



  
GREENLEAF  
BOOK GROUP

# IDEAS THRIVE

Greenleaf Book Group is a publisher, distributor, and brand builder. We build bestselling books and brands that thrive.



“With its stellar track record of retail success—including more than 50 New York Times and Wall Street Journal bestsellers—Greenleaf has been a proven innovator within the hybrid publishing world for 25 years and counting.”

—*Publishers Weekly, 2022*



Greenleaf Book Group was named to Publishers Weekly’s 2015 list of independent publishers with the most growth in sales.

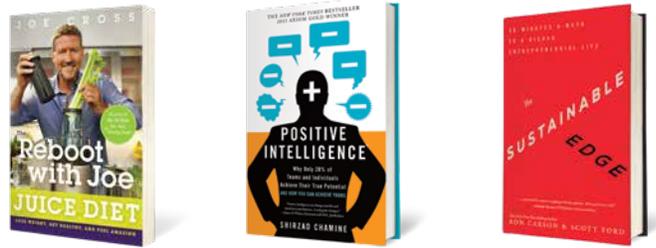
“Greenleaf represents a chance to tell New York publishers to take a hike.”

—*Inc. magazine*



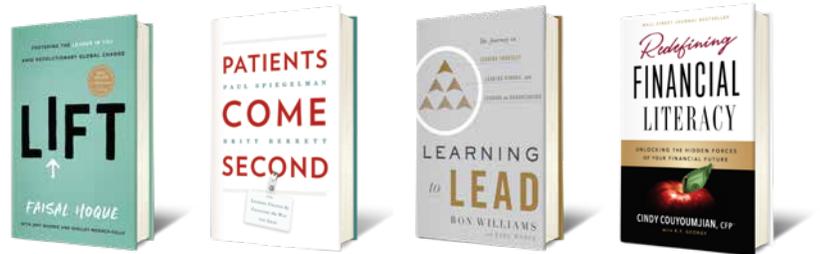
## GREENLEAF BESTSELLERS

### New York Times



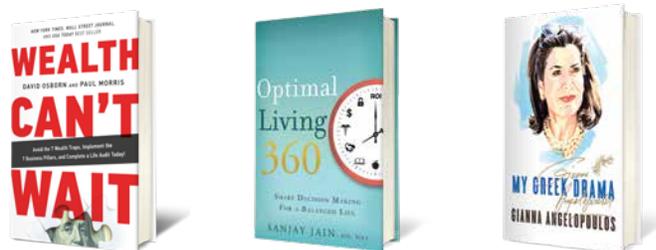
Reboot with Joe Juice Diet • The 4 Essentials of Entrepreneurial Thinking • 6 Steps to 7 Figures • The Aging Myth • The Exceptional Presenter • The God Box • The Gray Zone • Leadocracy • The Money Code • Patients Come Second • Rescue America • Seeing the Big Picture • Strategy for You • Wealthy by Design • Word of Mouth Marketing • The Sustainable Edge

### Wall Street Journal



Notes for The Journey Within • Lift • Reinvent • Under the Naga Tail • Profit with Presence Finding the Way • Everything Connects • Leading Lightly • The Rise of Women and Wealth • Rhythm • The Authenticity Code • Human-Centered Communication • Exit Rich • The Digital Helix • Overliked • The Courage Solution • Activate Your Brain • Ask More Get More • The 9 Steps to Keep the Doctor Away • The 29% Solution • The Aging Myth • The Clutter Diet • Leadocracy • The Money Code • Fearless Leadership • Positive Intelligence • Predictable Success • The Sandler Rules • Seeing the Big Picture • Strategy for You • TJ Walker’s Secret to Foolproof Presentations • Worth Every Penny

### Both New York Times and Wall Street Journal



Wealth Can’t Wait • Optimal Living 360 • Bankable Leadership • My Greek Drama • Small Message, Big Impact • Amazement Revolution • Six Disciplines Execution Revolution • Killing Sacred Cows • The Exceptional Presenter • The Last Link

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# MISSION + PURPOSE WHAT IS GREENLEAF BOOK GROUP?



