

YOU

HAVE THE

CHAPTER ONE

POWER TO

CHANGE

STUFF

DANIEL FLYNN

Co-founder, Thankyou™

*Our world doesn't need another book; it needs an idea
that could change the course of history. Write with us.*

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DEDICATION

This book is dedicated to you. On behalf of the Thankyou team, I want to offer our sincerest gratitude for your contribution to impacting global poverty.

It's unusual to find a book dedicated to you, isn't it? Surely this book can't be dedicated to all of the readers, can it? Is it just an obvious attempt at flattery? Far from it. Without the support of every single person who has participated in Thankyou's journey - whether you've bought one bottle of water, stocked your cupboards full of our products or invested in this book - we have you to thank.

You may have been part of building this story with us for many years, or you may have just recently joined us. Either way, we are so pleased to have you on board as we embark on an epic journey together. This dedication isn't flattery. It's our small attempt to honour you all, because this book has been written with you, by you and about you - and for that, we thank you.

Thanks Justine, Jarryd, Sarah, Hannah, Wesley, Jan-Lee, Bethany and The Messenger Group for your work in putting together a world-first book concept.

Daniel Flynn

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TESTIMONIALS

Aspirational. Inspirational. Motivational. This book will change your game for the better – forever.

– **Steve McKnight, best-selling author and property investment expert**

Thankyou's remarkable story shows the power of social enterprise. It's a tale that will inspire all generations and motivate you to get out and make a difference in your own special way.

– **David Koch, TV personality and business commentator**

Young, bold, brave, full of heart and, unquestionably, one of the smartest marketers I have had the privilege of working with. This book will not only teach you profound new things, but leave you reassessing exactly what you were put on this planet for.

– **Lisa Messenger, founder and editor-in-chief of *The Collective***

In a world full of challenges and complexities it is too easy to underestimate the power that each one of us holds to change things for the better. Daniel Flynn is someone who lives out the values of a deeply-held faith in the future and the will to get great things done. This is a book for everyone... all of us need to remind ourselves that we can, as Gandhi said, be the change we want to see. We need to see every challenge as an opportunity, every setback as a chance to learn and do better. Daniel's story and ideas, his infectious enthusiasm and his limitless sense of possibility, will challenge you, encourage you and motivate you to find your own dream and pursue it with passion.

– **Tim Costello, CEO of World Vision Australia**

There are many who aspire to change the world, but few have done so with the passion, focus and humility of Daniel Flynn. This book is as inspiring as it is empowering.

– **Michael McQueen, business trends expert and 2015 Australian keynote speaker of the year**

Daniel, Justine and Jarryd are breaking the mould... They are disruptors, without even knowing it; they used common sense and tenacity to not only start their business but also to grow it to where it is today. Steve Jobs said, "The ones who are crazy enough to think that they can change the world are the ones who do".

I think Daniel is that crazy. Aptly named, *Chapter One* is just the start of the Thankyou journey and I cannot wait to see what *Chapter Two* has in store.

– **Janine Allis, founder of Boost Juice**

Thankyou epitomises the Bobby Kennedy quote, "There are those who look at things the way they are, and ask why... I dream of things that never were, and ask why not?" In its journey to date, Thankyou has challenged people's definition of what is possible and shown the unshakable power of purpose-driven people and business models. This is Chapter One of a game-changing story that will defy your plot expectations, challenge your assumptions and ultimately leave you uplifted and empowered. Just wait for Chapter Two...

- Holly Ransom, keynote speaker and CEO of Emergent Solutions

Daniel Flynn is a rare breed who thinks differently, turning the world upside down and inside out in order to make it a better place. This book is a manifesto that may just change the world...

- Darrell Wade, co-founder of Intrepid Travel

Thankyou has emerged with breath-taking speed and ambition to become one of the most exciting brands within the global social enterprise movement. The highest commitment to quality, the disruptive and fearless approach to marketing, the audacious ambition and the incredible positive impact it has on the world...

Thankyou isn't just good. It is the future.

