



# Spark & Hustle: Launch and Grow Your Small Business Now

*Tory Johnson*

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# Spark & Hustle: Launch and Grow Your Small Business Now

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**Spark & Hustle: Launch and Grow Your Small Business Now** Tory Johnson  
**YOUR PASSION.**

**YOUR PURPOSE.**

**YOUR PROFIT.**

Some people are willing to spend their lives working for someone else. Not you. You're ready to start your own business—or grow your existing business into something bigger. You're ready to take control of your life, your finances, your future.

Tory Johnson helps you make it happen. Based on her phenomenally successful “Spark & Hustle” workshops, Tory breaks down the basics, and helps you create a plan for success, including

- Exploring your motivations to profit from your passion
- How to nail a one-page business plan to launch your idea with clarity and confidence
- Finding the money to get going, perfecting your revenue and pricing
- Making social media (and other free tools) profitable for you
- Mastering sales without cringing at the thought of asking for money
- Detailed strategies for every aspect of your start-up and tactics to hustle for ongoing small business success

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