

# PRINCIPLES TO FORTUNE

Crafting a Culture to Massively Grow a Business

A high-contrast, black and white portrait of Scott J. Bintz. He is shown from the chest up, wearing a dark suit jacket, a light-colored dress shirt, and a dark tie. He has dark hair and is wearing dark sunglasses. The background of the portrait is a solid, bright white, which makes his dark features stand out. The portrait is positioned in the lower right quadrant of the cover, partially overlapping the author's name.

**SCOTT J. BINTZ**

# PRINCIPLES TO FORTUNE

VISIT:

[PrinciplesToFortune.com](http://PrinciplesToFortune.com)

SIGN UP:

To Our Newsletter

SHARE:

Take A pic of the book, tag us and share it out

HASHTAG:

[#PrinciplesToFortune](https://www.instagram.com/explore/tags/PrinciplesToFortune)

CONNECT WITH US SOCIALLY @

[Facebook.com/principlestofortune/](https://www.facebook.com/principlestofortune/)

[Instagram.com/principlestofortune](https://www.instagram.com/principlestofortune)

[Snapchat.com/add/scottbintz](https://www.snapchat.com/add/scottbintz)

[Linkedin.com/in/scottbintz](https://www.linkedin.com/in/scottbintz)

[Twitter.com/bintzness101](https://twitter.com/bintzness101)

WANT AN AUTOGRAPHED COPY?

Order online at [ScottBintz.com](http://ScottBintz.com)

# PRINCIPLES TO **FORTUNE**

*Crafting a Culture to Massively Grow a Business*

**Scott Bintz**

Cover design by Sara Mason

Editing and assistance by John Peragine

Copyright © 2018 Scott Bintz

All Rights Reserved

No part of this publication may be used or reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles and reviews.

This book may be purchased for educational, business or sales promotional use.

For information, please email [book@principlestofortune.com](mailto:book@principlestofortune.com) or visit

[www.principlestofortune.com](http://www.principlestofortune.com)

First published by Red Headed Rebel®

1618 Hwy 281 N

Jamestown, ND 58401

[www.RedHeadedRebel.com](http://www.RedHeadedRebel.com)

The logo for Red Headed Rebel features the words "RED HEADED" in a small, uppercase, sans-serif font above the word "REBEL" in a large, bold, stylized, handwritten-style font. A registered trademark symbol (®) is located to the upper right of the word "REBEL".

Soft Cover: ISBN-13: 978-0-9996234-0-4 ISBN-10: 0-9996234-0-0

Hard Cover: ISBN-13: 978-0-9996234-1-1 ISBN-10: 0-9996234-1-9

E-Book: ISBN-13: 978-0-9996234-2-8 ISBN-10: 0-9996234-2-7

*To my mother, for her never-ending love and support. For always being my #1 fan.*

*To my bride, for her patience and love.*

*To our children, for your love and individual spirits.*

*To the people who helped build RealTruck: thank you.*

# CONTENTS

<b>FOREWORD</b>	<b>VII</b>
<b>PREFACE</b>	<b>XI</b>
<i>Why Read This Book?</i>	<i>xii</i>
<b>THE BIG DEAL</b>	<b>1</b>
<i>The Million-Dollar Call</i>	<i>1</i>
<i>How The Hell Did You Get There?</i>	<i>8</i>
<b>AGAINST THE WIND</b>	<b>11</b>
<i>RealTruck Begins</i>	<i>13</i>
<i>The Brutal Facts</i>	<i>14</i>
<i>Changing The Market</i>	<i>18</i>
<i>Full-Time RealTruck</i>	<i>21</i>
<b>CREATING CULTURE</b>	<b>49</b>
<i>How To Fail At Creating Culture</i>	<i>54</i>
<i>On Fire - Culture 2.0</i>	<i>61</i>
<i>Why Companies Fail At Culture</i>	<i>61</i>
<i>Guiding Principles 2.0 Rollout Process</i>	<i>63</i>
<i>RealTruck Guiding Principles</i>	<i>70</i>
<b>DELIVER MORE</b>	<b>74</b>
<i>Questions We Needed Answers To</i>	<i>76</i>
<i>Delivering More to Employees (Each Other)</i>	<i>87</i>
<i>Delivering More to Customers</i>	<i>93</i>
<i>Delivering More to Our Partners</i>	<i>100</i>
<b>TRANSPARENCY ROCKS</b>	<b>106</b>
<i>Start with Questions</i>	<i>110</i>
<i>Transparency Rocks Actions</i>	<i>111</i>
<i>Ask Anything Initiative</i>	<i>113</i>
<i>Why Is Transparency Important?</i>	<i>119</i>

