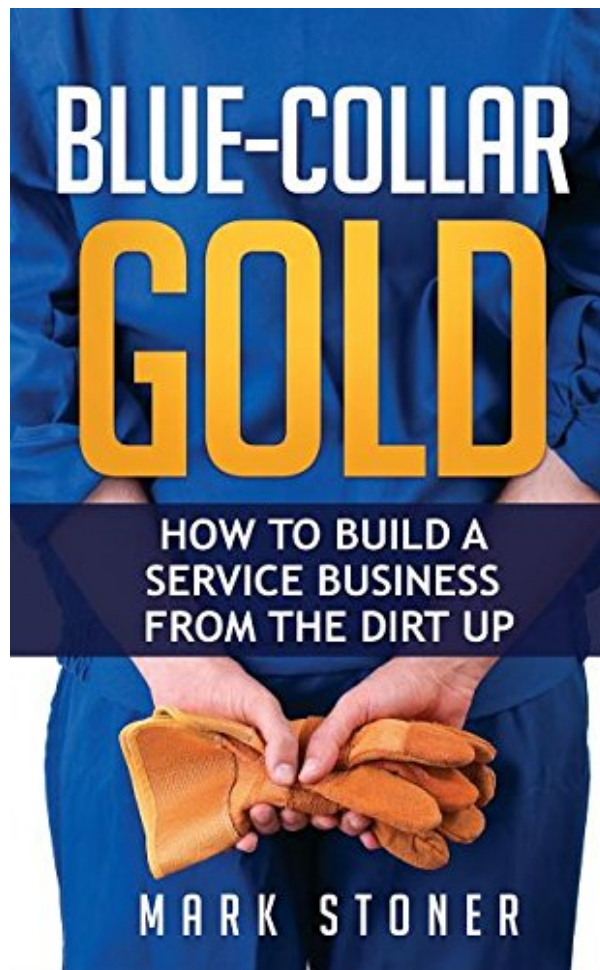
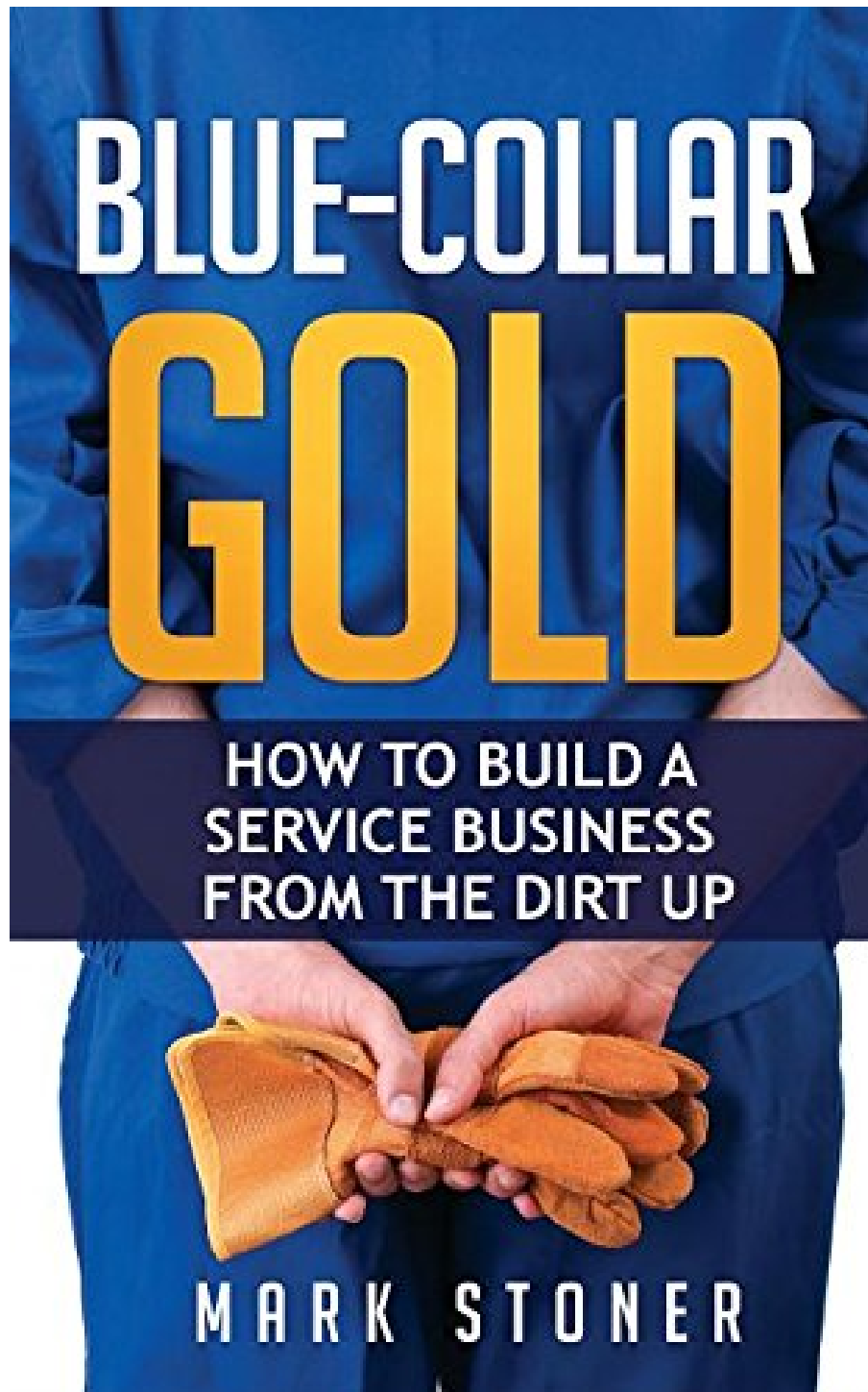


