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## Ordering and Rights Information

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Welcome

The Do Book Company is an independent publishing house based in Shoreditch, London. We produce a series of inspirational pocket guidebooks in print and digital formats.

Our books are written by speakers from the Do Lectures whose ideas have inspired others to go and Do. Our aim is to recreate that same positive change in book form – whether that’s the mastery of a new skill or craft, a simple mindshift, or a shot of inspiration to help you get started.

Each book is fairly short, about 100 pages, because it focuses on the ‘doing’ rather than the background theory. Concise, practical guides that make it easier to Do stuff.

A royalty of 5% from the proceeds of each sale goes back into the Do Lectures to help it achieve its aim of making positive change.

We launched the series with our first 5 books in May 2013. We hope you like them.
Orren Fox is an 18-year-old beekeeper, chicken farmer, sustainable-food advocate, longboard builder and student. He grew up in Newburyport, MA and has been keeping chickens and bees for most of his life. He was a speaker at the Do Lectures USA in 2012. Orren is the author of happychickens.com, a blog on raising healthy chickens and bees, naturally.

**NEW TITLE**

**DO BEE-KEEPING**

The secret to happy honey bees.

Orren Fox

Honey. Drizzled over a slice of fresh bread... or eaten directly from the spoon... is one of life’s great pleasures. And with beehives springing up on urban rooftops, in next door’s garden - even schemes for adopting bees or renting hives - becoming a honey producer seems… possible. So how easy is it and what’s involved?

By sharing the journey of 18-year-old Orren Fox - who clearly remembers what it’s like to be a rookie - you’ll discover that keeping your own honey bees is easier than you think. Find out:

- How and where to set up your own hive
- The tools and equipment you’ll need to get started
- The job of inspecting the hive
- How and when to harvest your honey

With delicious honey-based recipes shared by talented and resourceful chefs and cooks, including Honey & Co., you’ll learn all about bees and their inspiring world of work and honey production. And may even be tempted to buy your first bee suit.

**About the author**

Orren Fox is an 18-year-old beekeeper, chicken farmer, sustainable-food advocate, longboard builder and student. He grew up in Newburyport, MA and has been keeping chickens and bees for most of his life. He was a speaker at the Do Lectures USA in 2012. Orren is the author of happychickens.com, a blog on raising healthy chickens and bees, naturally.
From a life of ‘doing’ in the world of advertising to a life of ‘being’ as a yoga and mindfulness teacher, Michael now works on the integration of both. His business, Stillworks, coaches individuals, teams and organisations on Mindful Productivity and Mindfulness. He is also co-creator of the iPhone app, Breathe Sync™, that brings your breathing into sync with your heart to reduce stress and improve focus.

About the author

When you get the right balance in life you can do amazing things: create, perform, lead a team, build a great company, raise a family. But so often the scales tip and we feel overwhelmed and stressed.

Michael Townsend Williams, an adman turned yoga teacher and mindfulness coach, is an advocate of ‘welldoing’- leading a busy and productive life, but not at the expense of our health and wellbeing. And key to this? Our breath.

The crucial link between mind and body, our breath reflects what we’re dealing with at any given moment. It tells us when we’re out of our depth.

With simple breathing exercises and elements from yoga, meditation and mindfulness, Do Breathe will give you techniques and strategies to:

- Increase productivity and reduce stress
- Improve focus and work flow
- Cultivate new good habits and drop the bad
- Build courage and resilience

Why not breathe yourself better?

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10 B&W photographs, 128pp
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DO PURPOSE
Why brands with a purpose do better and matter more
David Hieatt

The best brands in the world make us feel something. They tell us their dreams and what they want to change. They bare their soul. And it touches us. At some point, we stop being customers and become fans.

These companies have a reason to exist. They know why they get out of bed in the morning. They have something that most brands don't have: A Purpose.

Purpose gives you strength to fight the impossible. It builds your culture. It wins you your fans. It is your back-bone. It is your stubbornness. But more importantly, it helps to stop you from quitting. The pain of quitting a business is one thing. But to quit on a dream is quite another.

In Do Purpose, maverick entrepreneur and marketer David Hieatt reveals the intuitive (and often counter-intuitive) principles at the heart of any great purpose driven brand – and shows how you can apply them to your own. You'll learn:

- That 'why' matters
- The importance of being first
- Why you only need 1,000 true fans
- How to find your voice and share your story
- How to build a great team and company culture
- Why trusting your customers breeds magic

Define your purpose. Do one thing well.

About the author

David Hieatt has been described as a marketing genius. He built howies into one of the most influential active sports brands of the last decade. After selling it to Timberland, he co-founded The Do Lectures. It was voted in the top ten ideas festivals in the world by The Guardian.

More recently he stated a company making jeans called The Hiut Denim Co in his home town of Cardigan. A town that used to have Britain’s biggest jeans factory. The purpose of the brand is to get 400 people their jobs back.