<b>IMPROVE</b>	<b>123</b>
<i>What Needs To Change?</i>	124
<i>Why Are We Doing This?</i>	124
<i>The Roll Out</i>	125
<i>What Did We Change?</i>	133
<i>Hire Character First</i>	145
<b>TAKE RISKS</b>	<b>157</b>
<i>What Prevents Us From Taking Risks?</i>	158
<i>Why Take Risks?</i>	159
<i>What If Taking A Risk Fails?</i>	164
<i>What About Marketing?</i>	166
<i>The Reward</i>	169
<b>INCLUDE FUN</b>	<b>171</b>
<i>Why Should We Have Fun At Work?</i>	174
<i>Pictures Are Worth 1,000 Words</i>	177
<b>BE HUMBLE</b>	<b>178</b>
<i>Be Humble Questions</i>	179
<i>The Secret Weapon</i>	181
<i>Humility In Action</i>	183
<b>THE RESULTS</b>	<b>187</b>
<i>A Shaved Head</i>	188
<i>The Awards</i>	188
<b>E-COMMERCE CONCEPTS</b>	<b>190</b>
<b>#ASKANYTHING</b>	<b>198</b>
<i>Business Questions</i>	199
<i>RealTruck Questions</i>	204
<i>Personal Questions</i>	209
<i>Misc. Questions</i>	214



# FOREWORD

I first met Scott Bintz in college. We had a few classes together and struck up a quick friendship. At the end of his senior year, Scott had already secured a job and started working, and he asked me to help him with his final paper. In a rare case of being on the ball, I had been working on my paper all semester. Scott had already become a trusting and helpful friend. I wanted to do something to give back, so I let Scott have my final paper and I haphazardly wrote a new one the last night. Bottom line, Scott got a D and I got a C. My heart was in the right place.

Scott has always been an entrepreneur and wanted to help others. It's one of the things I have admired about him. I could write my own book just on ideas that Scott has pitched me for a business he wants to start. Scott and I have worked together professionally at three different companies.

The first was in the early 90s at a cellular phone company. We were probably two of the first people in Minot, ND, to own a cell phone. We had our large brick phones and our mobile “bag phones” for the car. We ran around trying to convince people that phones did not melt your brain and were affordable. For about \$150, we could get you 90 minutes a month on the Gold plan. Caller ID extra. Good times.

## FOREWORD

The second time we came together was about 10 years later. Scott was working for a tarp manufacturer but was starting to think about going full-time at RealTruck. I was working for a large pharmaceutical company and we had a difference of opinion. I liked me, and they didn't. So, I called my friend Scott. He introduced me to his boss, and long story short, I was hired, basically to take over for Scott. The job was as a national sales manager, and Scott and I traveled all over the country representing this fine company. Scott has always believed I could do more than I thought I could. He has a strong desire to help and pass on what he has learned. That is a fancy way to say, Bintz can talk your ear off. I have said that sometimes trying to keep up with him was like trying to drink out of a firehose. My real lessons came from his example, not his words.

I was amazed at how smart and savvy Scott had become. My friend from college was actually out in the world making a difference. Working business deals all over the country, constantly taking calculated risks, pushing for better deals and ignoring the people who said "You can't do that." Eventually, Scott left to do RealTruck full-time and I was now in a great position, but our story was not done.

