When was the last time you actually read a company’s annual report? Never, huh?
Yeah, us too. Luckily, this isn’t one of “those” annual reports. Normally this fine print
would be chock full of rules and disclaimers for what you can and can’t do with the
information in this book. In typical Forty fashion, we say, “To heck with that!” So dive
in to our version of the Book of Lists, peruse some of our favorite (and least favorite)
things, and share away!
OPENING REMARKS

2011 was a year of exciting growth and amusing adventures for Forty. We welcomed new team members, new clients, new ideas, and new hilarity that made even our most serious fans crack a smile. The end of every year signals a barrage of lists and countdowns — some that are swoon-worthy and some that are snooze-worthy. As usual, we upped the ante and put together our own version that captures our highlights from the past year. So sit back, put your favorite green gear on, and snuggle up with our Annual Report for 2011: Forty’s Book of Lists.
RULES TO DO BUSINESS BY

Start with the heart.

Ask, “Why?”

Beware of metric-lust.

TREAT OTHERS HOW YOU WANT TO BE TREATED.

Trust, but verify.

Annual Report 2011: Forty’s Book of Lists
If you won’t use it, neither will they.

Abolish “us vs. them.”

Pick up the phone already.

Your employees and customers are humans. Treat them as such.

PUT STRATEGY BEFORE EXECUTION.

COMPANIES AND AGENCIES WE LOVE

1. VUURR
2. Duffy and Partners
3. Wieden+Kennedy
4. Simon Sinek
5. Lampo Group
6. Keane
7. Drawbackwards
8. Flock of Pixels
9. Jessica Hische
10. 8-Hour Day
11. St. Lukes
12. IDEO
RULES TO WRITE BY

1. Keep it short and simple.
2. Lead with the meat. (Put what’s important first. Don’t wait until the end!)
3. Make me feel something!
4. Write, then step away.
5. Always consult a second set of eyes.
6. Use an active voice.
7. Put yourself in the reader’s shoes.
8. Write something every day.
9. Write it. Then, write the same thing in half as many words. Repeat.
10. Avoid cliches like the plague. (See what we did there?)
<table>
<thead>
<tr>
<th>RULES TO DESIGN BY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t be flashy for flashy sake... and avoid Flash for goodness sake.</td>
<td>Establish hierarchy. Every element can’t be the main focus.</td>
</tr>
<tr>
<td>Use one or two typefaces. Combine them with care and intention.</td>
<td>When in doubt, make it simple.</td>
</tr>
<tr>
<td>Establish clear goals, and design around them.</td>
<td>Use color and light to move the viewer’s gaze where you want it to go.</td>
</tr>
<tr>
<td>Use grids.</td>
<td></td>
</tr>
</tbody>
</table>

White space is your friend.
Fonts we love:

- Freight
- Museo Sans Rounded
- Akzidenz Grotesk
- Clarendon
- League Gothic
- Georgia
- Gotham
- Pluto
- Anything by HFJ
- DIN

Annual Report 2011: Forty’s Book of Lists
* Amy doesn’t endorse loathing Helvetica, and Melissa likes Copperplate in moderation.
THINGS WE CAN’T LIVE WITHOUT

- iPhone (obviously)
- WiFi
- Post-Its
- Power strips
- LOLcats
- Sharpies
- HipChat
- GroupMe
- Improv
- Rdio
- Air
- Fiesta
- Evernote
- Muurr, our loving mascot

Annual Report 2011: Forty’s Book of Lists
FAVORITE COLORS & FAVORITE SONGS

Black, Green, White, Tan, Coral, Teal, Red, Chocolate, Burnt Sienna, Cyan

DVNO - Justice
(Not Now) I'm In a Hot Tub - FuzzFace
The Show Goes On - Lupe Fiasco
Good Life - One Republic
Everybody's Changing - Keane
Simple Man - Lynyrd Skynyrd
Party Rock - LMFAO
Fire - Eminem
40 - U2
Anything by Michael Jackson
Forty Love - Housse de Racket

Annual Report 2011: Forty's Book of Lists
APPS WE KILLED THIS YEAR

- Freshbooks
- Campfire
- Propane
- Salesforce
- Beluga
- Freckle
- Quoteroller
- Rockmelt
- Betwext
- Words with Friends

Yes, quit application
FAVORITE WORDS WITH FRIENDS WORDS & OPPONENTS

Did you know?
Words with Friends doesn’t recognize these as words:
- Corndog
- Slut
- Jew
- Jedi
- Atheist

Mike Jones
- JERRYTHEPUNKRAT

Scott Cate
- SCOTTCATE

Andrew Ryno
- ANDREWRYNO

Ward Andrews
- WARD ANDREWS

Shawn Pfunder
- SHAWN PFUNDER

Jeff Kressaty
- JEFF KRESSATY

Jennifer Blumer
- JENNIFER JARRARD BLUMER

Jason Blumer
- JASON M BLUMER

Annual Report 2011: Forty’s Book of Lists
RIDICULOUS JOB TITLES

Jackie Chance
**WordPress Ninja**

Matthew Ghandi
**Social Media Guru**

John Welch
**Taskmaster**

Bonnie Jovi
**Development Rockstar**

Dana Oglivy
**Queen of Copywriting**

Kay Middleton
**Design Princess**

Dave Copper
**SEO Extraordinaire**

Paula Rand
**Design Diva**

Steve Appleton
**Marketing Genius**

Louis Page
**Change Agent**

Annual Report 2011: Forty’s Book of Lists
TRENDS THAT MAKE US GAG

- Klout
- QR Codes
- Hipsters
- Ugg boots with skirts
- Planking
- Women with fake moustaches
- Gurus and masters
- Bro hats*
- Groupon, Living Social, and e-coupon knockoffs
- The vampirication of America

