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—Chip Conley, NYT Bestselling author

PRINCIPLES TO FORTUNE

**Crafting a Culture
to Massively
Grow a Business**

SCOTT J. BINTZ



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Crafting a Culture to Massively Grow a Business

Scott Bintz

PRAISE FOR PRINCIPLES TO FORTUNE

“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 to 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*

“Scott is a calculated innovator. He has consistently demonstrated a pattern of taking short term risk based on data that shows long term trends. His business acts as a prime example as he thought to shift a historically brick and mortar business to e-commerce long before it was a proven concept. His book, *Principles to Fortune*, masterly captures how this was done.”

—*Brenton Lewis, Google*

“Fun, exciting and a joy to read. Full of business growth, marketing and culture insights wrapped up with emotional connections that truly inspire. *Principles to Fortune* provides superb examples of how to get employee engagement right through value led business practices. This book will energize anyone who has ever dreamed big.”

—*Beth McConahay, Director of Marketing, UPS*

“Packed with real experience and wisdom for growing a business. Bintz’s book, *Principles to Fortune*, shows how getting your company culture right, has game-changing results. Read it now!”

—*Garrett Moon, CEO & Co-Founder of CoSchedule, Author of 10X Marketing Formula*

“I had the fortune of watching Scott Bintz grow his e-commerce company from a fledgling hole in the wall to a company that competed amongst the giants. Scott’s unique approach to growing his company came to garner the respect of the largest players in the industry. What was fascinating is how Scott did it his way, on his terms, all the while embracing a unique brand of culture as the centerpiece of his company. I always admired Scott’s out of the box approach, which seemed to set aside the stiffness of corporate culture and rely more on what he knew to be real. The fact that he has taken the time to carefully and insightfully outline his journey, lessons and wisdom in his book *Principles to Fortune*, is a blessing to us all. A great read from front to back.”

—Julian Maimin, CEO of Reacha & Co-Founder of BAK Industries

“*Principles to Fortune* is written for anyone in business. It’s entertaining, full of surprises and insights. Scott Bintz shares the experience of creating a winning business culture with almost unbelievable results, right from the tiny state of North Dakota. Marketing, e-commerce and work culture all packed into a wonderful and inspiring read.”

—James Key Lim, CEO of FutureProof Marketing

“Scott Bintz has long been a pioneer in e-commerce but is most recognized for creating a culture that led to his company’s meteoric rise. The concepts in this book, *Principles to Fortune* lay out those principles and provide an outline which has had a lasting impact on my own business.”

—Bob Wolf, President of ICI

“*Principles to Fortune* is a guide for those seeking success in the e-commerce field. It is also a remarkable defense for the central importance of culture in a business organization. Scott Bintz understands how to be successful in both arenas as a result of growing a truck accessory start-up into an Internet Retailers 14th ‘Fastest Growing in the Top 500.’ I especially appreciate Scott’s willingness to share his knowledge with students, other entrepreneurs, and community leaders. This book is a natural extension of his instinctive gift for teaching.”

—Robert Badal, President of University of Jamestown 2002-2018

“A great formula for business success. Scott Bintz’s book, *Principles to Fortune* is written for leaders who want to up the game. Packed with insights for really taking care of employees, customers and business partners.”

—Carol Rogne, CEO of DFC Consultants, Ltd.

“This isn’t just another ‘How to Make Millions Selling Online’ book focusing on achievement and profit. It’s much deeper and meaningful. It’s Scott’s authentic story of integrating core principles into his business to build a strong culture and help he and his team find personal purpose while doing so. The people at RealTruck happened to be building an eCommerce business but the strategies outlined in this book can be applied to any business. If fast money and power are your top priorities, don’t read this book. If creating true fortune in life through business is, read it and adopt this as one of your guide books.”

—*Clint Howitz, Founder & CEO of dogIDs.com*

“I love this story. Leading by principle takes guts, smarts and unwavering dedication. Not only is it the right way to build, lead and grow a business, it is the only way. Scott’s principle-led proof and advice culminate in this real world story about RealTruck.com. Now, we can all benefit from and be inspired by this outrageously successful, against-all-odds story of an American-born entrepreneur.”

—*Sandra Zoratti, Co-Founder & Chief Marketing Officer at The Marketing Network*

“If you want to take your business to the next level, *Principles to Fortune* by Scott Bintz, is a must read. It is full of valuable tools and principles to help you excel in your business. Winning on the race track or in business doesn’t come easy, or by a accident. Check out his story how he came from the bottom, all the way to the top!”

—*Dustin Strand, 2-Time Wisconsin National Champion Driver*

“In *Principles to Fortune*, the insights shared by Scott Bintz are enlightening. As a hard working North Dakota Entrepreneur, Scott leveraged culture to build RealTruck into a \$100 million business. This is a must-read if you wish to accelerate your personal and business growth.”

—*Marlo Anderson, Founder of National Day Calendar*

“Principles become action only through experience, by seeing them work on a daily basis. When those principles are focused on for an entire book by someone you know, an AHA moment is created for the reader. Scott Bintz has done just that. His blend of what is best for the customer and the employee reinforce much of what is necessary for success. Scott uses his personal success with RealTruck to develop a process focused on learning and asking the question, ‘How do I make today better for our customers and our employees?’ ”

—*Bill Kennedy, Author & Development Director JRVLS*

“Scott is the real deal. He has built companies to massive scale, created engaging cultures, and made a tremendous impact in his community. Now, he breaks down his ideas into simple steps that each of us can apply. The best part about the book is that its not all about business, its about personal growth too.”