OWNERSHIP AND  
CREATIVE CONTROL



BESTSELLING BOOKS



EXPERT BRANDING  
AND INFLUENCE

**G**reenleaf Book Group is a publisher and distributor that specializes in the development of independent authors and the growth of thought leaders. We designed our publishing model to support the independent author and to make it possible for writers to retain the rights to their work and still compete with the major publishing houses. We have six imprints under the Greenleaf Book Group umbrella: Greenleaf Book Group Press, River Grove Books, An Inc. Original, Fast Company Press, and BrainTrust Ink.

You may be a good fit for one of Greenleaf Book Group's imprints if

- You're an author looking for a selective publisher with high quality standards; national distribution; sales-focused marketing initiatives; and a smart, author-centric model.
- You're an expert or thought leader seeking a partner to help develop your idea, build an audience, and monetize your content.
- You're a self-publisher or small press looking for high-quality editorial, design, production, distribution, and marketing initiatives.

It's the right time to contact Greenleaf if

- **You have a book proposal or idea** with significant potential to thrive in America's retail book market. Greenleaf often collaborates with authors to define the project's content direction before the manuscript is complete.
- **Your manuscript is complete.** If Greenleaf is interested in publishing your work, we will deliver editorial feedback to identify the project's market viability and define a publication plan for your book.
- **Your book is at press or recently published.** Though our postproduction acceptance rate is very low, Greenleaf Book Group does distribute and market select titles from small presses and self-publishers. We're looking for projects with extraordinary production quality, marketing plans, and sales potential.
- **You need help strategizing and building your author brand and audience.** Greenleaf offers brand and audience building initiatives to all experts, even if they're not publishing with Greenleaf.

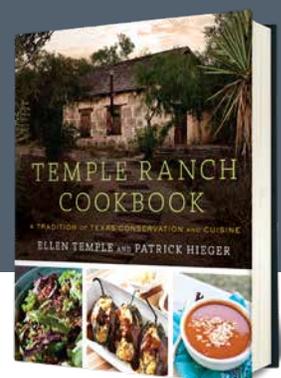
## OUR GOALS

We are not interested in playing the lottery with our title list, hoping one hit can compensate for multiple failures, or in working with a high volume of low-producing, short-term projects. Rather, we focus on helping authors achieve two main objectives.

**Greenleaf Book Group is a publisher and distributor dedicated to the development of independent authors and the growth of small presses.**

“In every publishing detail from acquisition to editorial to design to shipping Greenleaf Book Group outdid itself. They not only displayed outstanding publishing skills, but they marshaled the *Temple Ranch Cookbook* through the process with passion and a commitment to excellence. The book is beautiful and we are so proud of it! Greenleaf did an amazing job, and working with everyone on the staff was a joy for me.”

—Ellen Temple, author of *Temple Ranch Cookbook*



Greenleaf's publishing models combine the benefits of the major publishers' approach with the ownership, timeline, and control perks of self-publishing.

“I have yet to meet someone at Greenleaf who I wouldn't hire myself . . . Thorough while visionary, creative while grounded, exacting while compassionate, the team of professionals is an amazing tribute to the dedication and persistence in achieving the goal of the new model of publishing.”

—Sandra Brannan, author of *The Liv Bergen Mystery Series*



## Author Brand and Audience Building

One of our primary roles in the expansion of our authors' businesses and careers is to help them establish their brands and increase their profitability by identifying opportunities for new products and services. To do this, we work to develop a complete vision for your brand, including messaging ancillary products such as training programs, workbooks, webinar series, etc., and a strategy for building an audience.

## Multiple Print Runs

Small presses and independent authors increase their profit margins exponentially with subsequent print runs. We use our branding, production, distribution, and marketing programs to help push the titles we publish and distribute into bigger profits.

## HOW WE REACH OUR GOALS

Greenleaf's success is contingent upon the success of our authors, so reaching our goals means helping our authors reach theirs. The following principles are at the core of our success.

### Competitive Products

To enter this industry is to accept the reality that more than 3,800 new books are published each day (Bowker Annual Book Production Report, 2014). We help our authors compete with these numbers by minimizing production costs, maximizing quality, opening distribution channels, creating book industry awareness, and building successful brands.

### Commitment

At Greenleaf Book Group, we regard our authors as long-term partners. When we accept a new project, we assess its growth potential and commit to helping our authors reach that potential.