* Unless worn by Scott Yacko

Annual Report 2011: Forty's Book of Lists
WORST INTERNET MEMES OF 2011

TRENDING

1. Sh*t Girls Say
2. Planking
3. Forever Alone
4. NyanCat
5. RageGuy/TrollFace
6. Winning!
7. Double Rainbows
8. Owling
9. First World Problems
10. Occupy Wall Street
NOTABLE EVENTS IN 2011

FORTY WENT TO SXSW AND DISCOVERED THEIR PURPOSE

JAMES TOOK A DAY OFF

End of the NASA Space Shuttle Program

Royal wedding of Prince William and Kate Middleton

STEVE JOBS’ DEATH

Japan earthquake and tsunami

First annual Fortissimo holiday!

SHAINA GREW A FEW CENTIMETERS
(by buying a new pair of heels)

Amy read three books and listened to 46 podcasts in 24 hours – a world record!

Annual Report 2011: Forty’s Book of Lists
MOST COMMON FORTYISMS

**Sales Sandwich:** Our information packet used to tell potential clients everything they’ve ever wanted to know about us. Our sandwich artists (a.k.a. the sales team) take various pages and sections to build the perfect packet for each client.

“I’m sending Brian Sun a large sales sandwich.”

**Minnesota:** The blisteringly cold, metaphorical place where on-hold projects go to chill for a while.

“That client is busy for the next few weeks, so let’s send them to Minnesota.”

**Muurr:** A turkey beanie baby who serves as Forty’s resident mascot.

“Bring Muurr to the meeting!”

**Knucks:** A meeting of two pairs of lonely knuckles as a greeting or in recognition of an accomplishment.

“Gimme some knucks!”

**2009 David:** The persona of David Cosand when he discovered Forty and decided he had to work there. 2009 David is a diehard fan of Forty and serves as a reminder to stay true to our roots.

“2009 David would say that we just need to be ourselves!”

**Thermapeter:** A cross between a map and a thermometer that we use to show clients the status of their project and the progress we’ve made.

“Can you send them a thermapeter so they know where we stand?”

**Brief Brief:** A short meeting before our initial discovery workshop with a new client. The team is “briefly briefed” on the project so we can come prepared to the workshop. (Don’t worry, all clothing stays on.)

“Can we have a Brief Brief today?”

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Annual Report 2011: Forty’s Book of Lists
**Yes-and:** An improv term that means to build on someone else’s idea to make it better.

“I brainstormed some ideas for the marketing plan. Can you yes-and them?”

**Fiesta:** Our weekly retrospective Friday meetings, where the whole company goes to lunch and discusses issues, questions, concerns, etc. that have accumulated over the course of the week.

“Where are we going for fiesta?”

**Huddle:** An impromptu meeting that doesn’t warrant a scheduled time or conference room.

“I’m a little confused on this gobbledy gook. Can we huddle real quick?”

**Say what you see:** Being honest and candid about what you see happening in a situation instead of bottling it up or being passive.

“Rebekah seems like she’s super stressed lately. Maybe we should say what we see and ask her if everything is ok.”

**Barge barge:** Interrupting a conversation to provide important information or a new idea.

“Barge barge. I know you’re talking about having that team meeting tomorrow, but three of us will be gone!”

**N10T (Name 10 Things):** Another improv exercise we use to spur creativity and quickly brainstorm ideas. (It’s also the exercise that was used to make this book!)

“What should I write for this headline?” “Quick – name 10 things!”

**Start with the heart:** Candidness inspired by your authentic beliefs and personality

“What content should we have on the home page?” “Just start with the heart!”
INCORRECT NAMES FOR OUR COMPANY & FORTY TRADITIONS

- Forty Marketing
- Forty Media
- Forty Agency
- Farty
- Fourty
- 40 Media
- 40 Agency
- Forty Agency
- 40 Group
- FIESTA
- ffortissimo
- HIGH FIVES
- IMPROV
- one-on-ones
- Standup
- Game NIGHT
- Snack Breaks
- Project Milestone Celebrations
FAVORITE FIESTA PLACES

Latitude 8
Serrano’s
FLORIDINOS
Oregano’s
SAN TAN BREWERY
Liberty Market
JOE’S FARM GRILL
Joe’s BBQ
Pitta Souvli
Pita Jungle
“Damn it feels good to be a gangsta.”

“IT’S SOMETHING YOU DON’T REALLY THINK ABOUT... WALKING DOWN A HALL IN A HOOPSKIRT.”

“I am a British remix of a German guy.”

“I need to bang something. Not like that!!”

“They look like tiny, intense cabbages.”

“It feels weird... knucking with someone else.”

“I’d rather you just dump on me all the time!”
“You said, ‘negative space?’ I thought you said, ‘Le goose goose!’”

“5 hour energy is like a hyped up communion.”

“I’m gazelle-intense in my dreams!”

“This is not an actual hypothetical.”

“I am a crap horse.”

“This is like saying, ‘I have colon cancer, and I want a boob job.’”

“The task is to cry a little.”

“We broke that so hard!”
If 2011 was any indicator of the future of Forty, count us in! We laughed a lot, we cried once in a while, we ate way too much, and we said tons of random stuff that sounds ridiculous out of context. What better way to cap off the year than to share a few of our favorite things with our friends and fans? As we close the book on 2011, we hope you live this next year like it’s the last one ever (since it just might be) and get to do everything on your list. See you next year!