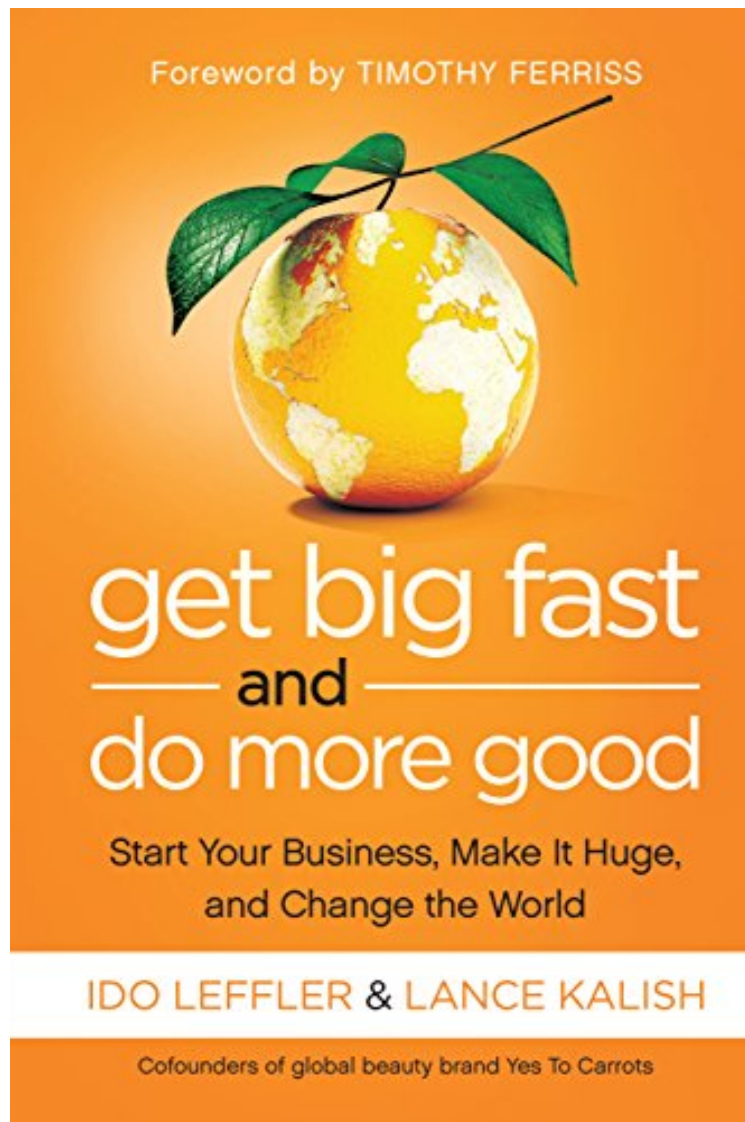


Get Big Fast and Do More Good: Start Your Business, Make It Huge, and Change the World

Ido Leffler, Lance Kalish

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Ido Leffler, Lance Kalish : Get Big Fast and Do More Good: Start Your Business, Make It Huge, and Change the World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Get Big Fast and Do More Good: Start Your Business, Make It Huge, and Change the World:

0 of 0 people found the following review helpful. Hilarious and HelpfulBy GMM31First off, Ido and Lance are absolutely hysterical!!! It felt like I was having a conversation with them instead of just reading facts. They are humble, personable, and genuine; I couldn't put the book down. I learned a lot as a future entrepreneur and current

marketing student at a university. It was easy to read the entire book in a matter of a couple days. Each chapter was filled with anecdotes that showed who Ido and Lance are as people and successful business leaders of sustainability. Must read!!! 1 of 1 people found the following review helpful. Dialogue With Success By Brett Smith As different as their brand, this book presents a running conversation between the authors about their experience quickly building a successful brand. It was as though I was being told a story with experiential wisdom sewn throughout. I connected with the author's genuine care for their customers and candor regarding their mistakes. I close this book inspired to build my dream well, craft my brand boldly and effectively get big fast. 0 of 0 people found the following review helpful. Great story! By Anne Rash Great story! Fast read! Awesome for any aspiring entrepreneur! I loved hearing the background on Yes To! Get this book!

