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Serial Entrepreneur Bill Green Pays It Forward With Inspiring New Business Book, All In
*Bill Green Offers 101 Real-Life Business Lessons to Emerging Entrepreneurs
and Donates Proceeds to Alzheimer's Foundation*

You have the Big Idea. You have the drive and ambition. You see the market. You've identified the customers. You want to be wildly successful. You wonder how certain entrepreneurs have achieved success without a fancy education or unlimited access to capital.

In **All In: 101 Real Life Business Lessons for Emerging Entrepreneurs**, Bill Green uses his own impressive business achievements (and his few fiascos) to provide the reader with the practical tools needed to launch that Big Idea or improve their existing business. In his own unique, humorous, and impassioned style, Bill shares 101 key insights he has gleaned over a 40-year business career that began with a flea market table. He explains, step by step, what it took to leverage his flea market business into a small hardware store, and then morph that store into Interline Brands, a distribution empire.

Bill's goal: "I want to inspire entrepreneurs of all ages and levels of experience to take up the challenge of a small business with passion and joy." He leads his readers, using his own life experiences as examples, through all the steps necessary to transform that Big Idea into a successful and fulfilling business—and beyond.

The book covers skill sets and tools needed, including:

- How to adapt your business plan through changing environments
- The importance of surrounding yourself with a championship team
- Critical leadership skills every business owner must cultivate
- Ways to identify advances that can push their business well beyond its competitors
- How to soldier through personal sacrifices that arise when running a business

The book's message is universal and applicable to any business. Bill reveals his business secrets in a witty, honest, and clearly heartfelt manner that makes **All In: 101 Real Life Business Lessons for emerging Entrepreneurs** a captivating and truly entertaining read. It's the ideal road map for anyone thinking of starting up a business—and it's a delightful, fast-paced page-turner for anyone else who might wonder how the Bill Greens of the business world do what they do so well.

This book is not only about paying it forward to many aspiring and emerging entrepreneurs but about giving back. Bill will be donating proceeds of **All In** to the Alzheimer's Foundation, to honor his father, who suffers from the disease and began Bill's journey into documenting his story.

ABOUT THE AUTHOR

William S. "Bill" Green is the straight-talking, edgy, no-holds-barred serial entrepreneur who has built multiple businesses during his 40-year career. Green is best known for "bootstrapping a startup" before anyone knew what the word "startup" meant. He propelled his first company, Wilmar Industries, from a flea market table to one of the largest industrial distribution companies in the U.S., now known as Interline Brands.

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