**BLUE-COLLAR GOLD: HOW TO BUILD A
SERVICE BUSINESS FROM THE DIRT UP BY
MARK STONER**



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About the Author

Mark Stoner has been in the chimney industry for thirty years. He ran a one-truck company for eighteen years until 2003 when he changed his path and built a multimillion-dollar chimney company only a few years later. Ashbusters Chimney Service currently employs thirty-five people operating sixteen trucks and is currently servicing Middle Tennessee, Southern Kentucky, and Charleston, South Carolina. Mark is the current president of the Chimney Safety Institute of America (CSIA), is the past CSIA vice president and treasurer, and has also served as the National Chimney Sweep Guild Ethics Committee Chairman. Mark was a finalist in the 2012 Nashville NEXT Entrepreneur of the Year award. In 2014, he and three close business partners launched SirVent Chimney and Venting Franchise (www.sir-vent.com). Franchises are available throughout the U.S.

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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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throughout the U.S.

Most helpful customer reviews

0 of 0 people found the following review helpful.

Save yourself some pain and order Stoner's book immediately!

By Bobby Faughnan

As a fellow Chimney sweep I love the fact that Mark's message is actually coming direct to us from a guy who has built his business from the ground up. This book is honest and straight forward in that it doesn't sugar coat the fact that a blue collar business owner will and must sacrifice much to be successful. Mark makes it very clear that you will go through much pain and suffering along the road to blue collar business success but at the same time he wants to save you as much pain as he can. This hard working, gutsy, dynamic entrepreneur Stoner knows that you will make mistakes but at the same time you need not make them repeatedly over and over again! The book's emphasis on the need to be willing to get "On stage" and be a doer is priceless. Mark's plea to blue collar business owners to become students of leadership principles is a must do for all of us blue collar business owners who long for peace and financial security for ourselves and loved ones. After reading Mark's book I found a way to actually meet Mark inside the doors of his business empire through his recent Blue Collar University program and let me tell you this guy is the real deal!

Mark Stoner is truly my Chimney Jesus!!! :)

1 of 1 people found the following review helpful.

One of the best books I've read

By Hope Stevenson

One of the best books I've read! It was a fun, entertaining read that also had substance. I had three solid ideas that I immediately implemented in my own service business after finishing the book.

Mark's humility and success comes through simultaneously. He's my new favorite author!

0 of 0 people found the following review helpful.

Well written and easy to follow

By Trina

Well written and easy to follow! Mr. Stoner built his business from the ground up through hard work and dedication to customer service, he shares his reasons for success in this book.

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