



## News Release FOR IMMEDIATE RELEASE

CONTACT: Jaimie Lenhardt  
512.439.8708  
jaimie.lenhardt@kw.com

### ***The ONE Thing* Achieves Extraordinary Success in Year 1**

Bestselling book by Gary Keller and Jay Papasan attracts audiences and accolades

---

AUSTIN, TEXAS (April 4, 2014) — One year into its publication run, Gary Keller and Jay Papasan’s book, *The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results* (Bard Press), continues to make a big impact around the world.

The book has made more than 145 appearances on national bestseller lists, including the *New York Times*, *Wall Street Journal* and *USA Today*. It reached #1 on the *Wall Street Journal* hardcover business bestseller list and spent five consecutive months on the *New York Times* business bestseller list. The book also reach #1 overall on Amazon.com.

With a quarter million copies in circulation in the United States and Canada, more than 25,000 sales of the UK edition, and translations published or planned in 23 languages, *The ONE Thing* is well positioned to continue helping readers focus on what’s most important in their lives.

“We are grateful to our readers and thrilled with the positive response to the book’s research and teachings,” Keller said. “Writing *The ONE Thing* was a labor of love and it’s immensely gratifying to see readers connecting with the material, identifying big goals and creating the habits to lead more productive, fulfilling lives.”

*The ONE Thing* has garnered high critical praise. Hudson Booksellers named it one of the Top 5 Business Interest Books of 2013 alongside such high-profile titles as Sheryl Sandberg’s *Lean In* and Malcolm Gladwell’s *David and Goliath*. According to BookScan, *The ONE Thing* was the third-highest selling business book of the year after Sandberg’s *Lean In* and Tom Rath’s

*StrengthsFinder 2.0*. Executive Book Summaries named *The ONE Thing* one of its best business books for the year. And *Inc.* Magazine said it was one of the year's five most inspirational business books. Keller and Papasan have been profiled by influential business publications including *Forbes* and Dave Ramsey's *EntreLeadership Review*.

Readers are equally enthusiastic. Hundreds of Amazon reviewers have awarded *The ONE Thing* an average rating of 4.5 out of 5 stars. Keller and Papasan conducted a 30-city North American tour and have started incorporating the book's teachings into a series of seminars (*The ONE Thing Fundamentals*) as well as business coaching and corporate training programs. The book has also inspired a popular podcast and blog.

"As authors, there's nothing more satisfying than hearing your book is making a positive impact," Papasan said. "We're thrilled by the stories readers have shared of how they've identified their ONE Thing, eliminated distractions, and achieved greater results at work and at home as a result."

What Amazon reviewers are saying:

*"The ONE Thing is a game changer for my personal and work world."*

*"So many business books are long in word and short in applicability – not this one."*

*"A must read for all who desire positive results in their lives."*

*"I can't remember a time when I have highlighted so much of any book."*

*"I would rate it 10 stars if I could!"*

For more information about *The ONE Thing*, including coaching opportunities, resources and an online goal tracker, visit [www.the1thing.com](http://www.the1thing.com).

---

## **About the Authors**

Gary Keller is co-founder and chairman of the board of Keller Williams, the largest real estate franchise in North America. Jay Papasan is vice president of publishing and executive editor of KellerINK. They are the *New York Times* bestselling authors of several books, including *The Millionaire Real Estate Agent*, *The Millionaire Real Estate Investor*, and *SHIFT*.