## WHY GREENLEAF PRODUCES RESULTS

Greenleaf succeeds by operating within a new model. Our publishing programs combine the benefits of the major publishers' traditional approach with the ownership, timeline, and control perks of self-publishing.

### Greenleaf gives you power.

We are one of the few publishers that provides authors with full ownership of publication rights while still offering editorial, design, and production quality that matches—often even beats—the major publishing houses. We do not bind our authors to us contractually for lengthy terms, so our authors have the freedom to move about the industry as they please. Greenleaf authors own their work and navigate the business on their own terms.

### Greenleaf gives you flexibility.

While various alternative models designed to support independent authors have been introduced to the industry—including many ebook and print-on-demand publishing options—the Greenleaf model works within the trade’s infrastructure to maximize potential reach for our authors. Our model gives independent authors the best possible opportunity to compete in reaching readers through retail outlets, online, or through direct-to-consumer book sales.

### Greenleaf offers marketing solutions that produce real results.

Greenleaf’s marketing programs are proven, sales-focused strategies for small presses and independent authors to get books on bookstore shelves, expand and leverage powerful sales platforms, and position their titles for maximum exposure to consumers and the supply chain. We offer initiatives to help our authors build their audience and elevate their brand presence to put them in the path of business well beyond the publication of their books.

Greenleaf Book Group proudly publishes and distributes the following imprints:



[Submit Your Book Now](#)

“Greenleaf Book Group is turning the publishing industry on its ear.”

—Austin Business Journal

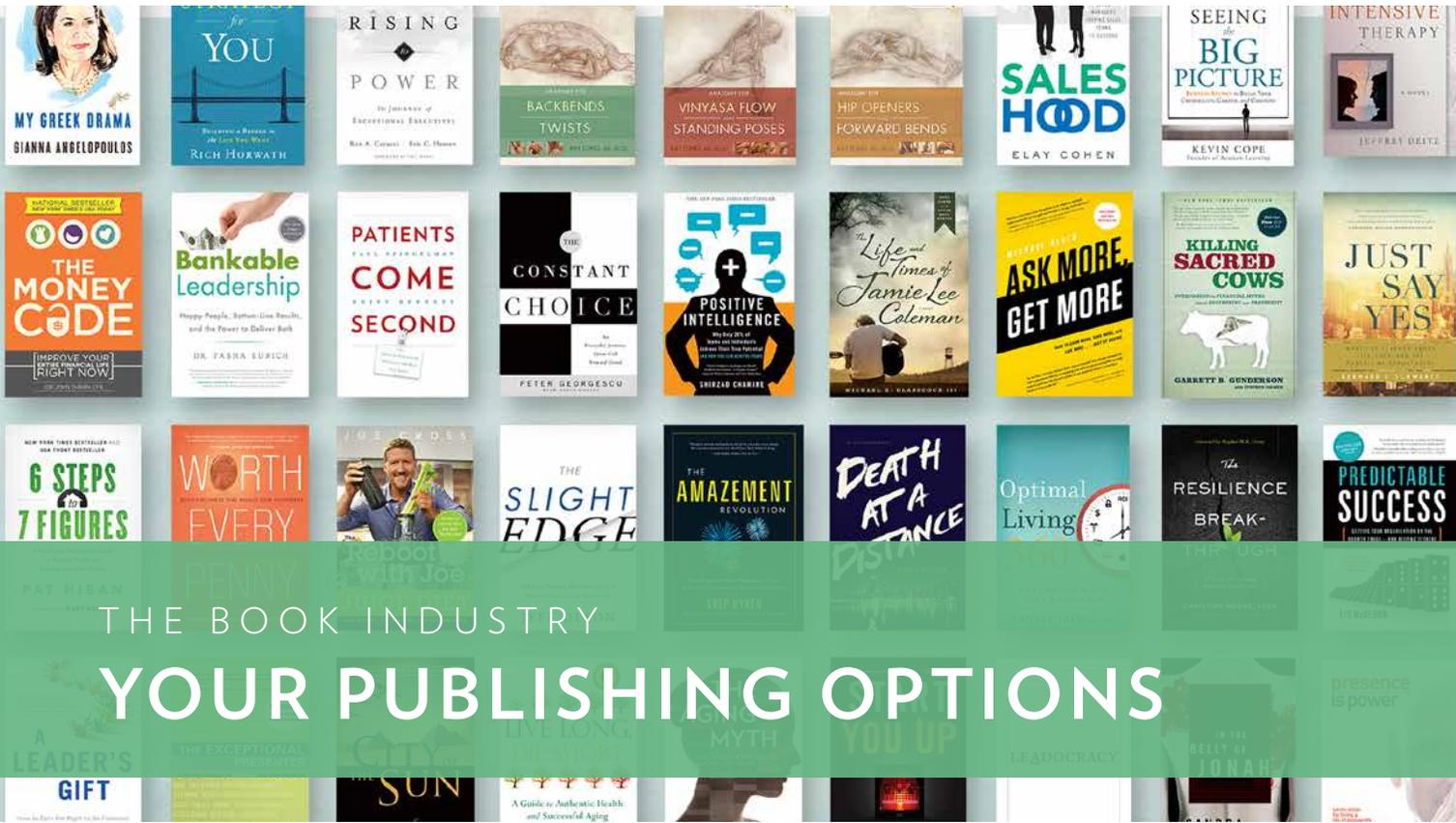
“[Greenleaf’s] approach has attracted both established authors looking for more control (and more money) over the publishing process and new authors.”

