

PUBLISHING IS DEAD

LONG

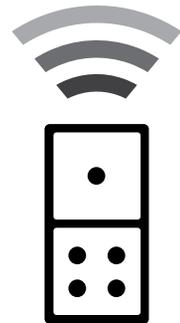
LIVE

PUBLISHING

THE DOMINO PROJECT USHERS IN A NEW AGE

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WHAT IS THE DOMINO PROJECT?

The Domino Project is an innovative and simple publishing venture with one goal: get books in the hands of readers who want them. We identify great authors, establish smart partnerships, and use digital tools to give readers ideas they can spread. The name comes from the Domino Effect—where one powerful idea spreads down the line, pushing from person to person, idea to idea. At the heart of The Domino Project is a mission to create exceptionally high quality books, packaged with cogency in mind, and available in a variety of formats including hardcovers, audiobooks, Kindle editions, multipacks, and limited editions. All titles will be sold on [Amazon.com](https://www.amazon.com) and at bookstores nationwide. With a rapid turn-around time (less than three months from finished manuscript to printed book) authors get their ideas to the world quickly instead of waiting years.

The Domino Project generates excitement both on and offline. We depend on the connectivity of the Internet and also initiating grassroots efforts to engage readers face to face. Published books are a starting place for communicating with readers. Godin says “Ideas that spread, win. And books that aren’t read aren’t useful.” Leveraging Amazon’s targeted marketing, we will focus on customer insight learning who is reading and what they want to read. Over time, we can develop books directly for our assembled audience. Amazon was founded on the idea that an electronic bookstore could offer a simple way to buy a book. By making it easy for readers to find related titles, to post reviews and to share ideas, Amazon has transformed the way books are purchased. When the same speed and transparency are put to work on behalf of authors with important ideas, you have The Domino Project.

“Ideas that
spread, win.
And books
that aren’t read
aren’t useful.”

– Seth Godin

WHO'S BEHIND THE DOMINO PROJECT?

Seth Godin

Seth Godin created The Domino Project to change what publishing means for authors and readers. Going from author to publisher himself, Seth broke out of complacency and took the publishing process into his own hands. He's spoken twice at TED and his bestselling books include *Tribes*, *Purple Cow*, *The Dip*, and *Linchpin*.



Team Domino is a group of artists, writers, social media experts and entrepreneurs. As a group, they secure authors, curate content, and design books for an eager and engaged audience. They work with a team at Amazon.com, who produces, distributes and promotes Domino titles worldwide.



Amazon.com, Inc. (NASDAQ: AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995. Powered by Amazon is a new publishing program that enables Domino to leverage Amazon's global distribution, multiple format production capabilities including digital, print and audio, and Amazon's powerful personalized, targeted marketing reach.

WHAT PEOPLE ARE SAYING

“Domino ends the downward spiral that started with the printing press. The promise of mass distribution only meant a consolidation of power and editorial control for the elite. Through Domino, stories and ideas are being returned to where they belong, the individual.” – **Hugh Weber**

“We have seen authors embrace new media tools in the past, and it should be no surprise to see a new publication chasing all methods of distribution. However, the Domino Project has set out a clear manifesto for the ongoing distribution of content using the latest media available—not only on-trend, but also endeavoring to keep pace with ongoing innovation. It will be fascinating to see if the success of the Domino Project matches its ambition...” – **Springwise.com**

“I’ve always wanted a closer connection to authors I read. Domino makes the books I buy a lot more personal.” – **Tyler Hurst**

“The Domino Project is at the intersection of content creation, technology, social media, and reading. It’s going to be proof positive that compelling content is king and if you build it, they will come.” – **Thomas Fiffer**