David has a cult internet following, and has spoken at Apple, Google, and many other top companies and events.
DO SOURDOUGH
Slow bread for busy lives

Andrew Whitley

One of the oldest yet perhaps the simplest and tastiest breads you can make, Sourdough needs only flour, water, salt – and a little time. In Do Sourdough, Andrew Whitley – a baker for over 30 years who has ‘changed the way we think about bread’ – shares his simple method for making this deliciously nutritious bread at home.

Having taught countless bread-making workshops, Andrew knows that we don’t all have the time and patience to bake our own. Now, with his tried-and-tested method and time-saving tips – such as slotting the vital fermentation stage into periods when we’re asleep or at work, this is bread baking for Doers. Find out:

- The basic tools and ingredients you’ll need
- How to make your own sourdough starter
- A simple method for producing wonderful loaves time and again
- Ideas and recipe suggestions for fresh and days-old bread

The result isn’t just fresh bread made with your own hands, it’s the chance to learn new skills, make something to share with family and friends, and to change the world – one loaf at a time.

About the author

According to the BBC Food & Farming award judges, Andrew Whitley has ‘changed the way we think about bread.’ A baker for over 30 years, his company ‘Bread Matters’ runs the most authoritative bread-making courses in the UK – popular with enthusiastic amateurs, professional cooks and community bakers alike.

Originally a producer with the BBC Russian Service, Andrew left in 1976 to found the Village Bakery Melmerby in the Lake District. He left in 2002 to do a Masters in Food Policy and write a book, Bread Matters (Fourth Estate 2006). This became a bestseller and won the André Simon 2006 Food Award.

In 2008, Andrew co-founded the Real Bread Campaign which aims to bring good bread to every neighbourhood in the UK.
DO PROTECT
Legal advice for startups
Johnathan Rees

The best companies are formed around a simple but great idea.

As this idea develops and is introduced to the world, it needs nurturing and protecting.

Do Protect offers jargon-free legal advice and explanations on all aspects of setting up, running and growing your business such as:

- The best business structure for you
- Raising finance
- Building a team
- Protecting your brand
- Selling your product or service

With real-life examples, chapter summaries, checklists and a glossary of legal terms, Do Protect is essential reading for anyone starting their own business. If you get the legalities right, you can focus on the fun stuff.

Build your business on a strong foundation.

About the author

Johnathan Rees is a corporate lawyer with commercial law firm Joelson Wilson LLP, based in London’s West End. He advises a wide range of clients from start-ups and owner-managed businesses to large national and international corporates on a variety of transactions from mergers and acquisitions and private equity fund raisings to commercial agreements. Welsh, and a former rugby player, Johnathan cites an interest in people and their businesses as key to the corporate lawyer’s role.
DO LEAD
Share your vision. Inspire others. Achieve the impossible
Les McKeown

Real-world leadership is very different from all that the media would have us believe. Forget the dashing swash-buckler, effective leadership is typically understated. It's the myriad of small things that make the big things possible.

In Do Lead, Les McKeown demolishes the myths that have paralysed leadership in our modern era, then provides new tools for the job. You'll discover that we can all lead. And what's more we should. Because effective leadership is goal-not people-oriented. It's about the person with the right skills stepping forward. Find out:

- The mindset required
- The basic leadership toolkit
- Techniques for dealing with the (inevitable) failures

Whether you are new to the game or re-igniting a dormant passion, start leading from where you are, right now. And start to make a difference.

You can lead. Yes, you.

About the author

Les McKeown is the President and CEO of Predictable Success, a leading advisor on leadership and organisational development. His clients include Harvard University, American Express, T-Mobile, United Technologies, Pella Corporation and Chevron. He has started over 40 companies in his own right, and was the founding partner of an incubation consulting company that advised on the creation and growth of hundreds more organisations worldwide.

Les now spends his time consulting, writing, teaching, and speaking. He has appeared on CNN, ABC, BBC, Entrepreneur magazine, USA Today and The New York Times. He writes a twice-weekly column on leadership and growth for Inc magazine’s website.

His previous publications include WSJ and USA Today bestseller Predictable Success and The Synergist.

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Full world rights
Rights sold: Italian

10 B&W line drawings, 112pp

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**DO STORY**
How to tell your story so the world listens

Bobette Buster

Today’s world wants to know you and the real story behind why you do what you do. Whether you have a product to sell, a company mission to share or an audience to entertain, people are far more likely to engage and connect if you deliver a well-crafted story with an emotional core.

Bobette Buster is a story consultant, lecturer and screenwriter who works with the major studios and in top film programs all over the world. In this, her first book, she shares the tools and principles used by some of the world’s best storytellers and helps you apply them to your own.

Find out:
- How to source, structure and shape your story
- Ways to discover the essence of your story
- Why forming an emotional connection with your audience can take a storey from good to great

So, what’s your story?