- Peter Holbrook, CEO of Social Enterprise UK

The world needs, more than ever, people who can re-imagine the future and get to work making it happen.

Within this book is the magic to live your life on purpose and make the world a better place.

- Jack Delosa, managing director of The Entourage

Raw and real, Daniel's story will challenge your thinking. Thankyou is a force of change to be reckoned with.

- Petra Bagust, media personality and director at HP Media Ltd

Bold, inspiring and impactful, this book explores the age-old saying - if you always do things the way you've done them you'll always get the same result. We need change and more importantly, we need agents of change. If this is the warm up act, I can't wait for the main show.

- Don Meij, group CEO and managing director of Domino's Pizza Enterprises Ltd

Entrepreneurs make a habit of shaking things up and showing what can be done with a combination of inspiration and perspiration. What Daniel Flynn and the Thankyou team has achieved is monumental, and all the more unique because all of the gains go to those who really need a hand. This book is a unique exploration of what it takes to really make a difference; buy a copy for everyone you know - for the insights, and for the outcomes.

- Craig Winkler, co-founder of MYOB, entrepreneur and philanthropist

Thank you Daniel Flynn for making the impossible feel possible... start a successful retail business, reduce global poverty, create a social cause that changes the world – no problem! This is a book about pushing boundaries. It teaches you how to see things differently, it challenges you to test convention, to notice the world's limitations and not only wonder why they exist, but ask what you can do about them. Pay what you want, but invest in a movement that also invests in you. Grow with it, be inspired and change a few million people's lives along the way!

- Alisa Camplin, motivational speaker and Olympic gold medallist

The amazingly simple idea of Thankyou being the vehicle that enlists a whole generation to be game changers and lift the burden of crushing poverty from the lives of millions of people is the inspiring journey of this book. Daniel makes it possible for all of us to be the change.

- George Saviddes, CEO of Medibank

This book challenges convention, but more importantly, it challenges us. Thank you Daniel Flynn for thinking differently, for truly changing the world and for allowing us to be a part of the next chapter. We can change the world. We just need to think differently.

- Mike Green, managing director of Harcourts International Ltd

What the Thankyou team does is never settle. Not because a company brand book tells them not to, but because the fire to do so lives within their gut. They are a group of like-minded people crazy enough to think that we just might be able to solve some issues, change the world or just leave it in a better place than we got it.

- Travis Garone, founder of Movember

I have been working with social enterprises for the last 10 years and the next chapter of Thankyou is the most inspiring, courageous and game changing approach I have seen. Thankyou will be transformational in our society, create social good and inspire a new generation of social entrepreneurs globally.

- Lisa Waldron, executive officer of the Westpac Foundation

Daniel Flynn has changed the game of benevolence and social responsibility. He has it all; a revolutionary and brilliant businessman whose charisma and selflessness has allowed him into the world's most influential companies; a digital genius who's created remarkable change through online platforms; and a true humanitarian whose generous spirit has empowered people to give many millions of dollars to those less fortunate. Watch this space.

- Barry Markoff, founder and managing director of Australasia's largest speaking bureau, ICMi

CHAPTER 1.1

The Game Just Changed

I want to introduce you to something that you've most likely never seen before.

RIGHT WAY OR WRONG WAY UP?

On the surface this book appears like it's written and formatted the 'wrong way around'. Now, if that were all there was to it, this design would be nothing more than an annoying gimmick. But I promise that once you read a little further you'll understand why this book had to be printed like this, and you'll also discover that the minute you purchased this book you became part of a movement that I believe will change the world we live in. I hope you're ready to read on.

I write this book knowing full well that our world doesn't need another book. There are already enough inspirational, motivational and educational books available, many written by well-respected and highly credible authors. Readers are spoilt for choice and another story for the sake of another story cluttering the shelf simply isn't needed.

So, you might be wondering, "Why this book, then?"

Our world doesn't need another book, but it does need us to wake up to the realisation that we have the power to change everything. This is a world-first book concept that will stretch you and challenge you in ways books haven't before.

