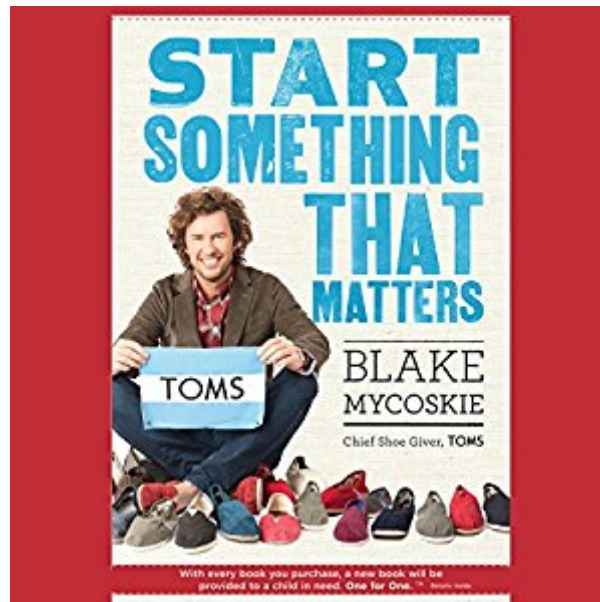


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# Start Something That Matters



## Synopsis

Love your work, work for what you love, and change the world-all at the same time. What matters most to you? Should you focus on earning a living, pursuing your passions, or devoting yourself to the causes that inspire you? The surprising truth is that you don't have to choose-and that you'll find more success if you don't. That's the breakthrough message of the TOMS One for One movement. You don't have to be rich to give back, and you don't have to retire to spend every day doing what you love. You can find profit, passion, and meaning all at once-right now. In *Start Something That Matters*, Blake Mycoskie tells the story of TOMS, one of the fastest-growing shoe companies in the world, and combines it with lessons learned from other innovative organizations such as Method Products, charity: water, FEED Projects, and TerraCycle. Blake presents the six simple keys for creating or transforming your own life and business, from discovering your core story to being resourceful without resources; from overcoming fear and doubt to incorporating giving into every aspect of your life. No matter what kind of change you're considering, *Start Something That Matters* gives you the stories, ideas, and practical tips that can help you get started. Why this book is for you: You're ready to make a difference in the world-through your own start-up business, a nonprofit organization, or a new project that you create within your current job. You want to love your work, work for what you love, and have a positive impact on the world-all at the same time. You're inspired by charity: water, method, and FEED Projects, and want to learn how these organizations got their start. You're curious about how someone who never made a pair of shoes, attended fashion school, or worked in retail created one of the fastest-growing footwear companies in the world by giving shoes away. You're looking for a new model of success to share with your children, students, co-workers, and members of your community. You're ready to start something that matters.

## Book Information

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## Customer Reviews

It is not necessary to be a serious student of current affairs to realize that most of the institutions in our society no longer work. Our governments at all levels are dysfunctional, spending more than they take in, more concerned with the welfare of government bureaucrats than the citizens they are supposed to serve. A close look at many of the larger charitable institutions reveals that administrative cost far exceed the money spent on the stated purpose of the organizations. It is very easy to become discouraged and disillusioned with our society and the direction it seems to be heading in. But then I read *Start Something That Matters* and at least I think maybe there is some hope. The story of TOMS is very inspirational. Starting with very little money but a lot of dedication and a vision for creating a dual purpose business - offering a unique product and providing free shoes to underprivileged children, the success has been exceptional. The book uses the story of TOMS as a blueprint to inspire others and to show them how to go about starting something that matters. The book does not dwell on how inefficient most government and large organizations efforts are. Instead it focused on what worked for TOMS and a few other examples highlighted in the book. At the heart of the TOMS model is transparency. There is an honest desire to help others. They did not use their charity as a means to gain free and/or favorable publicity. They kept the program simple, sell a pair of shoes, give away a pair of shoes. The book gives some general guidelines for how to model your own program that matters. The book is extremely short and very easy to read. I would have loved some more real life stories about the "shoe drops".

While I appreciate the author's good intentions of making a positive impact via private initiatives and his passion; I can hardly endorse a very broken, irresponsible and oxymoronic model of "profitable-charity" that has done much harm and destruction under the guise of altruism and responsible consumerism. Let me explain... Business model: Launch a private initiative by sourcing production from a cheap, labor rich country; market those goods to first-world consumers under the banner of serving the poor and a 1-to-1 model of putting shoes on the feet of impoverished children - therein saving their lives; lastly, market your company as if it is not-for-profit - unmotivated by margins - strictly focused on saving lives and addressing poverty in the 21st century. Why this is flawed: This is an initiative that has a great marketing strategy, coupled with an incredibly flawed and destructive business model. While selling merchandise (shoes in this case) that are extremely

marked up, under the guise of serving the poor in another country, TOM's has convinced its consumers that you can be both trendy and a responsible consumer. The only problem is that TOM's built its model on a marketing plan aka what would sell (developed world), as opposed to a responsible understanding of the need (the developing world). Forced to honor its commitment to its 1-to-1 policy, TOM's has dumped thousands of its shoes on the open markets of developing countries, driving hundreds of native companies out of business. In fact, TOM's has most often done far more harm than good, and all while making a tremendous amount of profit as a high-margin enterprise.

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