**About the author**

Bobette Buster grew up in Kentucky, in a region renowned for its great storytellers. As a student she produced an oral history of the area that is now archived at the Kentucky Museum. She then moved on to Hollywood to learn the business of script development, and now writes, produces and lectures at the major studios including Disney, Pixar and Twentieth Century Fox, and in top film programs all over the globe.
DO DISRUPT

Change the status quo. Or become it

Mark Shayler

This book is about disruption. About doing things differently. About having ideas that will change the world. That will at least change your world. It’s also about delivering those ideas.

Do Disrupt is a workbook that will help you create ideas and take them from concept to market. It will encourage you to define your customer, identify the competition…and then out-smart them. You’ll also find out why you need a chat with your Nan and a tape measure.

It’s not enough to shake things gently. It’s about thinking big. Being innovative. Making a difference.

‘A colouring book about world domination’
VICE Magazine

About the author

Mark Shayler has been disrupting businesses for 22 years. He works on innovation, strategy and eco-design and has saved his clients over £100 million through smarter thinking and design, doing things better and doing better things. He has worked with leading brands such as Coca Cola, Samsung, Proctor and Gamble, Innocent, and has improved the design of hundreds of products from pasties to houses. He has worked with the main business support agencies to help businesses grow. He has set-up and grown three of his own, one of which floated on AIM. He is a public speaker (quite funny) and found-ing partner of the Do Lectures. He lives in England with his wife, four children and some chickens -- all free range. This is his first book.

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B&W drawings and artwork by Mark Shayler, 128pp
Printed on Naturalis, an FSC-certified paper.

Published: May 2013
DO IMPROVISE


Robert Poynton

Everyday we deal with the unplanned and the unexpected - from a broken toaster to losing (or gaining) a major client. Our natural ability to improvise gets us through. But we feel as if we're winging it, rather than acting with courage and conviction.

Robert Poynton teaches an acclaimed method to some of the world's biggest brands and companies. Improvisational skills that an actor might use on stage are honed and applied to the everyday business of work and life. The end result is a new approach that embraces change as a natural process and has creativity and innovation at its heart.

With killer games to put the theory into practice, Do Improvise will help you:

- Become more productive without trying harder
- Overcome creative blocks and generate new ideas
- Respond fluently to circumstances beyond your control
- Inspire and motivate others

Not sure what to do next? Improvise.

About the author

Robert Poynton is the co-founder of On Your Feet, a consultancy that uses improvisational ideas, tools and experiences to help people in organisations – from local start-ups to global brands such as Nike and Disney – to work together more effectively and creatively. He is an Associate Fellow of the Said Business School at Oxford University where he works on the Strategic Leadership Programme.
DO GROW
Start with 10 simple vegetables

Alice Holden

Ever wanted to grow your own but don’t have the time, the space, or even know where to start? Alice Holden, one of Britain’s most pioneering female growers, has spent her life outdoors working on small and large scales – from kitchen gardens to commercial farms. In this, her first book, she’ll help optimise the space and time available to you – even if it’s a window box and 10 minutes a week. Find out:

- The basic tools you need to get started
- How to make a raised bed and why you need one
- A recipe for compost
- How to increase your chances of success

With delicious recipes from Hugh Fearnley-Whittingstall and others that Alice has worked with over the years, Do Grow will inspire you to change your view. And plant an edible garden.

‘Do Grow looks great and is really practical’
Monty Don, presenter, BBC Gardeners’ World

About the author

Alice Holden, one of Britain’s most pioneering female growers, has spent her life outdoors working on small and large scales – from the kitchen gardens of Hugh Fearnley-Whittingstall’s River Cottage to commercial farms. Currently she is head grower at Growing Communities, an award-winning social enterprise in Hackney, who run an organic box scheme, farmers’ market and urban food production sites.
DO BIRTH
A gentle guide to labour and childbirth
Caroline Flint

Whether it’s your first, second or fifth baby, most of us approach childbirth with some trepidation. Yet this life-changing event can and should be a positive one.

Caroline Flint is a practising midwife and one of the most inspirational figures in the world of childbirth. Over the years she has helped hundreds of women give birth comfortably and confidently. And now she will help you.

Find out how to:

- Make preparations for being in labour, or even having your baby at home.
- Help labour progress quickly and smoothly
- Make a hospital birth more homely
- Enjoy the first hours, days and weeks with your newborn

Having a baby is one of life’s most exciting adventures. This book will help you to embrace it.

About the author

Caroline Flint knew from the age of eight years old, when her baby sister was born at home, that she wanted to be a midwife. Since then she has become an inspirational figure in the world of childbirth. She has been a midwife for over 37 years working in hospitals, women’s homes and she ran the Birth Centre in London for over two decades. She has three children of her own and 12 grandchildren – nine of which she delivered. She continues to run antenatal courses for the NCT.

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