—Publishers Weekly

“Greenleaf has expertise across both the creative and business spectrum of the publishing process. They were able to take my vision for *Deep Dive* and make it a creative and commercial success.”

—Rich Horwath, author of *Deep Dive*, *Strategy For You*, and *StrategyMan*





# THE BOOK INDUSTRY YOUR PUBLISHING OPTIONS



OWNERSHIP AND  
CREATIVE CONTROL



BESTSELLING BOOKS



EXPERT BRANDING  
AND INFLUENCE

**W**e want you to understand all of your alternatives so you can decide whether Greenleaf’s model is right for you. Before explaining Greenleaf’s specific initiatives, let’s take a look at five basic publishing options.

## TRADITIONAL PUBLISHING

The first option is to sell your manuscript to a traditional publishing house for an advance and royalties. The primary benefits of this method are that

- Traditional publishing requires the smallest up-front investment by the author.
- Major publishers have solid, nationwide distribution.
- Some publishers grant new authors credibility and prestige.

The traditional publishing process usually begins with query letters to literary agents. Essentially, you're applying to them for representation; if your book is accepted, they will shop your work around to publishers, looking for a buyer. Literary agents have exclusive selling rights and typically require a 10 to 15 percent commission on all royalty payments, including advances.

Next, you write a proposal for publishers who will consider your work. If a publishing house is interested in your project, it typically makes a standard offer:

- Advances commonly fall into one of two categories: \$2,000 to \$20,000 or \$100,000 plus. But the six-figure advance is an endangered species in today's market (especially for first-time or unknown authors).
- Through royalty payments, authors usually retain 5 to 7 percent of the cover price on paperbacks and 10 to 15 percent on hardcovers.
- Authors do not receive royalty payments until the advance has been repaid.

What does this mean? Let's say that you have agent representation and a paperback book that retails for \$10. You received an advance of \$10,000 and negotiated a royalty of 7 percent.

- For a variety of reasons that you'll learn about later in this brochure, the publisher can expect to get \$3.50 to \$5.00 for each book sold through standard bookstore channels. While this doesn't affect your payment, understanding the publisher's income will give you valuable insight into the model.
- The agent gets 15 percent of the \$10,000 advance, so after paying your agent and taxes, your net would be about \$6,000.
- Since your agent gets 15 percent of your royalties, your 7 percent is reduced to only 5.95 percent (7 percent  $\times$  85 percent), or just less than 60 cents per book sold.
- The 7 percent would pay down the advance you received, so assuming you received a base advance amount of \$10,000, you would begin receiving royalty payments after 14,286 copies of your book were sold.

An author with no previously published books can expect to invest a minimum of two years in finding an agent and a publisher, and it will take at least one more year to get the book on the market.

“After a book is published—even if a major publisher is involved—the author can't rely on the publisher to do the marketing. He or she will have to make appearances, generate media interest, and do substantial public speaking and Internet marketing in order to sell books.”

—*Businessweek.com*

“7 out of 10 titles do not  
earn back their advance . . .”

—*New York Times*

According to Verso  
Digital's 2009 Survey of  
Book-Buying Behavior,  
author reputation is the  
most important factor  
in a book-purchase  
decision, followed by  
personal recommendation  
and price.

