



POCKET MAN

By Scott Jordan, CEO and Founder of SCOTTeVEST
with Thom O'Leary

The Unauthorized* Autobiography of a Passionate, Personal Promoter who created a
\$50 Million Dollar Pocket Empire

* My lawyers made us say this because of the revelations about *Shark Tank* in Chapter 4

PRAISE FOR POCKET MAN

“Scott adds fun and usefulness to the world with his visionary products, and now with his excellent book.”

– **Steve Wozniak**, co-founder of Apple Inc. and SCOTTeVEST board member

“If there’s anything I appreciate, it’s good Hockey. And evangelism. This book explains how to rock as an evangelist...which is good because Scott can’t skate to save his life.”

– **Guy Kawasaki**, Chief Evangelist of CANVA and former Chief Evangelist of Apple

“Not only is Scott’s book entertaining, but it has a nice sound when you hit it. What other book is also great, pocket-sized percussion instrument? Bravo!”

– **Herbie Hancock**, Grammy-winning jazz legend

“A highly entertaining and enjoyable book that dissects the brilliance of SCOTTeVEST while simultaneously teaching things they never teach you in business school, but should.”

– **Hap Klopp**, founder and former CEO of The North Face and author of *Conquering The North Face*

“Scott Jordan took tech clothing and made it chic while pocketing millions and now he’s showing you how to sew your empire!”

– **Jeffrey Hayzlett**, primetime TV host, bestselling author, and sometimes cowboy

“Scott who? The vest guy? Yeah, his book rocks. Wait, this is his book? Oh, cool.”

– **Robert Scoble**, Rackspace Startup Liaison Officer

“As an expert on army ants and jungles, I can tell you this book is infested. With a wild, adventurous spirit, I mean.”

– **Mark Moffett**, *National Geographic*’s “Indiana Jones of Entomology”

BE YOUR BRAND

SCOTTEVEST FOUNDER & CEO SHOWS SMALL BUSINESS OWNERS HOW TO SELF-PROMOTE THEIR WAY TO SUCCESS

The percentage of U.S. adults involved in startups has reached record levels, according to [a study](#) by Babson and Baruch Colleges, every one of them hoping to find a need and fill it. In order to stand out from the crowd, an entrepreneur needs more than a good idea – they need to become a master self-promoter.

Fifteen years ago, Scott Jordan couldn't carry all the devices he wanted to, and inspiration struck. Hit fast forward and Scott Jordan is CEO of one the fastest-growing companies in America, having earned \$50 million in revenue.

What does it take to replicate those results? Scott Jordan's latest mission is to share what he's learned as a successful entrepreneur. **POCKET MAN: The Unauthorized Autobiography of a Passionate, Personal Promoter** is the manifesto of a man who made it happen for himself. He built his business from the ground up, with no outside funding, starting a company based on an idea and a whim, with no retail experience or fashion talent.

Scott Jordan believes anyone can change careers, follow their passion and start their own company. In an interview, Jordan can discuss his tips on how small business owners can learn the art of self-promotion:

- **Connect with your Passion:** If you are caught up in the day-to-day of your business, you might have lost sight of what you love about your business. You can't successfully self-promote what you aren't passionate about, so dig deep and think about what gets you excited about your business before trying to promote. Passion is the foundation of successful self-promotion.
- **Be Transparent:** One of your biggest advantages as a small business owner versus being part of a corporate machine is that you can be transparent with your customers and respond to them honestly and in real-time without needing to get 30 approvals before saying something. Being transparent helps you connect on a personal level, and gives your audience a sense of actually knowing you and rooting for your success.
- **Use Video:** Video is the best, scalable tool to use if you need to make a connection with the largest group of people possible. Video allows people to look you in the eye, to see your passion come through and see your transparency... so you are well on your way to successful self-promotion. If you feel like you aren't any good being on camera, work on it! What seems impossible at first becomes natural if you do it enough.
- **Be Thorough:** When you are connecting with reporters or influencers, make their job as easy as possible. Follow up with a press release or bullet pointed list, and include links to high-res photos or videos. The goal is to be prepared so they don't need to come back to you asking for details a dozen times. The closer you can get to providing them copy-and-paste materials, the more press you'll get.
- **Paint Yourself into a Corner:** If you don't know where to start, create a situation where you NEED to start. When Scott started SCOTTeVEST he had to place a large initial order with the factory, and had to find a way to pre-sell as many products as possible before they were delivered. If you are putting off self-promoting, you need to search for a compelling reason to start. I guarantee that it's a lot easier than it sounds, and if you are passionate, transparent and thorough you'll be surprised by the results.

