gold: How to Build a Service Business from the Dirt Up

Mark Stoner

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Problem: Most Americans don't realize the potential gold mine in blue-collar business. By "blue-collar business" I mean a business providing a specialized service requiring a trained employee and manual labor. In my case it is chimney sweeping, but it can range from construction to gardening to plumbing and junk removal. There are literally thousands and thousands of opportunities, but many people don't consider blue-collar work as an option and are missing out as a result... Over 3 million blue-collar and skilled labor jobs went unfilled in America last year! The service industry is wide open in America and this book will open your eyes to a growing opportunity that you probably never thought about. By reading this book you will learn how to:

Think bigger - Don't be scared of starting or growing your existing business. Make a decision and then make the decision right.

Be a leader - You have to learn to be a leader if you want to have a great business. Leadership is a learned skill and this book can help get you started. Start with a plan and an exit strategy so you can live the life you want without being stuck in your business.

So come on America, let's get to work doing the "dirty" jobs and make a whole lot of money while you're at it.

(Mark Stoner)

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