Many people assume that because traditional publishers pay for production, they finance the marketing as well. The *Chicago Reader* describes the reality of today's book marketing: “Despite the publishing industry's tradition of diligent assistance to worthy authors, books are going the way of cars. If you want them to move you'll have to pump the gas yourself.” All successful authors must invest time and money in marketing—regardless of the publishing option—and most thriving authors published by major houses finance their own independent publicity campaigns.

With a traditional publisher you have no control over how many copies of your book are printed, when they're printed, or how long they are actively distributed. Even if you buy back your publication rights or the rights revert to you when the publisher puts the book out of print, you have very little control over the fate of your project. When books go out of print, authors are commonly displeased with the timing. There is almost always a lag in sales, and it is often difficult for authors to collect usable files for printing from publishers.

## VANITY PUBLISHING

Another option is to use a vanity publisher. They offer to publish any book, regardless of the quality, for a fee. Instead of an advance, they often charge an exorbitant amount and may take a 50 to 75 percent stake in the work. For the up-front fee, they help turn your document into a book, but there are many disadvantages:

- Most vanity publishers charge way too much, given the quality of their production services.
- They make the majority of their money on the up-front fee, so they have little incentive to help your book succeed.
- They do not have sufficient bookstore distribution.
- The production quality of their books is usually poor.

Industry professionals often have a negative perception of books published by vanity presses, and these books are commonly refused media exposure and shelf space in retail stores. It is well known within the trade that these publishers are not selective, and since the quality of their work is consistently inadequate, many books are prejudged because of the vanity publisher's name or logo on the book.

## DIGITAL PUBLISHING

Digital publishing has received a great deal of press recently for offering authors additional options. Of these, ebooks and print-on-demand (POD) technology have received much of the attention. First, let's take a look at ebook publishing.

- Most ebook publishers accept manuscripts as vanity publishers do—based on few or no editorial criteria.
- Although ebook publishing may seem like a cost-effective solution, sales for most titles are generally low. The market is growing, and while the handful of runaway ebook success stories are inspiring, current figures suggest it is not yet a viable stand-alone publishing option for most books.
- Because it's so affordable to convert books to ebooks, most publishers, including Greenleaf, use it as an additional option for consumers. Publishing in multiple formats maximizes a publisher's means of reaching readers.

Some ebook publishers offer an on-demand printed alternative in addition to an electronic version using POD technology.

POD is widely marketed as a profitable alternative to traditional printing. It's important to note that there is a difference between POD printers and POD publishers. POD publishers typically offer basic file preparation, design, and editorial services. After providing these services, POD publishers use a POD printer to produce books and make them available online and by special order in bookstores. You can use a POD publisher as a middleman and service provider, or you can work directly with a POD printer. When deciding whether to move forward with a POD publisher, you may consider the following:

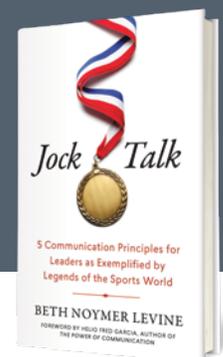
- Like many ebook publishers, most POD publishers accept projects regardless of quality. This can result in negative reactions from media and book industry professionals.
- For the most part, POD titles are not actively stocked in bookstores. Typically, if consumers want a particular POD title, they have to order it from a bookstore or online.
- When working with certain POD publishers, you may pay for an interior layout and cover design but may not own the rights to the formatted files. In other words, if you leave your publisher you may have to pay for the interior and cover design to be done again.

The main issue to consider with digital options is whether they offer you the optimal chance of success in your particular market. Greenleaf Book Group uses digital publishing options for projects with niche or focused markets and to complement

It's important to note that there is a difference between POD publishers and POD printers. POD printers can be valuable resources if you need a short print run or an exceptionally fast turnaround time.

“From editorial to design to their killer distribution team, Greenleaf's A-Team was on the job and delivered a book that is upping my game as we speak!”

—Beth Levine,  
author of *Jock Talk*

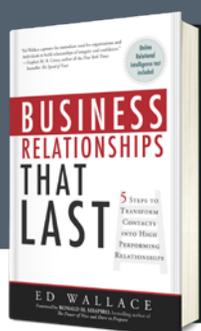


“The real challenge is not to produce books; it is to achieve all the goals of publishing—to get the books edited, distributed, noticed and, above all, bought.”