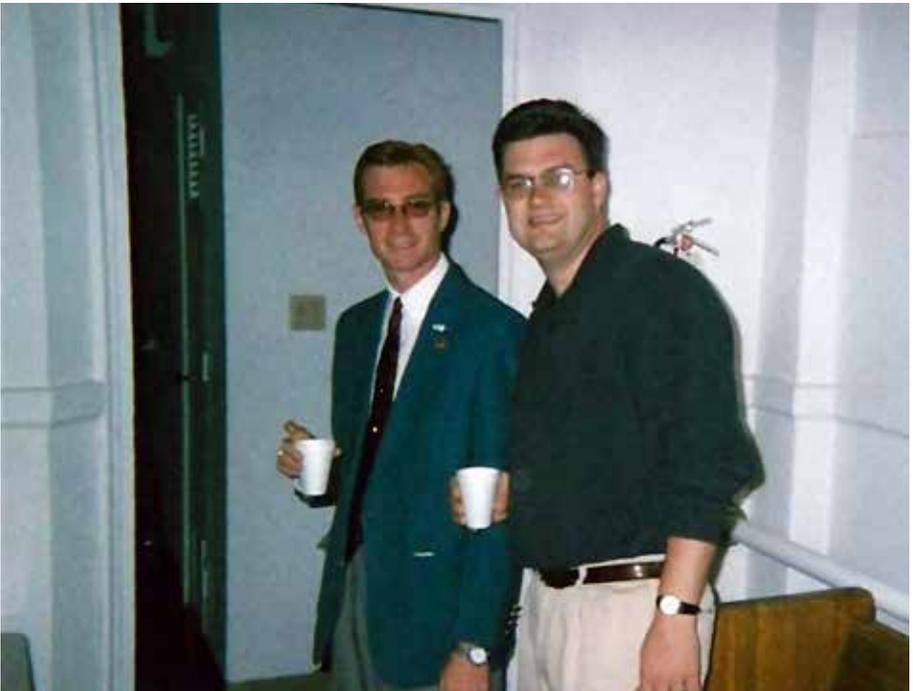
During this period, RealTruck was one of our accounts, so I was very familiar with them and their journey. Scott and I used to talk about me coming to work for him. I used to say, "I wish I could, Scott, but I don't think you can afford me." Well, as fate would have it, the company I was working for and I decided to part ways. This is my lowest point personally. I really felt like a failure. My wife was a stay-at-home mom to our 9 and 8-year-old and our youngest was on the way.

Again, I turned to my friend Scott. I went to his office and said, "Good news, you can now afford me." Scott hired me that very day. The story of what would happen is really Scott's to tell (and he gives a very accurate portrayal in this book). All the pieces came together at just the right time. Scott gives plenty of credit to others in this book, rightfully so. It took a village to go on this journey. But let me assure you that while we all had our role to play, Scott was our captain. He was the one who was willing to bet it all on culture and keep our

## PRINCIPLES TO FORTUNE

compass facing due north. The one thing I would like to say about this book is this: I believe the map we followed can work for anyone. I believe that the principles you try to live by can and should be practiced at work. If you can stay on that path even when it gets turbulent, then I believe that the fortune you seek will come. Whatever that fortune is, let your principles guide you.

—Jeff Vanlaningham



*Scott & Jeff 1993*



# PREFACE

*“Time is more value than money.  
You can get more money,  
but you cannot get more time.”  
—Jim Rohn*

**T**ime is the most valuable thing we have. Have you ever stopped and asked yourself, what I am doing with my time? Am I using it wisely? Since work takes up a good share of our time, we better find or create the kind of workplace we enjoy. In America, the spotlight is on singers, dancers, actors, athletes, and politicians, some with great opinions on business. We seem to care a lot about what they think, say, and do. Some of us follow business. We see, read, and hear about the likes of Elon Musk, Larry Page, Mark Cuban, Richard Branson, Jack Welch, Jeff Bezos, Tony Hsieh, and so forth. I have a great deal of respect and admiration for these entrepreneurs. They are often highly intelligent, went to the absolute best schools, and had access to the best resources. They are big-time calculated risk takers and visionaries. They are the kinds of leaders people seem to naturally want to follow. They built and created some of the best businesses in the world.

