

For Immediate Release

Killing Status Quo – Reinventing the Workplace

Jamestown, ND. (May 1, 2018)

In his page-turning debut, *Principles to Fortune*, Scott Bintz shares hard-core experience and practical actions any business can take to create a winning workplace culture. It has received praise from business leaders like Chip Conley and Tony Hsieh. Learn how and why a company, that started in a basement, grew to over \$100+ million in e-commerce sales. Winning best place to work awards and ranking on Internet Retailer's top 300 mobile and top 500 e-commerce lists.

“You can create a great business from literally anywhere, even in a small state like North Dakota. If you can get the culture right, driven by principles, creating innovation and growing a business becomes crazy easy. Becoming great in a space like pickup accessories, happens because of business culture period.” – Scott Bintz

Principles to Fortune releases May 8th, 2018 on Amazon, Kindle, BN.com, Nook & iBooks. Signed copies can be ordered at PrinciplesToFortune.com. It is available in Hard, Soft & eBook formats. An audio version will follow at the end of May.

About Scott: Scott Bintz, serial e-commerce entrepreneur and founder of RealTruck.com, RedHeadedRebel.com, RHRBrew.com and RHRSwag.com. He lives in Jamestown, ND. *Principles to Fortune* is his first book.

About Book: *Principles to Fortune* – Crafting a Culture to Massively Grow a Business. Culture is everywhere, and in a business, you can let it naturally develop and hope for the best or you can take some actions to create a winning culture, based on principles. Understand why companies fail at creating a winning culture and master how to successfully introduce principles into any company and effectively practice them. Learn why putting principles first at work, changed the culture and rocketed a little North Dakota company from the basement into a \$100+ million e-commerce superstore all while having fun and creating evangelistic customers, business partners & employees.

Praise for the Book:

“Scott Bintz gives another example of how company culture can have a positive impact on people.” — Tony Hsieh, CEO of Zappos & Author of *Delivering Happiness*.

“I was impressed with Scott Bintz's commitment to culture from the first time I met him some years ago. He was able to grow a business from a hobby business to a multi-million dollar e-commerce enterprise. His book, *Principles to Fortune*, demonstrates what the true mojo is in companies- the people. RealTruck's commitment to make people's lives better was the secret sauce to their profound and unprecedented success. If you want to increase brand loyalty from your employees, your customers and even your strategic business partnerships, then you need to read *Principles of Fortune*. The book is based upon the principles Scott used within his own company, with concrete examples that can be adopted and adapted to most any company

culture.” — Chip Conley, NYT Bestselling author, Hospitality Disruptor, Strategic Change Agent.

“Packed with business values you would expect from North Dakota. Scott Bintz’s, new book, *Principles to Fortune*, is an inspiring and wonderful read for those who run a business and those who want to start a new business.” — Byron Dorgan, Former U.S. Senator

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