—*New York Times*

“Their advice has been incredibly helpful not only in making the book a success but also in the business market, with our clients and prospects.”

—Ed Wallace, author of  
*Business Relationships That Last*



standard formats, but we generally recommend traditional printing and sales channels for authors and publishers seeking mass distribution.

## SELF-PUBLISHING

Self-publishing has gained a lot of momentum in recent years, but it continues to offer authors a mixed bag of costs and benefits.

On one hand, if you self-publish, you have the advantage of ownership and total control over content and timeline. You also retain the full cover price for all books sold directly to consumers and a significantly greater portion of the cover price (up to six times more than if you were published by a major house) from standard trade sales to bookstores.

On the other hand, most self-publishers cannot compete with the major houses for one or more of the following reasons:

- The editorial process major publishers employ is almost impossible to recreate with a freelance editor. The standard editing process with a major house involves multiple editors and input from other departments, such as sales, distribution, and marketing. Though many self-publishers hire talented editors, they rarely have access to a cooperative team with experience in all areas of the industry to help make critical content decisions.
- Designers of self-published books usually lack access to distributors, experienced book marketers, and sales experts. Talented designers can produce attractive covers and interior page designs, but they often exclude or spoil vital elements that affect market viability.
- Self-publishers usually lack regular exposure to printers, and as a result, they miss out on new technologies available for book production. This gives major publishers a competitive edge—they can design cutting-edge products and use special effects to make their books stand out more in the marketplace.
- Because self-publishers usually do not bring volume business to book printers and other vendors, they have to pay top dollar for production services and book printing. Meanwhile, major publishers can keep costs low and establish much healthier margins.
- For the most part, self-publishers do not have brand recognition with booksellers or experience navigating the industry’s complicated supply chain. This causes many ripples in the distribution process, including lower

sales (from weak or nonexistent relationships with national buyers and no established vendor accounts with key retailers) and higher costs (from inefficient systems, expensive fulfillment, and a lack of buying power). Self-publishers can mitigate some of these problems with the help of a distributor, but issues of brand power and experience can still affect sales.

- Because self-publishers usually have to outsource each element of publication to a different source, their projects often lack the cooperation and synergy required for a successful book launch.

Self-publishing has a rich history as the starting point for successful authors, and more and more authors are leaving their New York publishers to retain their publication rights and pursue self-publishing. John Grisham, Richard Nelson Bolles, Deepak Chopra, Ken Blanchard, Stephen King, and even William Strunk Jr. started off self-publishing, and the trend continues to gain strength. But in order to be successful, self-publishers must find quality partners and vendors, become avid students of the book industry, and promote themselves with tireless persistence.

## THE GREENLEAF BOOK GROUP MODEL

Greenleaf's model combines the most powerful benefits of traditional publishing with all the perks of self-publishing—while eliminating the biggest downfalls of both. We offer our authors the quality and experience of a major publisher and the ownership and financial advantages of self-publishing. At the core of Greenleaf Book Group's publishing model are five primary values:

- **Money:** Though Greenleaf publishes better products than self-publishers and many major houses, our authors may pay less than they would self-publishing and retain a much larger portion of the profits than they would with a major house.
- **Ownership:** Greenleaf's authors retain complete ownership of their rights and books.
- **Quality:** Our quality standards are some of the highest in the book industry. With publishing veterans from the major houses on staff and a seamless process to shape our books' content, Greenleaf's editorial work is unmatched. We are renowned for our award-winning design work and have a reputation for being on the cutting edge of printing technology and design trends. We have a staff of talented professionals who work as a team to avoid the problems that often arise in self-publishing, and because our projects are not bound by the harsh budget limitations

Greenleaf offers the quality, distribution power, and experience of a major publisher and the ownership and financial advantages of self-publishing.

“Greenleaf Book Group . . . is set apart from assisted self-publishing by its traditional distribution operation to targeted trade outlets.”

—*Publishing Trends*

“Working with Greenleaf on my yoga books has been a joy. They are a talented and professional team that has not only helped me to create several beautiful books but has also helped me with the complex process of bringing my work to the marketplace.”