—*Greg Tehven, Emerging Prairie Co-Founder*

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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.

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FOREWORD

I met Scott Bintz in college. It would turn out to be one of the most rewarding and beneficial friendships I have had the privilege to be part of. Of course, back then, I didn't know any of that. My first thoughts of Scott were "Man, this guy talks a lot," followed by an observation that he had a generous spirit about him. He is the type of person who genuinely roots for your success and is not envious when it comes. I noticed his propensity for altruism early. I had the good fortune to attend the inaugural ball for the President of the United States. Went out to DC, wore a tux, all kinds of cool stuff. When I got back, Scott had tracked down the school newspaper and convinced them to do a story on me, and my time at the event. It was the first of many times that I would benefit from Scott's generosity.

In addition to being close friends, we have also worked together three times. Sometimes that has worked out well for us, like at RealTruck, and others were more learning lessons. Our first time was with a cellular company in the early 90s. Nobody had cell phones. I bet Scott and I were two of the first people in Minot, ND, to rock the handheld brick phone and the bag phone for the car. We were salesmen. Back then you were going after rich people who could afford such a luxury. Try to convince them to sign up on the gold plan which

got you 180 minutes a month. Scott was a hard charger, driven to succeed. You would rarely find him at his desk. This was not a good fit for us. Too much competition combined with too much immaturity. I think eventually we came to fisticuffs. So, we parted ways professionally and continued on with life as really good friends.

Scott went on to work for a large manufacturer as their National Sales Manager. It was fun to watch him doing so well. He used to call me from all over the country and we would talk for hours. I was very proud of Scott and not the least bit surprised that he ended up in that position. He was doing his “Scott thing” and working 80 hours a week and the success was following. Eventually Scott had the idea to create a website that sold this manufacturer’s product, as well as a few others. I remember when Scott called me from Spokane one night to tell me he was going to start a website, called RealTruck. I didn’t think much of it. You have to understand that Scott was always calling with some business idea. So, while it was intriguing that he was trying the internet, it was not that big of a deal. One thing that sets Scott up for success is he is not overly concerned with how things look to others. While many of us have to analyze how this will look, what will people think, what if this fails, Scott is not encumbered with this thought. He bulldozes ahead. So with sheer grit and determination, he grew RealTruck. Eventually, Scott made the decision to go full time on this “basement project”.

Meanwhile, I was floundering around, trying to see what kind of a living I could make with a social science degree. Scott asked me to come work for this manufacture and train with him, to take over his job. This time, we were better suited to work together. I learned a ton. We traveled the country setting up deals attempting to help this product go national. Eventually Scott left and I took over. I was now a Director of Sales & Marketing for a fast growing manufacture. Scott was full time at RealTruck, which was keeping its head above water, but just barely. Since RealTruck was one of our accounts, I had a good view on what was going on. I have to admit, there were days, that I thought it might be over for RealTruck and Scott. Other people were starting to catch on to the

FOREWORD

benefits of e-commerce and it was just a matter of time before someone came along and knocked them out. I point this out to set up the real part of the story.

My days as a big shot Director of Sales and Marketing came to a sudden end; I was terminated. It was devastating. I didn't know where to turn or what to do. I showed up on Scott's doorstep. Scott used to say he wished I could come to work at RealTruck. I would say "I don't think you can afford me Scott." Pride begets the fall. There was no hesitation on Scott's part. While RealTruck was not in a position to hire me, Scott didn't care. I started working there in September of 2007. Our third time working together professionally.

As they say, third time's a charm. One of my immediate contributions was that I could help Scott filter 15 ideas down to a more manageable and attainable 5. Make no mistake, this was not all puppies and rainbows. One day we were "disagreeing" so loud, that our Customer Service Manager came and closed our door and told us we were scaring people. We made a plethora of mistakes. We did a few things right too. And then, we hit gold. Scott had been inspired to improve our company culture. We had toured Zappos and it lit something inside of him. The plane ride home was the quietest Scott has ever been. The real journey starts there and that is the story this book will tell.

All the pieces came together at just the right time. Scott will give 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 compass facing due North. The one thing I would like to say about this book is; 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, President of RealTruck 2007-2016



Scott & Jeff enjoying coffee - 1993



Jeff & Scott still enjoying coffee - 2017

PREFACE

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

Time is the most valuable thing we have. Have you ever stopped and asked yourself, what am I 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 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 million¹ small businesses in the U.S. And the future entrepreneurs like me, some of the 20.4 million² 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

PREFACE

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.³



Little trailer mom and I lived in when I was growing up in the 1980s

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

As 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 Hilee 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 (who won), 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.

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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

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Learn how and why putting principles first changed the business culture and rocketed a little North Dakota company from the basement into a \$100+ million e-commerce superstore, all while having fun and delivering more to customers, business partners and employees.

“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. *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 to 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

"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

SCOTT BINTZ is on a mission to make people's lives better. He founded RealTruck.com in the basement of a duplex in 1998 that has grown into a 100+ million dollar e-commerce super-store. He has taught digital marketing as an adjunct professor at the University of Jamestown. Scott created RH Rebel, a property investment company e-commerceing up storage properties & Red Headed Rebel, an e-commerce advising firm assisting brands with e-commerce strategy & execution. Visit ScottBintz.com.

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