For seven years now, I've been invited to speak publicly about a little idea I had at the age of 19. I've walked into schools, universities and corporate offices to share the story with different people from all walks of life. Many times when I've arrived to speak to grade one or two students, I've felt apprehensive that the story wouldn't resonate or that the ideas and concepts would be too complex for them to understand. But I left those engagements stunned and surprised as these kids responded to the Thankyou story with statements like, "One day I want to work with you" and "One day I want to change the world."

I've walked into high schools where the teachers warned, "These kids won't respond, so don't let it throw you." I would begin the Thankyou story and watch as these non-responsive kids sat wide-eyed, right on the edge of their chairs, and throughout my talk they would laugh, smile, some would even cry, leaving their teachers speechless at how the tale of our journey held their attention.

I have found myself in front of university students, wondering if it's going to matter when they find out I haven't actually got a degree. I remember walking in to speak to some of our nation's most elite sporting personalities, having made an unfounded assumption that they might not relate to my talk. I was a little star-struck by some of the people in the room, and even more surprised later to hear that their overwhelming response to the story was that it was the best talk they'd ever had at the club.

Speaking at corporate conferences in Australia, New Zealand and around the world, alongside founders and CEOs of billion-dollar empires, Olympians, TV personalities and some of the most inspiring people you'd ever meet, I have felt like I didn't fit in with this crowd. Did I really have that much to offer, to share the stage with this calibre of people? As I reflected on these things one

day, I asked myself: “In what room does this story fail?” A short time later, I was convinced I had found that room.

On my way to deliver a keynote presentation, I stood in the lift in my skinny jeans, T-shirt and blazer – my standard speaking attire. I looked at the other people in the lift with me and wondered where they all might be going. They were dressed in bow ties and ballgowns. A little dressy for a Thursday evening, I thought. The lift arrived at the floor I had been directed to and to my horror, as I exited, the bow tie-clad, ballgown-wearing folk followed my lead. Right at that point it felt like my heart stopped.

Attention to detail isn’t my thing. As the event organiser looked me up and down in a mix of confusion and shock, it hit me. The event was black tie. It all came rushing back to me – this was the talk I was going to be doing “in a few weeks” to “one of the most prestigious rooms you could be invited to”.

I found myself at table number one, where the speaker sits, visually offending a few hundred Australian directors. The gentleman on my left sat on 25 boards, while the woman across from me had won Australian Director of the Year. This was, by far, the most senior room I’d ever presented to.

And so, I figured I’d found it – a room where the story wouldn’t work. As I was introduced to the stage, my stomach was turning and my mouth was dry. I stood before a room of the movers and shakers of industry and our society. I stood, vulnerable, underdressed and completely unsure whether anything I had to say had any value to this room of leaders.

As I talked, they laughed – harder than most groups laugh. I figured that they were laughing at me, not with me. The ‘amateur antics’ of a kid with a few friends taking on the largest multinationals in the world would sound pretty funny to a group of people like this. Especially when much of our organisation’s journey challenges the way things have always been done.

But what happened at that keynote caught me completely off guard. Later that night there were queues of people wanting to connect me with various colleagues, or thanking me for my time and for sharing my “wisdom”. Wisdom? What wisdom could I possibly offer such a prestigious room of successful people?

WHERE IT ALL BEGAN

‘The story’ began when I got a couple of friends, including my best mate and then girlfriend (now wife) together to talk about starting an organisation that I dreamed would challenge the very fabric of the capitalist global business model. It was a bold idea, especially for a group of kids with no money, no qualifications and almost no experience in business.

But it seems we were onto something. Years later, a group of our staff were attending an industry event and the former managing director of Kellogg’s Australia and New Zealand, a man with global experience and recognition, told the entire event that our organisation was “the Apple of the fast-moving consumer goods industry”. He was later quoted in an article saying that in his 31 years of international experience working in big blue chip companies, he had never seen a team seize an opportunity and execute a communications campaign as successfully as our organisation had.

