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# Start Something That Matters

By Blake Mycoskie



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Start Something That Matters By Blake Mycoskie

**The incredible story of the man behind TOMS Shoes and One for One, the revolutionary business model that marries fun, profit, and social good**

“A creative and open-hearted business model for our times.”—*The Wall Street Journal*

## 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.**

With every book you purchase, a new book will be provided to a child in need. One for One.™



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## Editorial Review

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### A Letter from Author Blake Mycoskie

People often ask me what I consider my goal to be at TOMS. The truth is that it's changed over the years. When we first began, the goal was to create a for-profit company to help the children that I met in a small village in Argentina. And that objective to give new shoes to children in need continues to be a powerful driver for me and everyone else at TOMS. But recently my personal mission has changed. Today, I would say that my goal is to influence other people to go out into the world and have a positive impact, to inspire others to start something that matters, whether it's a for-profit business or a nonprofit organization. I feel a deep sense of responsibility to share everything that we've learned from TOMS, so that others can learn from both our mistakes and the counterintuitive principles that have guided our success. I would also like to share the stories of other social entrepreneurs, from all walks of life, who are taking that wonderful and courageous step forward, who are moving from thinking about doing something to actually doing it. Among many others, the leaders profiled in my book include Tony Hsieh (founder of Zappos), Scott Harrison (founder of charity: water), Lauren Bush (founder of FEED Projects), Eric Ryan & Adam Lowry (co-founders of method) and Tim Ferriss (author of *The 4-Hour Workweek*). Like me, all of the people featured in the book faced insecurities and fear when first starting out. All of us bootstrapped with limited resources, and made countless mistakes along the way. After reading these stories of success, I hope that you'll realize that *you already have everything you need to get started*. You don't need a lot of money, a complicated business plan, or a great deal of experience to get your idea off the ground. What you absolutely must have, however, is the courage to take that first bold step forward.... For me, the ultimate success of this book will be measured not by how many copies it sells but by the number of people whom it inspires. *Are you ready to start something that matters?* Carpe Diem,  
Blake

### Review

"A creative and open-hearted business model for our times."—*The Wall Street Journal*

### About the Author

In 2006, **Blake Mycoskie** founded TOMS Shoes with a simple business model: "With every pair you purchase, TOMS will give a pair of new shoes to a child in need. One for One." In 2011, TOMS launched its second One for One product, TOMS Eyewear, which with every pair purchased helps give sight to a person in need by providing medical treatment, prescription glasses, or sight-saving surgery. Mycoskie will be using 50 percent of his proceeds from this book to create the Start Something That Matters Fund, which will support inspired readers in their efforts to make a positive impact on the world.

When Blake isn't working at TOMS, he spends his time reading, writing, fly-fishing, and participating in just about every board sport.

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