Fans and customers of SCOTTeVEST include Academy Award-winning actors Matthew McConaughey and Dustin Hoffman, Amazon CEO Jeff Bezos, writer Dave Barry and TV personalities Rachael Ray and Greta Van Susteren. From *USA Today*, *TIME*, and *Wired* to *Today Show*, *Wall Street Journal*, *Fast Company* and *Entertainment Weekly*. www.scottevest.com

SUGGESTED INTERVIEW QUESTIONS FOR SCOTT JORDAN

1. The concept for your clothing line seems so simple yet so revolutionary. Please explain what SCOTTeVEST is and how it combines function with fashion.
2. In your new book, **POCKET MAN**, you make it a point to show that you are a passionate promoter. What advice would you have for other CEOs who want to actively get their company name out there and to be a core part of its brand?
3. In **POCKET MAN** you convey a strong message that anyone can do what you did – have a good idea, follow-up, and be passionate. But to be successful, it takes more than that, doesn't it?
4. You write in your book that one should “insert themselves into the conversation.” How does one do that?
5. In **POCKET MAN** you talk about how your firm was sued a number of times and how each time you used the situation to gain favorable publicity for your brand. How do you turn a negative into a positive?
6. What challenges and rewards have you seen in looking to develop intellectual property that can be commoditized?
7. What trends do you see coming as it relates to wearable technology, or more importantly, to helping everyone safely and securely carry all of their gadgets?
8. As we get more gadget-dependent -- and as these gadgets get bigger in size such as the new iPad and the Samsung phone – how will consumers come to see the need for clothes engineered with pockets that can keep up with the demands of our busy lives?
9. What has your company created that helps accommodate the needs of today's traveler?
10. Women, especially mothers of young children, already carry so many bags and items for themselves and their children. How does today's woman on the go make use of your breakthrough clothing line in a way that other bags and clothes fail to do?
11. The same with people who have pets. If you go to the dog run, you are carrying snacks, water, leashes, a collar, and other items for your pooch – let alone for yourself. I know you are a big dog lover and have three poodles. Is there a vest to help those managing their pets – or for dog walkers?

12. Those commuting on mass transit or walking to work, may be carrying a lot of items. How can they be hands-free during their commute?
13. You say that one should always reinvent their message. How so?
14. You don't hide the fact that you are a micromanager. That seems to go against textbook styles of management. Why does that style work for you?
15. Is a SCOTTeVEST pickpocket-proof?
16. How will the increased trend in all things going wireless impact your business?
17. How much of your success do you owe to your customer service capabilities and interaction with your consumers? How have you utilized your relationship with your customers (through contests, giveaways, etc.)?
18. What is the record number of items carried in a SCOTTeVEST?
19. You and Steve Wozniak have a special relationship. The co-founder of Apple even penned your book's foreword. He was also your lifeline call on Shark Tank. How did your friendship develop?
20. You had a number of career and job changes, including being a lawyer and cemetery plot salesperson. What was your light-bulb moment, when you finally were convinced to launch your own business and get out of the 9 to 5 world?
21. Your father ran a successful cemetery business, and when you graduated from college, you started working for him and sold burial plots. Was that a, pardon the pun, "dead end" career move?
22. What advice would Scott the 50-year-old give to his younger self in terms of how to overcome the frustration of working at a meaningless job that may have paid the bills but bankrupted who you are?

12 BUSINESS INSIGHTS FROM SCOTT JORDAN

1. You double the amount of opportunities if you consider negative opportunities as opportunities too.
2. You can learn more from a day of doing than a week of thinking.
3. Passion is the key ingredient to any entrepreneur's success. In fact, you can get away with a lot more if you are passionate about something, even if you are actually wrong.
4. I learned that I needed to believe in something to sell. Now, I believe in me.
5. The antithesis of freedom is to need to account for your time in 1/10th hour increments. When your time is not your own, you are not free.
6. If you accept mediocrity in any form for long enough, you become mediocre. Period.
7. If you can't finance your own business out of your own pockets, look to your potential customers before looking for investors.
8. When you can't start a conversation, insert yourself into one. It's a lot easier to be pulled along with momentum than to start from a dead stop.
9. Reinvention is about keeping up with the changes that affect the core of your business, and having the passion and imagination to go over, under, around or through roadblocks. There are always hidden opportunities if you have a mindset of reinvention. Reinvention doesn't require changing everything. Just change the hook or story angle. Reinvention doesn't need to alter the core of your message, just refine it. As long as you are speaking to a new audience, or are prompting a current audience with a new mindset, you are reinventing.
10. You could be a little charismatic, fairly dynamic, and a pretty good promoter but if you are an amazing follow-upper, you will WIN. It is the one early, learnable skill that can close the gap between what you are good at and what you can accomplish.
11. As a business owner and entrepreneur, if you don't have the passion to promote yourself, you need to re-evaluate your choice of career.
12. People can learn the importance of passion and the willingness to take risks if they want to really succeed. I started out as a lawyer and I hated every minute of it, but I was able to create a new plan for my life and pursue it successfully.