For myself and my other co-founders, Jarryd and Justine, along with our team who have all spent time sharing our story, we have been humbled to see our journey inspire many – and in turn we’ve been inspired by the many who have partnered with us to see our dream become a reality.

For years now I have been told, “one day you should write a book”. The key phrase being “one day”. I always pictured that time existing far out in the future, because tradition would say you write the book once you’ve ‘made it’, so to speak. We haven’t made it.

You’re meant to write the book once your idea has scaled globally, and ours hasn’t. If you want your book to sell well, you write the book once hundreds of millions of people know about you, and that’s not the case with us – yet.

You’re meant to write the book once the dream is a reality. But instead, everything you are about to read is only our warm-up act.

CHAPTER ONE

I’m about to share ‘the story’ with you, but before I do, I promised I’d show you something you haven’t seen before. Brace yourself, because it’s a little unconventional.

This book is titled *Chapter One* because it’s the first chapter of our story. Instead of waiting until our journey is finished, I decided to write this book as we go, chapter by chapter. Books are usually written in full hindsight and retrospect that cover decades of a person’s individual or corporate journey; they’re often full of insights and inspiration, but they can also be unrelatable. Sometimes after reading them, I’m left feeling like I could never attain that sort of success in my life.

This book is written as we go, to show you that any one individual, any group of people, can make their ideas and dreams a reality. You may not have ‘made it’ yet (and neither have we), but everything we have learned along the way we want to share with you, in the hope that it will encourage you, inspire you and empower you.

Now I’m going to make an assumption. I’m going to assume that for every book you’ve ever read you have only ever played the role of the reader. You buy the book, you start reading it and you become the reader, simple right? So history would tell us, because that is the way things have always been done before.

But this book challenges that position. It challenges the norm in more ways than just the print orientation of the design. You see, the moment you picked up this book you became more than a reader. You became a social investor. Part of a group of like-minded souls, philanthropically investing their money into an idea that could change the course of history. Like I said at the start of this book, our world doesn’t need another book – but it does need ideas that will change it forever.

That is what this book aims to be, as 100 per cent of the profit from *Chapter One* will fund the future of our story: our eventual *Chapter Two*. And by ‘Chapter Two’, I’m not only referring to the physical production of a second book, but the next stage of the Thankyou journey that a second book will (hopefully) document.

But what on earth are you investing in? I’m glad you asked!

WE ARE THANKYOU

Around 1 billion people are living in extreme poverty¹ (World Bank, 2014). Nearly 6 billion people aren't. I'm not sure what your views are on global poverty, but, personally, I've always been overwhelmed by the big statistics. To an individual person, 1 billion can seem like a big number. But often what we don't consider is that 6 billion people don't live in extreme poverty. Put in this context, all of a sudden that first number gets a little smaller.

Every day billions of us pour tens of billions of dollars into consumer products, which line the pockets of the world's largest multinationals. I, on my own, probably can't do much, but what if we – the collective consumer – could? What if all of us together could take the billions we are already giving to multinationals every day and make better choices to help impact those still without access to basic human rights? Herein lies the potential game changer.

Many years ago, I had an idea. What if there was a brand, a collection of consumer goods, that could empower consumers and give them a choice between the big multinationals, who exist to profit shareholders, and a brand that existed 100 per cent to fund life-changing aid and development programs for people living in extreme poverty? I had never heard of a social enterprise that existed 100 per cent for impact (no shareholder interest) that had achieved a market-leading position.

Enter Thankyou, a social enterprise. What started out as an idea in 2008 in Australia among a few university students, led to a small business launched from my parents' garage, which has now grown into a thriving enterprise that has gained incredible momentum.

At this moment in time, there are more than 35 products under the Thankyou brand across multiple product ranges, including breakfast cereals, snack bars, bottled water, hand and body wash, hand lotion, soap and sanitiser. Our water range exists 100 per cent to fund water projects; our food ranges exist 100 per cent to fund food programs; our body care products exist 100 per cent to fund health and sanitation projects – all with the aim of empowering communities around the globe. We work with our impact partners to implement cutting-edge development projects. I'll explain a bit more about our impact model later on in the book.