As an average guy in business from North Dakota, I don't relate to many of them. Don't get me wrong, I do try to learn from them. I just see them as being way out of my league in so many ways- intelligence, upbringing, education, passion, resources, natural leadership, and so forth. They are clearly first-class people. I, on the other hand, have often felt like a second-class person. It was just me and

## PREFACE

my mom growing up. She was a waitress and I was a handful. I did poorly in primary school and was often in trouble socially and academically. Having red hair is a real curse when you are young, although it can be a blessing later in life. I eked out a BA in Economics from Minot State University, one of the cheapest colleges in the state. The North Dakota Army National Guard, along with a Pell Grant, helped fund the cost, because I wasn't smart enough or athletic enough to get any scholarships. Clearly, there are a few reasons I don't identify with other well-known entrepreneurs.

## WHY READ THIS BOOK?

I am writing this book for a few reasons. First, to share the RealTruck story for those who created it and share how these guiding principles transformed it into unbelievable success. Second, I wrote it for all the entrepreneurs and business folks out there who are like me: not always seen as the smartest in the room, and who don't have access to the best colleges and resources. I wrote it for those who aren't leading or working at the world's greatest or next best "fill in the blank." You know—the rest of us. The normal, average, everyday folks who want to create, build, grow, and learn. The owners, leaders, managers and employees at the 27.9 million<sup>1</sup> small businesses in the U.S. And the future entrepreneurs like me, some of the 20.4 million<sup>2</sup> students attending a regular college or university, who have lots of self-doubt to overcome. And, last, for the cutthroat asshole, profit-first entrepreneurs and executives out there. If your only goal is to get rich, it probably won't fulfill you like you think it will. You will be known and remembered as a cutthroat asshole who got rich. You can change that with principles and create a much more rewarding fortune, which is not just money.

The title of this book is a redirect. The fortune I am referring to is not money. The fortune I am referring to is a combination of experiences, events,

---

1 Source: SBA.Gov

2 Source: NCES National Center For Education Statistics 2017

learnings, insights, and, of course, luck. The real forces behind creating one's fortune are the principles an individual or business lives by. Principles are the external, arbitrary forces that affect human affairs and bring us good or bad fortune. And by good fortune, I don't mean to imply there will not be challenges along the way; rather, good fortune is a series of experiences, not a destination. Some call it chance or luck, but in my experience, good fortune is propelled positively or stifled negatively by the principles we strive to live by. We shape our fortune by our principles.

Living by principles and knowing who you really are (the best or worst parts), along with the hard and soft skills you have (or are willing to put in the time to master), are the basic ingredients for personal or business fortune. Principles can be practiced personally and at work. Often folks have great personal principles but often fall short on them at work. Why? Is it fear? Is it work culture? My experience says it's a mixture of both. This book shares the principles that transformed RealTruck as a business and me as a person.<sup>3</sup>



*Little trailer mom and I lived in when I was growing up in the 80s*

- 
- 3 This book is written in context from when I was involved with RealTruck. The principles, policies and business philosophies contained in this book, may or may not currently be practiced at RealTruck. Companies continue to evolve and RealTruck is no exception. This book shares how we changed the business culture and massively grew the company before it was sold to Truck Hero.



# 1

## THE BIG DEAL

*“Money and success don’t change people;  
they merely amplify what is already there.”*

—Will Smith

### THE MILLION-DOLLAR CALL

**A**s I was driving, I received word from my banker that the money from the sale of RealTruck® had been wired to my account and I was officially a multimillionaire. It was fucking surreal.

There was a part of me that wanted to just scream and shout, while the other part was calm and shocked. I was amazed, humbled, sad, and happy all at once. It wasn’t really the kind of experience you could call someone and say, “Holy shit, dude, I’m a 8-digit millionaire... unbelievable.” I thought of my granny; she would have been so proud. I thought of my mother, how hard she worked and sacrificed for me. I thought of my family and how I hoped we wouldn’t have to worry about money again.

I had come a long way from the little trailer I grew up in with my single mother, who worked as a waitress to support us. However, my thoughts weren’t about going to Disneyland; I wanted to buy my mother a car. It was time for her 2008 Dodge Avenger to get upgraded. I knew her favorite color for a car was red, so in short order I made arrangements to get a red Cadillac SRX, put a big bow on it, asked my mom to lunch, and on the way home made a stop at

## CHAPTER 1

the dealership. Mom cried, and I felt like a rockstar giving his mom a car. Like a good mom, she thought the car was nicer than what she needed and she was a little worried if I could afford it or not. It was a moment in which I felt I could give a little back to my mom and make her life a little easier. She was so proud. That brought much joy to my heart.