BIO

SCOTT JORDAN

Scott Jordan is the founder and CEO of SCOTTeVEST, a revolutionary clothing manufacturer and online retailer that has been hailed by hundreds of major media outlets for delivering America's first wearable technology. Raised in Philadelphia and Cincinnati, he graduated from The Ohio State University in Columbia, and graduated sixth in his class and Summa Cum Laude from Case Western Reserve Law School in Cleveland. He briefly worked in the family cemetery business as a burial plot salesperson, went on to become a lawyer, and served as associate general counsel at Brookdale Living Communities. His last job was at a start-up, Next50.com, and while commuting from Princeton to Chicago, his light bulb idea for a business materialized. Jordan, now 50, founded the company with his wife, Laura, in Chicago, and moved it to Sun Valley, Idaho, where they reside with their three poodles, Chloe, Susie, & Margaux.

About The Company: SCOTTeVEST is a self-funded specialized clothing company that has netted over \$50 million since its founding in 2000. The unique online retailer pioneered clothing that combines function with fashion. It has engineered clothing (vests, jackets, shirts, hats, and other garments) that enables one to carry their tech gadgets safely, securely, and easily in numerous hidden pockets (sometimes up to 42) – and manages and controls the wires of these mobile devices. It has features that allow for individuals to carry, protect, conceal, and utilize multiple tech gadgets such as phones, books, musical devices, bottles, documents, and other electronics like a tablet, leaving the user hands-free. You can even send emails or control your mp3 player right through the fabric. One of the more unusual products is a pair of boxer shorts with a specially designed pocket for a smartphone and a passport. With sales to customers in 188 countries, it is the oldest online clothing brand to start online and still exist. Its website, www.scottevest.com, generates over one million page views per month. The FBI, Google and Intel have collaborated with SCOTTeVEST and Scott Jordan's patented TEC – Technology Enabled Clothing® system has been licensed to The North Face, Polo Ralph Lauren, Nautica, Calvin Klein, Under Armour, and many others. SCOTTeVEST was the first to offer a convenient way to charge Google Glass while wearing it. The highly innovative line of clothing serves both function and fashion for today's on-the go person.

Celebrity Customers: SCOTTeVEST has many celebrity fans, including television's Greta Van Susteren, award-winning musician Herbie Hancock, bestselling writer Amy Tan, Apple co-founder Steve Wozniak, The North Face Founder Hap Klopp, TV director Michael Mann, Academy-Award winning actors Dustin Hoffman and Matthew McConaughey, TV talk show hosts Wayne Brady and Rachael Ray, Amazon CEO Jeff Bezos, critically acclaimed author Dave Barry, and many others. SCOTTeVEST has been worn in feature films such as *Sahara* and TV shows on NBC (*Chuck*) and ABC (*Flash Forward*).

Media Highlights: Recognized by *INC.* magazine on several occasions as one of America's fastest-growing companies, SCOTTeVEST and its revolutionary, technology-friendly products have been featured by the media, including: *Today Show*, *Time*, *USA Today*, *Wall Street Journal*, *Entertainment Weekly*, *Inc.*, *Business Week*, *Entrepreneur*, *Washington Post*, *Los Angeles Times*, *Playboy*, *Fast Company*, *Huffington Post*, *Robb Report*, *Forbes*, *Fortune*, *Good Morning America*, *Yahoo! News*, and hundreds of others. The media has recognized SCOTTeVEST as a leading company, ranking it on *IR Mobile 500*, *Internet Retailer's Hot 100*, *Apparel Magazine's* most innovative companies, and *The New York Times Magazine's* Year in Ideas issue. Scott Jordan has been interviewed on CNBC-TV's *The Big Idea with Donny Deutsch* and appeared in a memorable episode of ABC-TV's *Shark Tank*.



Scott in his Pocket Man-customized Polaris Slingshot. Photo credit: Thomas Hawk