—Ray Long, MD, FRCSC, author of multiple yoga guides, including *The Key Muscles of Yoga*



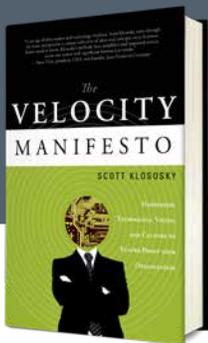
Because Greenleaf Book Group is a full-service national distributor, we grant our authors industry clout and sales power.

“As a bestselling author, I’ve been associated with three of New York’s biggest publishing houses. Without a doubt, Greenleaf Book Group provides first-class service, second to none.”

—Steve Alten, *New York Times* best-selling author of *Meg: A Novel of Deep Terror*, *Domain*, *Goliath*, and *The Loch*

“I love the hybrid model of being able to retain the rights and control many aspects of the book, while also getting the distribution help.”

—Scott Klososky, author of *The Velocity Manifesto* and *Enterprise Social Technology*



imposed on the major houses by their parent corporations, our quality often outshines the major publishers.

- **Time:** Greenleaf can get a book on the market faster than a traditional publisher and keep selling it for much longer than the average three to six months a major publisher allows. It usually takes a minimum of two years to secure an agent and get a book published by a major house. In contrast, Greenleaf releases books within timelines as short as six to nine months.
- **Marketing:** Major publishers are notorious for abandoning their authors in a marketing campaign, and self-publishers are often stuck with no way to tie sales to publicity. In contrast, Greenleaf Book Group executes sales-focused, coordinated campaigns that complement our authors’ efforts and strengthen their opportunities for success.

Another benefit of Greenleaf is our payment structure. Greenleaf Book Group authors who sell directly on their own (such as speakers who sell books in the back of the room) retain the full cover price for book sales they invoice. Greenleaf authors also retain a greater portion of the cover price for books sold by Greenleaf to bookstores and libraries—even after considering discounts for wholesalers and retailers. In most cases, our authors retain 35 percent of the cover price for all books sold to trade accounts—that’s five times more than what they would earn with the average major publishing contract and almost one and a half times more than the average vanity publisher’s royalty. Also, Greenleaf authors can sell books at higher profit percentages—since they own the rights, they determine to whom, and for how much, to sell their books.

[Submit Your Book Now](#)