I thought with a certain satisfaction that the company I started in my basement, on its way to a hundred million dollars in sales, was in very good hands. One of the reasons I decided to sell the company was that I felt RealTruck needed a new leader to take it to the next level. Running a \$100 million dollar company isn't the same as running a \$10 million one. I wanted to put it in good hands to keep it on its mission to "make people's vehicles and lives better" for years to come. I felt like we had proven that by running the business based on our guiding principles, which created a really good work culture in which anything was possible. A good work culture, guided by principles, was clearly having a positive impact on employees, customers, partners, and, of course, the bottom line.

How did we get there? When we were at about 6 million in sales, we bet it all on culture. And that, as it turns out, was the tidal-wave kind of game changer. That was the magic. We failed utterly on our first try on getting principles into our culture and succeeded on our second, more committed attempt. Focusing and enhancing our work culture at RealTruck created the passion and purpose for RealTruck to become an icon for how companies should treat customers, partners, and employees. Lasting e-commerce marketing isn't just a shiny website and slick ads. It's ideas, attitudes, and actions that benefit the customer, the staff, and the brand's business partners. A strategic "way of life" that, when properly executed, creates life-long customers, evangelical employees, helpful partners, and yes, some profit to boot.

Why did we bet it all on culture? When my long-time friend Jeff Vanlaningham came to work for me, he asked me why does RealTruck exist? What makes it different from the 200 other companies that sell pickup accessories online? Why RealTruck? I couldn't answer the question. That really perplexed me. When

Jeff and I were roommates in college, we pondered several things, from how the world should be and what we wanted to do, to what we wanted to experience and what character traits we thought were important to us. One big thing on my list was “to be useful.” I wanted to be useful, preferably in a good way. So I asked, how is RealTruck useful? The answers were perhaps decent for some, but were sadly pretty slim for me personally.

We sold pickup accessories to people. We employed people. We had over \$6,000,000 in revenue in a single year, which was unbelievable from where we started. Thanks to Justin Deltener, our CTO, and our development team, we had some pretty slick stuff on our website. All pretty cool on the surface. My legacy, I thought, would be that I started a multi-million dollar online store that sold pickup accessories and got rich. For me, this was painfully inadequate. It wasn't very deep in the grand scheme of contribution. Sure, it might be the American dream for some folks, but for me it was a shallow accomplishment in the grand scheme of life. RealTruck was missing something, and so was I.

Money for me has always been a tool needed to get something done, not an end game. I wanted to be able to not worry if I could pay my bills each month. Clearly, for some, money is a motivator, and for others, the desire for it causes them to sacrifice their own values to hang on to it or get more of it. Most people, it seems, have a relationship with money that is rooted in fear, which drives their actions, when fear is really one of the worst motivators. I have certainly had that fear, but money was never my purpose in life. Creating something, yes; building something, yes; doing something I wasn't sure if I could do or not, like running a business, yes. Making a positive impact, yes; employing people and helping their lives be better, yes. But not for the sake of money. Somewhere on my journey I realized that money was like blood to the human body: it was required for life, but not the purpose of it.

At that point, as the self-appointed CEO of RealTruck, I wasn't overly motivated to get up and go to work. What was once fun was now a chore. I would drag myself to work at a company I created and work like a machine to grow the business. Push, pull, drag, get it done.

## CHAPTER 1

It was an endless pursuit of more. More sales, more products, more vendors, more employees, more, more, more, but for what? Jeff's questions to me made me question myself and question, why did RealTruck exist? Slowly, I began to realize the reason that work had become a chore and the glamor of building a business from a basement became inadequate was that we didn't really have a purpose except seeking "more". More of this and more of that. I reflected on my life and started with, why do I exist? That answer was clear to me: I exist to be useful to God and the people around me. Since RealTruck was probably the biggest thing available to me, could it have a purpose like that? Could it be more useful? I mean, really, really be useful, not appear useful, but actually help people beyond selling them stuff? Could we run the company by principles rather than by what seemed to be an endless pursuit of more?