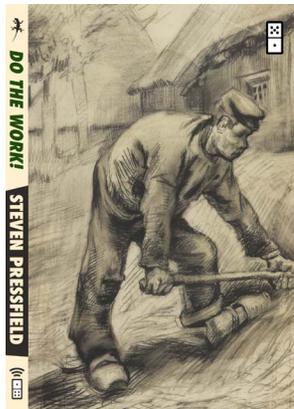
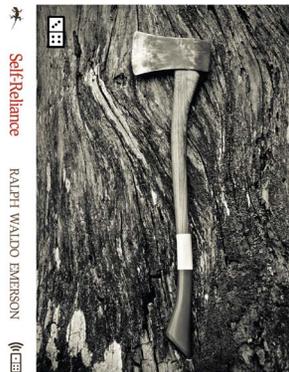
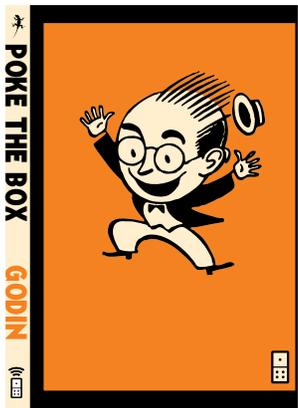
“TDP is ideally positioned to revolutionize the author/publisher dynamic.” – **Jon Burg**

“Delivering on his promise to try a new publishing model, popular business-book author Seth Godin is releasing his first new title since leaving his long-time publishing house last summer”

– The Wall Street Journal

DOMINO BOOKS

The Domino Project publishes in a variety of formats to make books accessible to readers in the format they prefer. Books are sold on Amazon.com and in bookstores nationwide. The Domino Project determines a book's feasibility based on the idea presented, on our experience, and on an author's willingness to work with The Domino Project team to make their book a success. All future titles will be announced at thedominoproject.com and on Amazon.com.

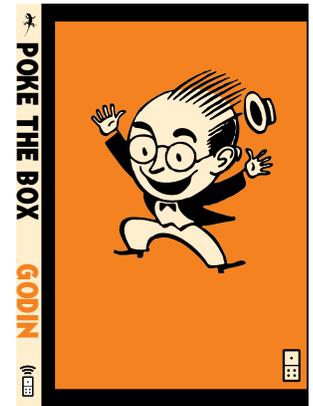


POKE THE BOX

by Seth Godin

The first title under The Domino Project, **Poke the Box** (March 1, 2011), was an immediate best-seller. Written by Seth Godin, *Poke the Box* is a manifesto about taking initiative, not waiting to be picked by a boss, client, or publisher to do what you want in life. Godin shows how people need to “poke” to dig themselves out of sluggishness by using real examples of people who’ve benefited from “poking” in their lives.

Poke the Box
by Seth Godin
March 1, 2011



WHAT PEOPLE ARE SAYING ABOUT POKE THE BOX

“Embarkable.” – **Annie Duke**, world poker champion, author and talk show host

“Rut-reversing.” – **Sarah Jones**, playwright

“Essential.” – **Jill Greenberg**, photographer, manipulator.com

“Seth Godin may be the ultimate entrepreneur for the information age.” –
Business Week

“It’s easy to see why people pay to hear what he has to say.” – *Time Magazine*

“Godin is a master at creating compelling ideas out of very few words and this is a book that is both very important and very simple to consume.”
– **John Jantsch**, Duct Tape Marketing.

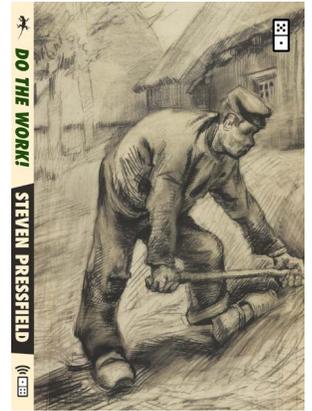
“We are all familiar with Madonna, Bono, Shakira, Edge, Prince, and Fergie. There is only one business icon that’s known by only one name: Seth. When readers sees “Seth” in the business world, they know its about Seth Godin.”
– **Barry Moltz**

DO THE WORK

by Steven Pressfield

Steven Pressfield's **Do the Work** (April 20, 2011) is a weapon against Resistance—a tool that will help you take action and successfully ship projects out the door. A companion to his much loved *War of Art*, *Do the Work* is filled with action steps and personal examples and reveals the most important question to ask before and during the creative process. Once you read *Do the Work*, there's no excuse for not doing the work you know matters.

