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“This is a powerful book – Tiny is mighty. Sharon Rowe's simple shift in thinking is a profound idea, precisely what we need to hear.” – **SETH GODIN**, Author of *Linchpin*

“Honest, intentional, and downright brilliant, this book is a must-read for any entrepreneur dedicated to launching a value-driven organization in an ever-changing world. Sharon has built a masterful guide to finding the optimal balance between purpose and profit.”
—**ONYEKA OBIOCHA**, Director of Innovation, Yale University Center for Public Service and Social Justice

Dear Colleague,

Too many of us feel trapped by work that keeps us from living our purpose. We fantasize about starting our own business, yet we're warned against falling into debt, working eighty hours a week, and coping with the pressure to grow. [Eco-Bags Products](#) founder [Sharon Rowe](#) says there's another way: go TINY.

In her May released book [The Magic of Tiny Business: You Don't Have to Go Big to Make a Great Living](#) (Berrett-Koehler Publishers, May 8, 2018, 978-1523094783, \$16.95), “tiny” doesn't refer to size. Instead, it's a mindset. Like a tiny house where there's limited space for “stuff”, a TINY business requires that you examine, prioritize and work with what you value, eliminating what you don't.

Essentially, you can make your work – WORK – to fit your life.

As a new mother some 30 years ago living in Manhattan, Rowe was most concerned with putting her growing family first, building financial security, and doing something that made an impact in the world. Using the success story of her company Eco-Bags Products, the first reusable bag company in the United States, Rowe distills the step-by-step process of building a profitable, right-scaled, sustainable venture that doesn't compromise your values. *The Magic of Tiny Business* shows entrepreneurs and those considering their own business how to test a concept, manage money and priorities, and more, while staying true to the “tiny” ethos.

Rowe is available to discuss a variety of topics including:

- How to create a big impact with a “tiny” idea...and make money doing it.
- How to make your work, work to fit your life: Determining the real “sum” of your life.
- How training in artistic disciplines is good for business contrary to popular belief.
- Why mentalities like “go big or go bust” and “pain now for later gain” detracts people from living their big impact dream.

Rowe and her tiny business Eco-Bags Products, are considered pioneers in the reusable bag movement as featured in [Time](#) magazine, *The Oprah Winfrey Show*, *Glamour* and more. For more information about Sharon Rowe, Eco-Bags Products, and [The Magic of Tiny Business](#), please contact me at 914-461-4360/am@getredpr.com.

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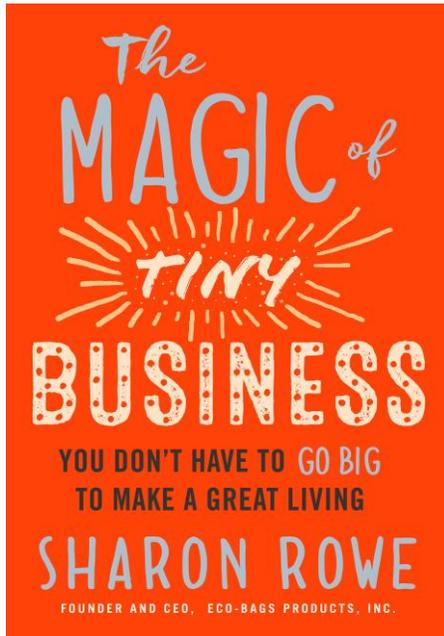


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The Magic of Tiny Business

You Don't Have to Go Big to Make a Great Living
By Sharon Rowe, founder of Eco-Bags Products

"This is a powerful book – Tiny is mighty. Sharon Rowe's simple shift in thinking is a profound idea, precisely what we need to hear." – **Seth Godin**,
Author of *Linchpin*

In [*The Magic of Tiny Business*](#) (May 8, 2018, 978-1523094783 \$16.95) by Eco-Bags Products founder and pioneering green business champion, Sharon Rowe shows entrepreneurs and business owners how to build a profitable, focused, purposeful, and sustainable business that doesn't compromise their

personal values.

As a young mother with a newborn child, many factors mattered to Rowe—having a flexible schedule, time to spend with her family, work-free vacations, and financial security. Rowe's "less is more" approach also meant that she wanted to give back to her community, to the planet. It was a tall order to fill, but she figured out how to make it happen by going TINY. Despite limited capital and business experience, Rowe built a million-dollar business of impact from scratch by making her TINY values the core values for all business decisions.

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Using the story behind Eco-Bags Products, Rowe takes readers step-by-step through the process of how to create a successful and profitable TINY business. She shows entrepreneurs how to test their concepts, convey their values, prepare for upturns and downturns, and manage their money, while always staying true to the “tiny” ethos, being laser-focused on the essentials.



Sharon Rowe is the founder and CEO of Eco-Bags Products, which grew to become a \$2.2 million business. *Time* magazine featured her as a pioneer in the reusable bag movement. She is the recipient of several awards, including the International Enterprising Woman Award and the Women’s Enterprise Development Center’s Lilian Vernon Award and is featured in the award documentary, BagIt. Eco-Bags Products has been honored as “Best for the World Overall” by

BCorporation 2014-2017. For more, visit sharonrowe.com.

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