Why not? I could be more useful, but how could everyone at RealTruck have a higher mission than selling pickup accessories and earning a paycheck? Jeff had heard of a company called Zappos that was really doing some cool stuff with employees and core values, and they also sold a ton of shoes online. We started reading everything we could about Zappos and their CEO, Tony Hsieh. That year, when we went to the SEMA Show in Las Vegas, we toured Zappos. I somehow came up with the ideal mission for RealTruck: to make people's lives and vehicles better.

If we could get the culture right, get principles driving the business, everything else would work out. And it did. However, it did not happen overnight, and there were some definite bumps in the road.

Our first attempt failed. We had core values that Jeff and I wrote, printed on fancy paper, and handed out. No one embraced them as we had anticipated they would. Heck, most of our employees couldn't even tell you what they were. I was baffled.

I brought them up in meetings, but we weren't successful at really getting these values accepted or practiced. We did successfully define RealTruck's mission: to make people's lives and vehicles better. This we carried to future iterations of our values.

We definitely fell short of being really committed to principles that supported that mission. From Zappos we learned about the books *Good to Great* by Jim Collins, *Tribal Leadership* by Dave Logan, John King, and Hallee Fischer-Wright, and *Peak: How Great Companies Get Their Mojo* from Maslow by Chip Conley. I devoured these books. I thought, if Tony could do it at Zappos, maybe, just maybe, we could do it at RealTruck. When Tony's book *Delivering Happiness* came out in 2010, it helped connect the dots between those other three books.

I was next-level inspired. Those four books would become the “core” books I wanted anyone working at RealTruck to read. On my time or theirs. Whatever it took. I handed them out like candy at a parade. We scrapped our first core values and started over.

On our second attempt to reinvent our core values as guiding principles driving RealTruck, we started with finding out the values of our employees and grouped them. These new groups of personal values became the basis for RealTruck's new guiding principles. We, the leaders of the company—Jeff, Justin, and I—had to be 100% committed to principles first. We would hire, fire, reward, and recognize using them as the standard. Once we developed them, and as we rolled them out one by one, I would send out an email, and all the departments would have meetings about them.

How can we practice them? Where are we not practicing them? Why should we practice them? We want to practice these principles in everything we do. We will hire, reward, and recognize by them. If you have them, or want to have them, then RealTruck will be a great place to work and grow professionally. If you don't have or want to practice them, then it will not.

One by one, these principles became integrated into RealTruck's culture. Practicing these principles and focusing on culture changed everything for me personally and for RealTruck. It was amazing to be a part of it. To get a front row seat to what was to come. We had a positive impact on our employees beyond a job, on our customers beyond just selling them stuff, and with our partners beyond just buying stuff from them. RealTruck became a super fun place to work. Customers and partners loved and praised us. We were doing

## CHAPTER 1

something really special. Other companies would come for a tour and ask us for advice. Customers would write us sharing their experience with something special a customer service rep had done for them, like sending flowers for their birthday. Some would even call and want a signed RealTruck T-shirt. Not autographed from me but from the CS team. Our vendor partners would visit and later share that it was the most fun business trip they had ever taken, and they certainly didn't expect that from a trip to North Dakota.

UPS, one of our great partners, featured us in brochures and even included us in a national ad campaign. It was exhilarating and so very emotionally rewarding. We had holiday parties that were so fun, they were remembered for years to come. It was something that had value beyond just making money. It had purpose, personality, and passion.

Often, I felt unworthy and unqualified to be the guy leading such a great thing. Wasn't this something that someone smarter, more qualified, more organized, more charismatic would be leading? Not me—I was the kid from the trailer park who never met his father. Fortunately for me, I had really qualified, high-character, smart folks around me. Often I get a lot of praise for RealTruck's rags-to-riches success. But that praise really belongs to all the folks at RealTruck. Great companies don't occur because of one person. And RealTruck's success didn't occur because of me. It was all about the people and the company culture we built together.

This book shares how we went from a small, little-known e-commerce company to a mega e-commerce superstore with an amazing company culture. How we changed RealTruck from an online pickup accessories store without purpose to an e-commerce company on a mission to make people's lives better, which just happened to become a superstore for pickup accessories.



