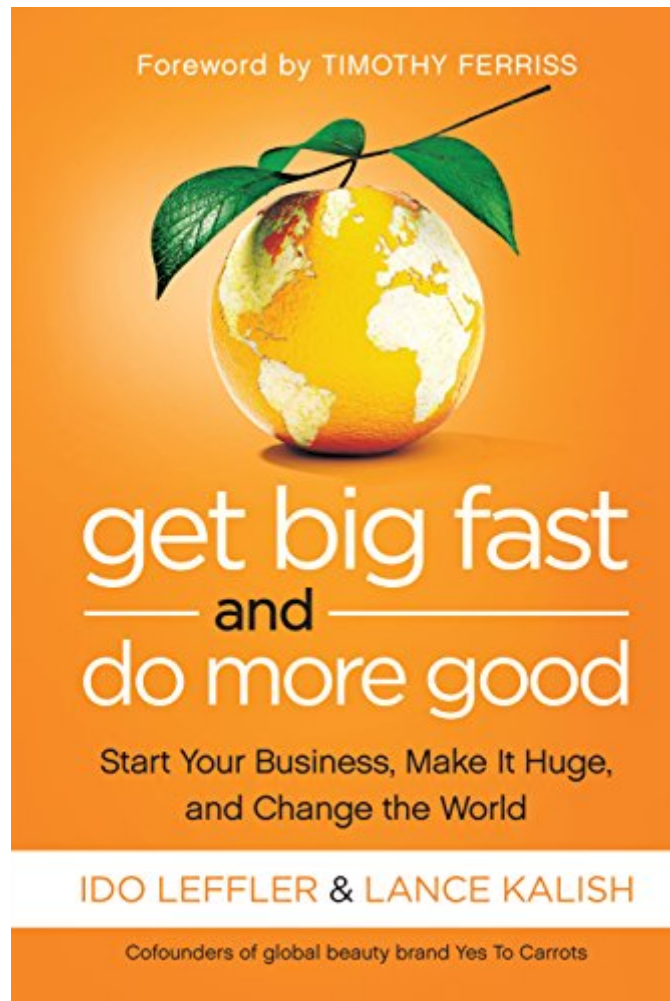


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Get Big Fast And Do More Good: Start Your Business, Make It Huge, And Change The World



Synopsis

Get Big Fast and Do More Good is a guide to modern entrepreneurship and accelerated brand-building from the founders of Yes To Inc, the company behind the breakthrough natural beauty brand Yes to Carrots. Ido Leffler and Lance Kalish, two 29-year-old Australians with very different back-grounds and skills, cofounded their company in 2006 with little more than a dream and made it big. Yes to Carrots has become one of the biggest natural beauty brands in the world and is one of the fastest-growing skincare brands. Leffler and Kalish have accomplished it all while maintaining solid principles, investing in meaningful business relationships, giving back to the community, and still making it home in time for dinner. The authors started their business with nothing but chutzpah and great instincts for products with potential. They've since made lots of great decisions and some really, really bad ones, and are ready to share their hard-won secret to success: a strong, resilient, trusting partnership coupled with a great sense of humor.

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Customer Reviews

Over the years, I've grown a little skeptical about business books... they tend to underdeliver. Still, a subtitle like "Start Your Business, Make It Huge, and Change the World" (on an orange background

no less!) is hard to resist. Turns out the book itself has a definite appeal, just not particularly related to the titular promises. This should have been called "The Yes To Story Thus Far... With Some Random Business Tips Thrown In." Ido and Lance (and their ghost writers? If I got one message from this book, it's to stick to what you're good at, and farm out the rest to experts) make appealing, quirky narrators. The Yes To history makes an interesting read. However, it feels too early in their career (some missteps, some unproductive freaking out, what seems like a drastic misunderstanding of how advertising works, and the relatively early stage of the Yes To brand) for them to be writing a book with words of wisdom... which is fine, because other than lots of tips on how to schmooze and impress people at trade shows and meetings, it didn't feel like there was much applicable content. The book was particularly light on the "do good... change the world" aspect. Really, that aspect boiled down to, well, "do good" without much insight on how beyond treating people well. Blake Mycoskie's *START SOMETHING THAT MATTERS* does a much better job in that respect, even though I'm not wild about that book either. Basically, this is a quick, entertaining read, with the occasional insight. If you are interested in reading about Yes To's journey, get it. This book is good for what it is. It is not, however, a blueprint to do any of the things the title and subtitle suggest.

There was a lot of hype around this book but I found it somewhat disappointing. To me it came across more as group of stories and experiences rather than in depth look at business. Don;t get me wrong, the stories are interesting and relevant but not as in depth as I was lead to believe from the reviews. I think that I would have liked to have seen a bit more of the thinking behind the whole business development and what went on in the minds of the authors. They tell their story with plenty of emotion and maybe that is what the business success has been. Maybe, I would have been more satisfied with a third party telling the story and making the observations rather than the founders? I can't quite put my finger on exactly what is missing for me with this book. I think it is still an interesting read and well worthwhile to understand the process that the writers have gone through in developing their business and making it a success. There is certainly something that you can learn from that. In summary, to me this book is more a story than something on business development. That doesn't make it any less worthwhile but it was not quite to the level I was personally expecting.

Like a breath of fresh air, *Get Big Fast and Do More Good*, moves the stodgy typical business book into the entertainment lane. But not only does it entertain, it enlightens. The authors take a humorous approach in the writing of this book. I tend to think that the humor wasn't necessarily intentional but

just a byproduct of who these two guys are as people. The light hearted humor really makes this a much more readable book. These two made many mistakes along the way. It's refreshing to know that you can achieve great things even when mistakes, sometimes huge mistakes are made along the way. But for me, at the core, was the message of doing the right thing. Treating people well, respecting people and loving what you do. Revelatory? Not necessarily. But if you're going to read a "business book" on entrepreneurship you might as well choose one that isn't a dry, textbook-like drone of proper business practices. Much better to listen to the journey of what these guys went through to get started and grow the company to become the huge success that it has become. Love reading this book.

What an authentic read! Most management books seem to talk about how smart the author is and gloss over failures. Not these guys. They really give you a seat at the table on their journey to building Yes To into a major brand. The book is truly a great read. You are given full access to their world - the ups, the downs, and the comedic events that seem to pepper their lives. It's a real page turner as you get to know these two co-founders as real people - folks that become your friends; real inspirations. I put this book at the top of my recommended list.

This book is different. It's about being different, too. If you want a book that boldly tells you how to achieve business success you won't find it here, but it doesn't try to be that book. There are a lot of books like that already. The entire story about Lance and Ido are how they didn't fall into the trap of being what everybody else tries. They try different things. They judged their investors based on the football club they supported. Despite supporting the wrong club, that's pretty great to read about. When starting a business you need to give yourself permission to be unique and to sometimes be irrational. This book helps you come to terms with the ridiculous endeavor of starting a business that is most likely going to fail. They have some good principles that are delivered well and have the anecdotes to back them up. I have never smiled so much through a book in the business category as I did here. It isn't because it's funny (it is, sometimes) but because it made me feel good. A few months ago I read Richard Branson's autobiography, and can safely say that they may shoot for being the Richard Branson in beauty products. Their book outdoes his in terms of motivating and inspiring the reader to commit to doing their own thing, to walk their own path, to do their own good.

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