

MANIFESTO

Remarkable. It's a simple word that has a clear meaning:

to be notable and worthy of attention.

We believe remarkable is possible, everyday, everywhere. We also think it's missing from far too many of our lives and workplaces.

So. We have created a permanent campaign for the remarkable.

Our company, remarkabalize*, a place, thinkremarkable.com, and a way of working -- all dedicated to bringing you a steady stream of ideas you can implement, inspiration you can use, and evidence that remarkable is a reality that you can claim as your own.

We encourage YOU to USE these to remarkabalize* your world:

• **remarkable books** – starting with the *The Big Moo* and *The Purple Cow*

• **remarkable people** – including The Group of 33 authors behind *The Big Moo*, and many many more


• **remarkable experiences** – a steady flow of the extraordinary places, products and services, media, tools and more.

In the words of “*The Big Moo*” *stop trying to be perfect and start being remarkable.*

Julie Anixter, Dean DeBiase and Scott Williams,
Founders, Remarkabalize*

REMARKABLE DEFINED

Dictionary.com Unabridged (v 1.1)

re · mark · a · ble  [Audio Help](#)
ri'mar kə bəl - [Show Spelled](#)
Pronunciation
[ri-mahr-kuh-buh]
-adjective

1. notably or conspicuously unusual; extraordinary; a remarkable change.
2. worthy of notice or attention.

[Origin: 1595-1605; < F remarquable. See **REMARK**, **-ABLE**]

—**Related forms**
re · mark · a · bil · i · ty,
re · mark · a · ble · ness, noun
re · mark · a · bly, adverb

—**Synonyms** 2. notable, noteworthy, striking, extraordinary, wonderful, unusual, singular, uncommon.

—**Antonyms** 1, 2. common, ordinary.

Dictionary.com Unabridged (v 1.1)
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HOW TO WORK WITH US

We have [the people](#) , the passion, the energy and [the tools](#) to “remarkabalize” your organization

Challenge us to help you get remarkable!

Our approach is designed to help you make your mark...through your own campaign for the remarkable. We use one or more of the following menu items to make it real:

- 1) Use the book. [The Big Moo](#) – we personalize it for your organization with a custom cover with your relevant message – and a percentage of the proceeds go to three [remarkable charities](#)
- 2) Use our speakers. From [Seth Godin](#) to [the Remarkabalize team](#) to [the Big Moo Authors](#), we have a speaker, or panel or workshop that will catalyze your audience.
- 3) [Remarkabalize* Your Story](#) – give us your current story (message, product, service) and we'll give it back to you in truly remarkable form you can use to attract a bigger audience.
- 4) Bring the [Remarkable Awards](#) into *your* organization – there's no better way to drive growth than to bring "remarkable" into your culture and unleash your talent through real recognition.