My mom and her new wheels

“ I had a front row seat for the transformation of RealTruck. The way Scott pulled together all of our collective values and formed our Guiding Principles was magical. But the real inspiration was what happened when we truly started living by those principles. We became a different company.”  
—Jeff Vanlaningham



How did an e-commerce company that happened to sell pickup accessories from the little state of North Dakota...

- Be awarded BizRate's Platinum Circle of Excellence for multiple years
- Get North Dakota Young People's Top 3 Best Places to Work for multiple years
- Be featured in National Ads by UPS
- Process over 90% of orders automatically
- Ship 95% of Orders sooner than expected
- Become 100% drop ship
- Have virtually no debt
- Be named Prairie Business Best 50 Places to Work
- Get the Innovation Award from the Information Technology Council of North Dakota
- Be named Vendor of The Year for multiple vendors and years
- Receive the Growing Jamestown Award
- Be named Internet Retailers Top 300 Mobile
- Be named Internet Retailers Top 500
- Be named Internet Retailers 8 Fastest Growing Mobile
- Be named Internet Retailers 14th Fastest Growing in Top 500
- Be named IRCE Mobile Commerce Excellence Award contender alongside Lancôme (which won) along with eBay and Wayfair?

The short answer is: guiding principles and work culture.

The next chapter is about bucking the norm, innovation, and my journey to starting RealTruck and getting it going in the early days. If you are excited to learn about how we got the culture rocking at RealTruck, then jump to the Creating Culture chapter.

...

CHAPTER 1



*Breakfast with the some of the team at the Sema Show 2015*



*Some of the fargo team getting ready to do a "dance" video*



*Chad Bolte and Shawn Herrick having some fun at the Sema Show*

# PRINCIPLES TO FORTUNE

VISIT:

[PrinciplesToFortune.com](http://PrinciplesToFortune.com)

SIGN UP:

To Our Newsletter

SHARE:

Take A pic of the book, tag us and share it out

HASHTAG:

[#PrinciplesToFortune](https://twitter.com/PrinciplesToFortune)

CONNECT WITH US SOCIALLY @

[Facebook.com/principlestofortune/](https://www.facebook.com/principlestofortune/)

[Instagram.com/principlestofortune](https://www.instagram.com/principlestofortune)

[Snapchat.com/add/scottbintz](https://www.snapchat.com/add/scottbintz)

[Linkedin.com/in/scottbintz](https://www.linkedin.com/in/scottbintz)

[Twitter.com/bintzness101](https://twitter.com/bintzness101)

WANT AN AUTOGRAPHED COPY?

Order online at [ScottBintz.com](http://ScottBintz.com)

# PRINCIPLES TO FORTUNE

SMILE &  
PASS IT ON

Learn how and 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 & delivering more to customers, business partners & employees. The Art of Crafting a Culture to Massively Grow Your Business

**SCOTT BINTZ** is on a mission to make peoples lives better. A good kind of crazy. A serial e-commerce & business entrepreneur that has spent his life discovering principles to make his live and the people's around him lives better. At the age of 27 he founded RealTruck.com in the basement of a duplex, which became the #1 source for pickup accessories online with sales over \$100+ million and which also received numerous awards for best place to work in the process. He has been an adjunct professor for digital marketing at the University of Jamestown. He founded additional ventures such as Red Headed Rebel, an e-commerce advisory company; RH Rebel, a storage property management company; RH Rebel Storage, an online self-storage company; Red Headed Rebel Brew, an online specialty coffee company for entrepreneurs; and RHR Swag, an e-commerce company for racing and now a rookie author. More about Scott visit [ScottBintz.com](http://ScottBintz.com).

“Scott is a calculated innovator. He has consistently demonstrated a pattern of taking short term risk based on data that shows long term trends.”  
Brenton Lewis - Google

“Scott has demonstrated a strong commitment to his end customers as well as his employees. Scott has exceeded the expectations of customers, employees and vendors through consistently hearing what is important and meaningful for others.”  
Bill Nelson - UPS

RED HEADED  
**REBEL**®

\$19.95  
ISBN 978-0-9996234-0-4  
5 1995 >



9 780999 623404