

Mike O'Mary

Author, Publisher and Founder of the Note Project
Making the world a million times better through appreciation



Mike O'Mary is founder of the Note Project (NoteProject.com), a global movement to make the world a million times better by inspiring 1 million people to write notes of appreciation.

Mike's inspiration for this project came from his own life experience. When he was a teen, his siblings were placed in an orphanage and Mike moved away. He visited his brothers and sisters whenever he could and always tried to do something special on those visits, but Mike never knew what, if anything, his siblings thought of him and his visits. Then many years later he received a note from his youngest sister thanking him for the special memories from one of those visits. That single note healed years of self-doubt for Mike, and he found himself rereading it many times.

Then one day Mike realized he should share the note from his sister. He told the story in a newspaper article and later in *The Note*, a book about the power of appreciation that was recently named the Best Gift Book of 2011 in the Living Now Book Awards. With the Note Project, Mike is now encouraging others to share appreciation so they can see the profound effect it can create. Mike's personal vision is to see his sister's note start a ripple of appreciation that spreads throughout the world. His message is straightforward: a simple note of appreciation can change the recipient's life. Equally important, sharing appreciation can change *your* life.

As part of the Note Project, Mike conducts free workshops where participants learn about the importance of sharing appreciation and how to write a heartfelt note. Every attendee leaves the workshop with a note they can drop in the mail to someone that day.

Mike is also passionate about literacy. While the Note Project is completely free to participants, 10% of proceeds that come via the purchase of the optional \$1 Note Project Starter e-Kits (which includes a PDF e-book edition of *The Note*) will be donated through GlobalGiving.org to support literacy projects around the world.

Mike has more than 20 years of experience helping Fortune 500 companies with executive communications. "Even CEOs sometimes have difficulty putting words on paper," says Mike. "If I can help them find the words, I can help you, too."

In addition to being author of *The Note*, Mike is also author of *Wise Men and Other Stories*, a collection of holiday-related essays, and editor of *Saying Goodbye*, an anthology of true stories about how we say goodbye to the people and places in our lives. Mike's writing has appeared in the Sunday magazines of the *Chicago Tribune*, *Denver Post*, *Baltimore Sun*, *Cleveland Plain Dealer* and *Detroit Free Press*. He has also written and produced sketch comedy in Chicago, and he was a commentator on WNIJ – Northern Illinois Public Radio, doing weekly commentaries on National Public Radio's "Morning Edition" program.



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**Interview Questions for Mike O'Mary
Founder of the Note Project, Author of *The Note***

1. What is the Note Project?
2. Why don't people share appreciation? What are the common barriers?
3. Why *should* people share appreciation? What's the benefit?
4. What led you to start the Note Project?
5. Your goal is to inspire 1 million people to share notes of appreciation. Do you really think you can reach 1 million people?
6. What's in it for participants? Why should I participate?
7. How do people participate?
8. Is there a good way for teachers and students to participate?
9. What's the best way for someone in business to participate?
10. Does it cost anything to participate?
11. There's no cost to participate, but you have \$1.00 "Note Project Starter Kits" on the website. Can you tell us about those?
12. Your website says a share proceeds from Note Project Starter Kits will be donated to promote literacy projects around the world. Can you tell us about those projects?
13. *Who* should people appreciate?
14. What if I want to thank somebody who is deceased? Is there a way to honor their memory?
15. What do you tell someone who says, "I want to share appreciation but I don't know what to say"?
16. Some people are intimidated by putting words on paper. What's the best way to go about writing a note of appreciation?
17. Do you have any examples of notes of appreciation that you can share?
18. How can people find out more about you and the Note Project?



What People are Saying about the Note Project

What a simple yet profound and beautiful idea. Bravo!

– Ricky Powell, Founder of LifelongHappiness.com

What a noble project! The world is sorely in need of more kindness and appreciation, and we know from research that it has a powerful impact on individuals, businesses, and the well-being of everything on the planet.

– Michelle Smith, VP Business Development, O.C. Tanner

The Note Project shouldn't be just a "project." It should be an Act of Congress.

– Annie Tait, author of stories for more than 20 anthologies, including *Chicken Soup for the Soul*, *Patchwork Path*

Mike O'Mary has a gift for simple, frank exposition of life's most poignant moments, and in *The Note*, he shared that gift with all of us. Now his Note Project is providing inspiration and showing that a simple note of appreciation can create positive feelings that ripple outwards and touch an ever-expanding circle of people.

– Michael McMillan, author of *Pink Bat: Turning Problems Into Solutions* and *Paper Airplane: a Lesson for Flying Outside the Box*

The Note Project lesson plan reminded me of the other side of teaching, which goes beyond just pouring of information into students' heads. It's an experience that touches people real life. Thanks.

– Israa A. Mahmood, Baghdad University, College of Education for Women

Congratulations on a great project. Every act of kindness, appreciation and giving *does* change the world.

– Jacqueline Way, Founder of 365Give.ca

We can never give others enough positive feedback — it just takes a few minutes to let someone know you care or admire them and that could make another person's entire week. Right on to the Note Project!

– Sigrid Macdonald, author of *Getting Hip* and *Be Your Own Editor*

Thank you for showcasing our programme "From Child Labour to a Chance at School." This will help bring a lot more attention to the plight of child labourers especially in urban slums. The Note Project shining a spotlight on it will help us get there sooner!

– Keren Nazareth, SAATH Charitable Trust



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FOR IMMEDIATE RELEASE

***The Note* Named Best Gift Book of 2011**

Book about appreciation receives Gold Medal in Living Now Book Awards

Chicago, Illinois – *The Note*, a book about the power of appreciation and how a simple note can change a person's life, has been awarded a Gold Medal as the Best Gift Book in the 2011 Living Now Book Awards.

The Living Now Book Awards celebrate the innovation and creativity of newly published books that help readers attain healthier, more fulfilling, and productive lives. *The Note* was recognized as the best book in the "Gift/Specialty/Keepsake" category. "It's a very special book," said Jim Barnes, Managing Editor & Awards Director at Independent Publisher (www.independentpublisher.com), which sponsors the awards.



The story that inspired *The Note* gift book also inspired the Note Project, a campaign to make the world a million times better by inspiring 1 million people to write notes of appreciation. *The Note* gift book is available to Note Project participants as part of the \$1.00 Note Project Starter eKit, which includes a PDF e-book edition of *The Note*, or the \$14.95 Note Project Starter Kit, which includes a hardback edition of the book, plus a DVD video based on the book, and a set of three thank you cards. Both kits also come with free bonus gifts from Note Project sponsors, and a share of all proceeds will be donated to support literacy projects around the world.

About *The Note*

The Note is a book about the power of appreciation and how a simple note can change a person's life. The first half of the book tells the story of the note the author received from his youngest sister (which was also the inspiration for the Note Project) and the story behind that note. The second half of the book discusses the importance of sharing appreciation, why people don't do it and why they should. The book also includes step-by-step instructions on how to write a heartfelt note of appreciation, along with several examples.

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