Our products are stocked in the major supermarkets – Coles, Woolworths, IGA, Foodland, La Manna – of our home country, Australia, as well as in 7-Eleven Australia, Starbucks Australia, Australia Post, Chemmart Pharmacies, Ben and Jerry's Australia, and thousands of other independent outlets.

We've carried out disruptive marketing campaigns that have gained worldwide attention and have seen us achieve things multinationals (who, unlike us, have multimillion-dollar marketing budgets) haven't managed to. The results have stumped many industry experts and have demonstrated the force of a people-powered brand.

In our short history, we've appeared in over 700 stories and features in print and broadcast press, and we've built an online community of hundreds of thousands of people. Australians have gotten behind our brand, helped us spread the word, and purchased tens of millions of Thankyou products.

We've set out to create remarkable products, because if the products were average, you and I (the consumer) would probably buy them once for the cause and then go back to buying the brands we usually use. Some of our products have the highest loyalty rates in the supermarket and outsell multiple global competitors, all of which has helped us move towards our driving goal: to play a significant role in eradicating extreme poverty.

We've raised millions of dollars and, through our aid and development impact partners, we've funded sustainable projects across 16 countries and impacted the lives of hundreds of thousands of people all around the globe.

But this...

This is just the beginning.

PROOF OF CONCEPT

Enter Chapter Two, which involves new product ranges and new markets. But it begins with the launch of 'FutureFund by Thankyou', which is essentially a crowdfunding platform we've set up to – wait for it – fund the future of our organisation. Instead of just asking you to donate to the fund, we bring you this book, where 100 per cent of the profit goes to the 'FutureFund by Thankyou'. The fund has many milestones to reach and the most exciting bit is that you, a movement of empowered people, get to be involved like never before – writing with us, building with us and growing with us, with the ultimate driving goal being to eradicate global poverty.

The first funding milestone is to launch the Thankyou baby and toddler product range that will exist 100 per cent to fund infant and maternal health programs in developing countries.

Children between the age of birth and five years are the most vulnerable in poor communities – each year almost 3 million young children don't make it to their first month – largely because of preventable issues (WHO, 2014). On top of that, every 90 seconds a mother in childbirth loses her life (WHO, 2015). This range will exist to change both of those facts.

But that's just the first milestone.

Everything within the story you will read in this book has been part of creating 'proof of concept'. We've proven that this idea can start in a country from the ground up, successfully challenging some of the biggest brands in the world. We've proven a model that ultimately leads to making a remarkable impact in the lives of those living in extreme poverty.

The second milestone: to launch Thankyou New Zealand. The second part of 'proof of concept' is seeing whether Thankyou can start in another country from the ground up and scale.

Why New Zealand? We want to empower New Zealanders, the way we've empowered Australians, to show the world that consumers have the power to change stuff. Many of the biggest brands in the world trial ideas in New Zealand because it's widely known that if a concept works in New Zealand, it will work globally. So we've invited New Zealand to help take this movement to the next level.

The thing is, we're not just launching Thankyou Australia into New Zealand. Instead, we're launching Thankyou New Zealand from scratch. We'll be setting up a local team, local suppliers and local impact partners. Coinciding with this book arriving on shelves, we launched our boldest and most ambitious campaign yet, inviting both Australians and New Zealanders to make a choice – to either help launch Thankyou New Zealand or not to.

Will it work? We can't guarantee that it will. But I love this thought: if it does, then together two of the smallest countries in the world (at times underestimated), who both bat above their weight globally in sport, entertainment and music, could go on to do something the likes of which the world has never seen before.

If together we can reach that milestone and successfully launch into a new market, then what next? Maybe one day you'll find it written about in a book called *Chapter Two*.

As this book keeps selling, the 'FutureFund by Thankyou' will keep growing (we hope). You can track the progress and funding updates at thankyou.co. New funding targets will be set to help us reach bolder and even more ambitious goals. But we can't build the future of Thankyou on our own; we need you.

