

For Immediate Release

THE UNSTOPPABLES
Tapping Your Entrepreneurial Power

By Bill Schley
Foreword by Graham Weston
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"We became the third largest non-alcoholic beverage company in North America, which nobody thought was possible, using Unstoppable ideas explained in this book – especially that nothing stops a team on an inspiring mission, and that only cultures built on belief can compete in the new era. This book will make you a believer, too."

-- Kim Jeffery, former Chairman and CEO, Nestle Waters North America

"Finally, a guidebook for entrepreneurs that shows what it's really about – how they make a difference and transform lives by inspiring teams to touch greatness; how they learn to delight their customers most of all."

--Fred Reichheld, Bain Fellow, creator of Net Promoter® and author of The Ultimate Question 2.0

THE KEYS THAT UNLOCK TRUE ENTREPRENEURIAL POWER

How The Chairman Of Rackspace, Navy SEALs, And Israeli Innovators Came Together And Discovered The Heart Of Entrepreneurship

"The entrepreneurs will make the jobs, invent the industries and populate the new companies that will win the war for the economic future . . . we need millions more," says Bill Schley in the introduction to **THE UNSTOPPABLES: Tapping Your Entrepreneurial Power**. "We went looking in all the usual places to find the real essence of entrepreneurship – to the academics and business experts – but we couldn't find it. So we went on a journey . . ."

THE UNSTOPPABLES is about that quest – based on foreword-author Graham Weston’s experience growing Rackspace from a start-up into a multi-billion dollar, international company, combined with the fascinating input and perspectives from members of the Navy SEALs and Israeli Special Forces, to name a few – “the real experts in fear, risk and failure and the teamwork it takes to ultimately succeed on any important mission,” says Schley. “This book is a manifesto and a guidebook for Americans who want to build something of value and take charge of their own destiny,” says Weston. “**THE UNSTOPPABLES** is an invitation to you to overcome your doubts and fears and to dare to follow your dreams.”

Schley, cofounder of the branding firm BrandTeamSix, shows how the best practitioners think continuously about two things: The Big Picture and the Little Picture – essence and essentials. The essentials are the business and financial mechanics required of any working enterprise. But the essence is the *emotional mechanics* to get started and put oneself in motion, dealing with the obstacles and learning from inevitable failures along the way – to power a successful start-up or the innovation needed to sustain a mature organization.

Schley and Weston set out to answer questions such as: Who are the entrepreneurs *really*? Can entrepreneurship truly be taught? Can big companies learn to be entrepreneur makers, not killers? And how can our society double the number of entrepreneurs we produce? Some of their key discoveries include:

- **What’s stopping you is more important than you:** When a person has something important to accomplish—and they are not doing it—*then some type of fear is stopping them*. As an entrepreneur, knowing the business mechanics—the technical, operational, and financial mechanics—is vital. But winning involves the emotional mechanics. Understanding one’s emotions and turning them to an advantage is what creates an unstoppable entrepreneur.
- **How to tap the essence of entrepreneurial power in you and in others:** Belief channels the power that is born inside every individual; the ultimate national resource when tapped. It enables people to take the first step and start feeling the essence. Schley exposes and explores the secrets of starting and staying on that most viral and rewarding path—that of the entrepreneur—and how those who succeed at unblocking their entrepreneurial power become unstoppable.

• **How motion generates vision:** Only an elite few start with VC-type capital funding, and none of them are Bill Gates. Most noteworthy businesses come from completely unremarkable origins. Their vision isn't set in the beginning; instead, they adapt it as they learn what works and what doesn't through rapid trial and error. In fact, the vast majority of start-ups that eventually make it to the Inc. 500 list of fastest growing private companies begin with opportunistic adaptation instead of vision—that is, they reacted as much as they acted.

Written with energy, excitement, and a touch of humor; filled with insights, advice, and detailed steps to evaluate and implement the tools and suggestions, **THE UNSTOPPABLES** is an in-depth guide to what really makes entrepreneurs tick.

The choices today are to watch others create and build the future, or take the bull by the horns and travel the entrepreneurship road. If the idea of stepping into the arena and joining the action sounds exciting, then **THE UNSTOPPABLES** is the roadmap to success.

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About Bill Schley

Bill Schley is an award-winning author, speaker, expert on branding, and a lifelong entrepreneur. He began his career as a writer at Ted Bates Advertising in New York, the legendary agency that created the Unique Selling Proposition. He is cofounder and creative director of BrandTeamSix (www.brandteamsix.com). **THE UNSTOPPABLES** is his fourth book.

About Graham Weston

Graham Weston started his first business in 7th grade, selling organic pork with ads that read: "Go Hog Wild!" Today, he is the internationally renowned cofounder and chairman of Rackspace (www.rackspace.com), the world's number-one Open Cloud computing and managed hosting company. Started in San Antonio in 1998, Rackspace has grown to over 5,000 employees and 200,000 customers worldwide – including over 60 percent of the Fortune 100. He is a leading philanthropist and supporter of entrepreneurship through his 80/20 Foundation. He is also cofounder of Geekdom, Texas's largest collaborative workspace that brings innovators, developers, and entrepreneurs together to build ideas and start-ups.

For more information please visit www.Unstoppables.com.