Do the Work!
by Steven Pressfield
April 20, 2011



WHAT PEOPLE ARE SAYING ABOUT DO THE WORK

“Do the Work [is] one of the most enlightening and inspiring pieces of writing I’ve come across. It’s not only a dramatic envisioning of what you are facing as an artist, it’s also a practical preview of all the hell you are going to go through to overcome all the terror and doubt that is going to come beating you down until you are defeated.” – **David Seah**

“Do the Work will take you all of about two hours to read, but if you’ve had trouble identifying things that are keeping you from living the life you know you must, it may be one of the most profound books you’ll ever encounter.” – **John Jantsch**, Duct Tape Marketing

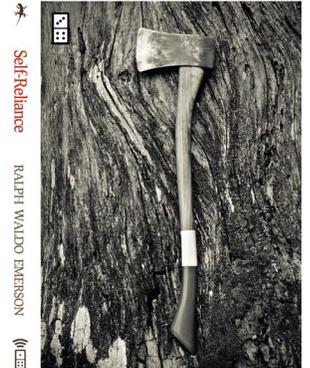
“I highly recommend the idea packed and insightful book Do The Work by Steven Pressfield, to anyone seeking to overcome the artificial and soul destroying doubts that attach themselves to our deepest thoughts. This book will dispel those unfounded fears, and steer us toward the stars.”
– **Wayne Hurlbert**, Blog Business World.

SELF-RELIANCE

by Ralph Waldo Emerson

Ralph Waldo Emerson most famous work *Self-Reliance* is being released for newer audiences reminding us of the relevance of Emerson's powerful words today. This edition includes self-reflections from contemporary and historical luminaries, such as Jesse Dylan, Plato, Milton Glaser and dozens of others. At times harsh, at times comforting, Emerson's words and convictions guide the reader to challenge their own beliefs and sense of self.

Self-Reliance
by Ralph Waldo Emerson
May 25, 2011



WHAT PEOPLE ARE SAYING ABOUT SELF-RELIANCE

“Hats off to Seth Godin and company for bringing this classic back to life, and adding insights from thinkers and doers today.” – **47 Hats.com**

“Stunning design. . . . This book could have been written yesterday.” – **Aaron Goldfarb**

“My favorite parts of this book—the cover, which is stunning and makes the book itself a covetable collectable, and the way the text is laid out inside. Emerson's essay is interspersed with experiential quotes from many familiar names (Steven Pressfield, Henry Ford, Chris Guillebeau, Pace and Kyeli Smith, Pam Slim, Mark Frauenfelder, dozens more names you'll know by heart). What a remarkable way to present this piece!” – **M. Morris**

BY THE NUMBERS

***Poke the Box*, the first title under The Domino Project hits top fifty on Amazon.com in under 24 hours.**

(Amazon.com, February 2, 2011)

Fewer than 20,000 of the new books published each year make it into the average chain bookstore.

(The Long Tail by Chris Anderson)

Amazon.com is now selling more Kindle books than paperback books. Since the beginning of the year, for every 100 paperback books Amazon has sold, the Company has sold 115 Kindle books. Additionally, during this same time period the Company has sold three times as many Kindle books as hardcover books. This is across Amazon.com's entire U.S. book business and includes sales of books where there is no Kindle edition....

(Amazon's 4th quarter results release- published Jan 27 2011)

The Book Industry Study Group estimates that sales by smaller publishers and self-publishing companies reached \$14.2 billion in 2005, the latest year figures were available.

(The Guardian, Feb. 20, 2008)

SPONSORS

Books placed in the hands of the right people creates something magical. The Domino Project is developing modern, intelligent books with solutions that solve key pain points for businesses in a high impact and cost-effective way.

We offer partnership packages that help companies of all sizes grow, train and innovate and are able to create tailored partnerships and sponsorships to meet most company's needs. **General Electric** was the first to work with us in this innovative space.



General Electric launched our e-Book campaign. They needed a way to reach large audiences in an engaging way and felt that our unique opportunity of sponsoring the worldwide distribution of *Do the Work* by Steven Pressfield would help them do that. GE also needed resources to train executives in a cost effective and impactful way. Their training materials weren't making an impact on their employees, so they went searching for something short, compelling and high quality. They purchased 5,000 copies of *Poke the Box* to put their upper level management ahead of the curve.

FULL SPONSORS LIST

Covalent Marketing **Ibex**
Experian **Shopify**
Gartner **WebReply**
General Electric
Hubspot

MEDIA ASSETS

Download at: <http://thedomino.com/resources>

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