WHY DO WE NEED YOU?

According to traditional thinking, our idea was flawed from the very start. Thankyou exists 100 per cent for impact. How our business model works is that after all the costs involved in making great products are taken care of, every cent left over funds life-changing projects. We can make that claim because Thankyou has no individual shareholders and our business that sells the products, pays the

staff and all the other expenses involved in building the brand is owned 100 per cent by our own Charitable Trust (our only 'shareholder'). Every quarter, we distribute our profits to the Charitable Trust and 100 per cent of these funds are paid out to our impact partners, who implement the work in the field.

When brands want to expand into new markets (like a new country) and launch new ventures (like our new baby and toddler range) they seek out investment from investors to finance the growth. But at Thankyou we have no investors. This is awesome because it allows us to keep our 100 per cent claim but it also presents a challenge in that it limits our potential to grow fast!

How serious are we about this 100 per cent claim? You could walk up to us with a \$300 million cheque for any percentage share in Thankyou and we'd kindly thank you for your enthusiasm, but we wouldn't and couldn't take it. You can't buy a stake in Thankyou and if you ask any start-up expert, this decision has ruled out our ability to scale up and take Thankyou to where we know it's going to go.

We are taking a different path because we want consumers to be able to choose a brand that exists 100 per cent for impact. And we're inviting you to join us so that together we can write the future of Thankyou, with the aim of impacting millions of lives.

It sounds a little crazy to be scaling an organisation from funds generated by the sale of a book. Especially when book retailers and publishers are going bankrupt and books – even at the best of times – don't make a whole lot of money. With that in mind, why are we inviting you to fund the future of Thankyou through the purchase of a book?

For us, it's not about the money itself (although we need that). It's about buy-in.

We don't have the millions or billions of dollars that our global competitors have to develop flashy marketing campaigns for our product. The power of Thankyou works most powerfully when millions of people understand the concept. There are only so many hours in a day where I, or another team member, can get up and share the story and vision in front of an audience. This book provides the ability for the story to be told and for the vision to be shared far and wide. This is why we need to get this book in as many hands as possible.

As you read about our '100 per cent for impact' model and our call out to people to play a part in funding the future of the organisation, you could wonder if us co-founders at the helm of Thankyou might change our minds if and when offers come in to take Thankyou global. But those offers have already come in, and we have already said no (you'll read about them later on).

We are serious at Thankyou about our game-changing model. There isn't a successful example that has grown to where we plan to take this, and we know the road to get there is going to look very different to one that's ever been travelled before. It doesn't mean other models are wrong, they are just not right for Thankyou.

We've never been afraid to go where no one's gone before, to get a result no one's got before. We've never been afraid to challenge the status quo as we take our ideas and make them a reality.

Herein lies our gift to you. This book isn't just a tool we are using to get a story out and to fund the future of Thankyou together, to impact millions of people globally. This book is also a tool for

you personally, or your team or your organisation, to help make your ideas and dreams a reality. My hope is that this tool will motivate and equip you to shake up what everyone once thought was possible and completely change the game.

FLIP ONE THING; CHANGE EVERYTHING

As I was driving one day, I had a thought: “Why aren’t books written landscape? Why are they always vertical with text left to right?” These are somewhat random, pointless questions. For many reasons, I could have and possibly should have just let those questions come in and out of my mind and moved on. But for many greater reasons, I couldn’t afford to. And neither can you.

I know that to make your ideas and dreams a reality, you cannot afford to accept things as they are. You will have to challenge your thinking, regularly. There is a good chance that you just read over that sentence quickly, and could therefore easily make the mistake of missing the significance of it. I could have put it in bold, but I still questioned if it would really sink in. So, I wondered... What if I didn’t just tell you? What if every time you picked up this book, your thinking was challenged?

As simple as it is to flip this book around, it challenges us, as we are all used to reading ‘the other way’. Maybe there’s a part of you that is thinking about putting this book down, such is your frustration at absorbing this unusual format.

