FOR IMMEDIATE RELEASE
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Be exceptional at One Big Thing

Phil Cooke shares why discovering your "One Big Thing" changes everything, especially in today's cluttered culture

[NASHVILLE] At the core of every Olympic athlete's pursuit is one common denominator: knowing what he or she was born to do—swim, sprint, or play ball—and doing it exceptionally well. Author, speaker and filmmaker Phil Cooke calls that purpose "One Big Thing."

In the spirit of the Summer Games, Cooke helps you discover what you were meant to do with your life, with Olympic focus. In his new book, One Big Thing: Discovering What You Were Born to Do (July 2012, Thomas Nelson, www.onebigthingbook.com), Cooke shows you how to discover your own "One Big Thing" that can change the world, along with steps to help you on your path.

For more than 30 years, Cooke has helped nonprofits find their purpose and is now applying this experience to individuals: "During a long career in the media business I've talked to hundreds of writers, producers, directors, designers, executives, and other professionals and discovered that in most cases, one thing is all it takes to launch a project or dream."

For everyone who's been pulled in different directions, born with multiple abilities, or just wondered what to do with their lives, Cooke offers answers. He helps you not only discover that one thing, but also teaches you the secrets of making an unforgettable impact with your life.

And if your purpose isn't as clear as an Olympic pursuit, Cooke suggests starting with these questions:
What could I be the best in the world at doing? Where could I be remarkable? Where do I stand out? What in my life am I most proud of?

The next step is getting noticed. To stand out, he says you have to cut through the clutter by focusing on the one thing in your life that drives you, inspires your passion, and separates you from the pack.

"This isn't about productivity, it's about your life," he says. "What's the one single step that will start you on the journey to making your dream happen? Whatever it is, it's time to take it. Make it small, make it ugly, make it rough—just take it."

TALKING POINTS

- Tips for discovering your "One Big Thing" and making your dreams reality
- The how-to's of personal branding: How to make an impact in your sport, community or industry
- How to cut through the clutter of today's world and get noticed
- Why most colleges won't help you discover your purpose

PHIL COOKE (Burbank, Calif.) has been an agent of change for millions of people through his work in television and the media. He lectures at Yale University, UC Berkeley and UCLA, and spent the past 30 years advising many of the world's largest organizations. He has appeared on MSNBC, CNBC, CNN and Fox News, and his work has been profiled in New York Times, Los Angeles Times, and Wall Street Journal. He is the author of several books, including Jolt! Get the Jump on a World that's Constantly Changing (Thomas Nelson, 2011). He blogs on change, disruption, culture, and media at www.philcooke.com.
ABOUT PHIL COOKE
Author of One Big Thing: Discovering What you Were Born to Do

PHIL COOKE is an internationally known writer and speaker, longtime media consultant, producer, filmmaker and author.

He has produced media programming in more than 40 countries around the world. In the process, he has been shot at, survived two military coups, fallen out of a helicopter, and in Africa, been threatened with prison. During that time – through his company Cooke Pictures in Burbank, California – he’s helped some of the largest nonprofit organizations and leaders in the world use the media to tell their story in a changing, disrupted culture.

According to former CNN journalist Paula Zahn, Phil is rare – a working producer in Hollywood with a Ph.D. in Theology. Phil’s experience and expertise have made him a valuable guest on MSNBC, CNBC, CNN and Fox News, and his work has been profiled in the New York Times, the Los Angeles Times, and the Wall Street Journal.

Phil has lectured at Yale University, UC Berkeley and UCLA, and has spent the past 30 years advising many of the largest organizations in the world as well as producing national advertising for the largest companies in the country.

He was formerly a founding partner in the commercial production company TWC Films, which produced national advertising for some of the largest companies in the country. TWC Films produced two TV commercials for Super Bowl 2008 and was selected to unveil the revolutionary new electric Chevrolet Volt.

Phil is the author of several books, most recently One Big Thing: Discovering What You Were Born to Do (Thomas Nelson, July 2012), which shows you how to find your purpose and use it to revolutionize your life or business. In Jolt!: Get the Jump on a World That’s Constantly Changing (Thomas Nelson, 2011), he shares the secret of making today’s culture of disruption and change work for you. His book Branding Faith: Why Some Churches and Non-Profits Impact the Culture and Others Don’t continues to change the way nonprofit and religious organizations use the media to tell their story. He is also the author of The Last TV Evangelist: Why the Next Generation Couldn’t Care Less about Religious Media and Why It Matters, an insider’s look at the world of fake hair and gold furniture, tasteless programming, and hard core fundraising pitches.

From the humanitarian to the corporate, Phil’s background has always been focused on helping people and companies tell their stories. With Cooke Pictures, he provides the scaffolding necessary to help organizations – like Salvation Army – get their message out by performing a thorough analysis of their goals and audience, and assessing strengths and weaknesses to create a custom strategy for success. After three decades of consulting, Phil noticed a common theme: the same principles that he used to help organizations change are the same principles that help individuals change. According to Phil, if you can change people, you can change the world.

He received his doctoral degree from Trinity College and Seminary in Newburgh, Indiana, and an MA from the University of Oklahoma. He is the founder and chief executive officer of Cooke Pictures in Burbank, Calif., and co-founder of TWC Films Group, in Santa Monica. He resides in Burbank. Learn more at www.philcooke.com.
SAMPLE MEDIA QUESTIONS
Phil Cooke, author of *One Big Thing: Discovering What You Were Born to Do*

- What do you mean by One Big Thing?
- How do you begin to search for your One Big Thing?
- Walk us thru the 4 major questions that can help someone zero in on their One Big Thing. (*What comes easy for you? What do you love? What drives you crazy? What do you want to leave behind?*)
- Life's loaded question is this: Do we really have a destiny? What do you think?
- Tell us about the importance of intentional living, when it comes to discovering our purpose or One Big Thing.
- What role do values play in your search for your One Big Thing?
- Once we've discovered our One Big Thing, how can we cut through the clutter of today's world and get noticed? Or as Steve Jobs would have asked, "How do you make a dent in the universe?"
- Is it ever too late to discover your One Big Thing? What about searching for it in a bad economy? What's the best timing for starting your One Big pursuit?
- What if you're really good at your job but it's not fulfilling, what should you do?
- What tips do you have for someone who has discovered their One Big Thing, but struggles to make it happen?
- What's the secret to REAL productivity?
- What's the best way to turn a dream into reality?

Learn more at [www.OneBigThingBook.com](http://www.OneBigThingBook.com).

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