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.

"For the freshly minted entrepreneur, [the] authors of this irreverent book; successful self-starters Leffler and Kalish; are brutally honest about the goofs and gaffes they made on the way up. Since more than 90% of startups fail in their first three years, it might be more useful to know what not to do when you start a business." Time Magazine "When Walgreens was founded, over 100 years ago in a one thousand square foot pharmacy, no one expected we would become a brand recognized around the world. And, that's a point that is captured so well in this insightful and masterfully written book. The "Yes To" products we carry in our stores reflect what we mean by "Doing Good while Doing Good Business." Ido Leffler and Lance Kalish have certainly set a high bar, and this book is a prime example of what hard work, vision, and a "yes" attitude can do for you and your company." Gregory D. Wasson, President and CEO, Walgreens Co. "Two crazy (and whip-smart) guys got you (and me!) to put carrots and tomatoes on our face. Their product works, their company works, their charity works and they've worked their way into our stores and homes- Yes To reading this book and learning from their story!" Ellen Gustafson, Social Entrepreneur and Food Activist, Co-Founder of Food Tank, Co-Founder of FEED "Whether you're a corporate executive dying to make a career change or a stay-at-home mom with an awesome business idea, Get Big Fast And Do More Good will give you the tools, tips, and kick-in-the-pants inspiration you need to make great things happen." Michele Promaulayko, VP/Editor-in-Chief of Women's Health "This book teaches how to do well by doing good, and also how to have a bit of fun along the way!" TONY HSIEH, author of Delivering Happiness and CEO of Zappos.com, Inc "Get Big Fast and Do More Good is jam-packed with great insights and hilarious stories about all the little things it takes to build a successful company and brand from scratch. If you want to invent your future, this book is for you!" Peter Sims, author, LITTLE BETS "Ido and Lance's story is exhilarating, scary, funny and ultimately enviable. For anyone who is ambitious and looking for a dose of perspective, this is a story about the hard work that it takes to win, with a simple message that you can win too." Katia Beauchamp and Hayley Barna, Co-Founders Birchbox "Ido and Lance's book should really be titled Yes to Courage. The boys will not only show you how to be a better entrepreneur but leave you inspired with passion and confidence to make big and improbable things happen." Eric Ryan, method Co-Founder "I say YES to the joy of life - to the pursuit of beauty in all its forms. Ido Leffler and Lance Kalish have written more than just another wonderful business book- this is a personal, accessible, informative look at what can be achieved with a clear vision, pure intent, and a whole lot of chutzpah." Chip Conley, Founder Joie de Vivre Hotels "These two guys have made being an entrepreneur a way of life. A life of success, family, and altruism. If you need a guide to making money and saving the world all at once, read this book." Elizabeth McKee Gore, Resident Entrepreneur The United Nations Foundation "There is a lot to say yes to in this story. Yes to pursuing your dream. Yes to trusting your instincts, learning vs. failing, improvising and bouncing back, pushing ahead. Yes to thinking big--and then bigger--and making the personal commitment to make it happen. Whether you are an idea breeder in an established company or an entrepreneur who has an idea to pursue; there is inspiration and practical lessons here to keep you moving forward. Yes!" Mark Addicks, Chief Marketing Officer, General Mills "Ido and Lance have so many funny stories and practical lessons for aspiring entrepreneurs. If you're looking to start something that matters, I highly recommend that you read this book." Blake Mycoskie, Founder and Chief

Shoe Giver, TOMS! "I LOVE this book! Get Big Fast and Do More Good is more than a business book. It's an inspiring, funny, must-have read. Ido and Lance are authentic, brilliant and their collective energy spills from the pages of this great book!" —Porter Gale, author of *Your Network Is Your Net Worth* and former VP of Marketing at Virgin America

About the Author LANCE KALISH and IDO LEFFLER are the founders of Yes To, Inc.