But who knows? If you keep reading and allow yourself to move past the mental boundaries of ‘the way you’ve always done it’, you might start to wonder why more books aren’t printed like this. You might realise that it’s actually easier to hold, because as you rest it on your leg or table, you free up the use of one hand, as it’s not needed to support the weight of the book. Or, what if you

discover you can read faster? Why is it that when we read a Microsoft Word or a Pages document we scroll top to bottom yet when it comes to books we read left to right?

The answers to these questions are not even that important. What is important is that once you get out of your comfort zone, you begin to actually ask questions – and you start thinking and challenging what you’ve always accepted as the norm. The reality is that stepping out is uncomfortable. Even as you read this book ‘the wrong way around’ in airport lounges, on public transport, on your way to school or work or around friends, there’s a chance you’ll feel uncomfortable.

Why? Because there is the possibility that people will notice you are doing something differently. We live in a world where we can blend in fairly easily, that is until the moment you take a risk and attempt something that perhaps no one has done before.

As you read, you’ll probably discover that flipping the page up is at first uncomfortable. It’s different and unconventional, but within that action lies the answer to this question: do you have what it takes to push through and do something you’ve never done before? To change things, you must become comfortable in the uncomfortable.

I had to risk your discomfort (knowing you may walk away from this book and never hear our story) and my discomfort, because if each of us could truly understand the value of challenging our thinking and start to question the way things have always been done, our world and our lives would look completely different.

Why is it uncomfortable from our end? The concept of the horizontal book goes against the grain of everything that's been done in publishing books in this genre. Think about it. There's the fact that online retailers, for instance, present digital thumbnails in a vertical aspect, and nearly every bricks and mortar book retailer configures their physical shelf space to display books vertically, not horizontally. As our team researched horizontal books, we discovered that any previous attempt had succeeded at failing!

There is not one book on the bestsellers list that is printed in this format. Since the beginning of commercial book sales, not just millions but billions of readers have become used to the way things have always been done. We live in a society that, based on the above facts, would define the very format of this book to be 'wrong'. There are too many systems, processes and industry standards in place that make it impossible. The status quo has been set. If you want to release a successful, best-selling book, it would seem smart to do it the way it's always been done, to follow a proven formula.

But just because there isn't a successful example, that doesn't mean an idea or concept is destined to fail... Does it?

THE GAME JUST CHANGED

At Thankyou our journey hasn't just been about our ideas and dreams becoming a reality. It's been a story of changing the game, from entering a capitalist market with a social model through to the unconventional ways we have marketed our products and brand. The very concept of changing the game is both exciting and terrifying.

I believe that if you don't change the game someone else will. That's an invitation to challenge

established ideas because we can never afford to get comfortable in doing things how they've always been done. And it's a call to generate new ideas because innovation opens possibilities that we never knew existed.

This book was published in 2016, a year when the largest taxi company in the world owned no actual vehicles: Uber. A year when the largest accommodation provider in the world owned no physical buildings or property assets: Airbnb. These companies have allowed everyday drivers and homeowners to become taxi service and accommodation providers, respectively. They disrupted two of the most established markets in global commerce because they realised that they had the power to change stuff. Then, they challenged the way things have always been done – and they made a massive impact as a result. Wind the clock back a decade and try and explain to an industry expert that this shared economy model would become a driving force within a few short years, spitting out several billion-dollar enterprises. They would have called you crazy.

The moral of the story? Some people don't think the game will ever change. But it always does. And if you aren't convinced the game will change, it's probably best to keep those thoughts to yourself, otherwise years later you might find yourself mentioned in a quote like this: “The iPhone is nothing but a niche product” – then-CEO of Nokia in 2008.

The launch of *Chapter One* is another attempt at changing the game. Not because it's printed horizontal (although that's a point of difference) but because while our competitors put their faith in their multimillion- (and multibillion-) dollar investors, we put our faith in you to fund the future. We've really flipped the publishing game on its head by not only launching in an unusual format, but also by releasing this book without a recommended retail price. Instead of stipulating an RRP,

we launched the book with ‘pay what you want’. We did this knowing that you could pay \$1 for the book... but also wondering, what if someone paid \$10,000? (We’ve got to dream big, right?)

We feel that by launching with this unique model, the question is no longer, “How much do you want to pay for this book?” Instead it becomes, “How much are you willing to invest into an idea that could change the course of history?” Everyone who purchases this book, no matter what price they pay, will be contributing to a cause that makes a significant and lasting impact against global poverty. We can’t wait to see how this plays out!

I should mention we didn’t just limit this pricing strategy to our online store. Twenty-four hours after meeting with a global leader and Australia’s largest book retailer, LS Travel Retail – they own Relay, Newslink and Watermark, with stores in every airport in Australia and New Zealand – we realised we’d found a bold partner willing to change the game with us. They’ve stepped up to become the first retailer to launch this world-first book concept, selling it at the retail level with a ‘pay what you want’ price tag. Can you think of another book to be sold through a retail chain, where you could walk up to the counter and name the price?

The most significant part of this deal wasn’t the “yes” that we received from LS Travel Retail (although that was undeniably exciting); it was what happened in the meeting that showed me the power of this book in your hand.

We didn’t have a cover ready to show them yet, and as we pitched the landscape-design aspect and told them they had an opportunity to change the game, we could feel the tension around the new format. But it wasn’t until we talked about the ‘pay what you want’ concept that we could see it was challenging their thinking. At one point, there was discussion between two of the guys,

Scott and Josh, “Hang on a second; the problem is that the barcodes are linked to the price. So you can’t just –” Their colleague, Shayne, cut them off. “Guys if we’re going to change the game, we’re going to have to start thinking differently,” he said passionately. They were yet to read one word of this book but in that moment, Shayne summed up its entire purpose.

Less than 24 hours later, they informed us that we’d landed a world-first book deal, which included a full front-of-store stand display in every location, complimentary advertising space on storelight walls, and front counter displays across Australia and New Zealand. Of the 30,000 books that are pitched to LS Travel Retail each year, about 10 per cent of those books are accepted, and only one or two books per year get the in-store prominence we were given.

WHAT IF IT WORKS?

If it works, you’ll get to the end of this book having been introduced to a lot of concepts and hopefully having gained some helpful insights from lessons along our journey that will aid you on yours. But I feel like considering all of the above, there may be a question on your mind. What if the horizontal book with no RRP that is sold to fund the future of a movement that has a goal to impact millions of lives doesn’t work?

Can I ask you another question? What if it does? Because the answer to that question is that together we’ll go on to do something the world hasn’t seen before, together we’ll go on to change stuff and most importantly, live to see a day where overwhelming statistics like “1 billion people living in extreme poverty” don’t exist anymore.

YOU HAVE THE POWER

The world has changed. Thanks to social media and the digital age, we've become more connected than ever before, each individual has become more powerful than ever before, and in my experience, each of us is more convinced than ever before of our ability and power to leave the world better than we found it. To play a part in this orchestra called life, we have to be willing to be active participants, not passive observers. We must be willing to dive in head-first while our 'next chapter' is still full of unknowns.

I once heard the phrase "life is a book". I love the idea that every single one of us is writing our own individual book. Some books will be published, and some won't be. But that's not important. What is, though, is the realisation that every day you and I write another page, and every major decision we make or significant action we take can start another chapter. Will you be content to settle for a convenient life, or will you pursue something bigger?

If life is a book, then what's your next chapter?

Dream with us. Write with us. Change stuff with us.





¹ The World Bank defines 'extreme poverty' as living on less than US\$1.25 per day. While this definition can seem arbitrary, this is an internationally recognised measure of poverty and is a useful starting point in understanding why and how people live this way. At Thankyou, we know that 'extreme poverty' cannot be defined through an economic measurement alone; poverty encompasses a broader set of measures (such as the deprivation of freedoms, agency and basic human rights).


You have the power to change stuff.

LET'S BE FRIENDS

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The curious part in us seriously can't wait to see people reading this book the 'wrong way around'!
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