## ▶ SERVICE PORTFOLIO

PRODUCTION	DISTRIBUTION	MARKETING
<ul style="list-style-type: none"> <li>• Manuscript Development               <ul style="list-style-type: none"> <li>– Spoken Draft</li> <li>– Ghostwriting</li> <li>– Project Development</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Sales to               <ul style="list-style-type: none"> <li>– Barnes &amp; Noble</li> <li>– Airport Bookstores and Specialty Outlets, via Hudson, Levy, News Group, Paradies, and Nutribooks</li> <li>– Books-A-Million</li> <li>– Hastings</li> <li>– Independent Bookstores</li> <li>– Libraries</li> <li>– 800-CEO-READ</li> <li>– Amazon.com</li> <li>– BarnesandNoble.com</li> <li>– Ingram</li> <li>– Baker &amp; Taylor</li> <li>– Bookazine</li> <li>– Brodart</li> <li>– Follett</li> <li>– College Bookstores</li> <li>– Museum Stores</li> <li>– Gift Shops</li> <li>– International Markets</li> <li>– Ebook Channels</li> <li>– Audible</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Digital Media Outreach               <ul style="list-style-type: none"> <li>– Campaign Strategy</li> <li>– Press Kit</li> <li>– Podcast Interviews</li> <li>– Influencer Outreach</li> <li>– Press Release Distribution</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Editorial Development               <ul style="list-style-type: none"> <li>– Developmental Editing</li> <li>– Substantive Editing</li> <li>– Copyediting</li> <li>– Proofreading</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• Supply Chain Marketing               <ul style="list-style-type: none"> <li>– Bookstore Outreach</li> <li>– Library Outreach</li> <li>– Ingram and Baker &amp; Taylor advertising</li> <li>– Publishers Weekly advertising</li> <li>– Trade Reviews</li> <li>– Targeted Print Advertising</li> <li>– Advance Reader's Copies distribution</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Content Repurposing               <ul style="list-style-type: none"> <li>– Content Chunking</li> <li>– Ancillary Products</li> <li>– E-Learning Course Creation</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• Genre Marketing               <ul style="list-style-type: none"> <li>– Reading Group Guides</li> <li>– Targeted Display Advertising</li> <li>– Targeted Award Submissions</li> <li>– Targeted Review Submissions</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Indexing</li> </ul>		
<ul style="list-style-type: none"> <li>• Titling</li> </ul>		
<ul style="list-style-type: none"> <li>• Cover Copy Development</li> </ul>		
<ul style="list-style-type: none"> <li>• Cover Design</li> </ul>		
<ul style="list-style-type: none"> <li>• Interior Page Design and Composition</li> </ul>		
<ul style="list-style-type: none"> <li>• Illustration               <ul style="list-style-type: none"> <li>– Technical (line art, charts, and graphs)</li> <li>– Artistic</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Warehousing</li> </ul>	
	<ul style="list-style-type: none"> <li>• Fulfillment</li> </ul>	
	<ul style="list-style-type: none"> <li>• Inventory Management</li> </ul>	
	<ul style="list-style-type: none"> <li>• Accounts Payable/Receivable</li> </ul>	
	<ul style="list-style-type: none"> <li>• Store Placement (“Co-op”) Negotiations and Promotions</li> </ul>	<ul style="list-style-type: none"> <li>• Online Marketing               <ul style="list-style-type: none"> <li>– Targeted Blog Outreach</li> <li>– Amazon Optimization</li> <li>– Book Search Setup</li> <li>– NetGalley</li> <li>– Targeted Banner and Text Advertising</li> <li>– Video/Trailer Production</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Advance Reader's Copy (Galley) Design</li> </ul>		
<ul style="list-style-type: none"> <li>• Compliance</li> </ul>		
<ul style="list-style-type: none"> <li>• Printing</li> </ul>		
<ul style="list-style-type: none"> <li>• Audiobook Production</li> </ul>		
<ul style="list-style-type: none"> <li>• Ebook Conversion</li> </ul>		<ul style="list-style-type: none"> <li>• Brand &amp; Audience Building               <ul style="list-style-type: none"> <li>– Custom Social Media Strategy</li> <li>– Audience Building</li> <li>– Author Brand Audit</li> <li>– Positioning and Content Strategy</li> <li>– Presentation Design &amp; Development</li> <li>– Speaker Press Kit</li> <li>– Testimonials/Endorsement Outreach</li> <li>– Website Design</li> <li>– Blog Ghostwriting</li> <li>– Podcast and Article Placements</li> </ul> </li> </ul>



## SUBMISSIONS YOUR LEAP FORWARD



OWNERSHIP AND  
CREATIVE CONTROL



BESTSELLING BOOKS



EXPERT BRANDING  
AND INFLUENCE

**G**reenleaf Book Group is always looking for great new publishing projects, and we welcome your submission. Of course, we must be selective; our company and our authors enjoy success in large part due to Greenleaf's excellent reputation. We carefully review every submission and will contact you with the results of our evaluation.

To submit your book for consideration, simply complete our submission form at

[www.greenleafbookgroup.com/submissions](http://www.greenleafbookgroup.com/submissions)

and email your manuscript to

[submissions@greenleafbookgroup.com](mailto:submissions@greenleafbookgroup.com).

Feel free to include a proposal, marketing plan, or any artwork if you have them available.

If you already published a book and are seeking bookstore distribution, please mail a copy of the book to:

**Greenleaf Book Group**  
Attn: Submissions  
PO Box 91869  
Austin, TX 78709

We will send you an email to confirm receipt of your submission. Our review committee will evaluate your project's viability, and one of our consultants will contact you with the results of our review within four to six weeks.

If you have any questions about Greenleaf, our services, or our submissions procedures, please feel free to email [contact@greenleafbookgroup.com](mailto:contact@greenleafbookgroup.com) or call

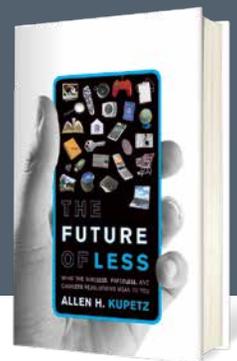
512-891-6100 and ask to speak to our submissions team.

[Submit Your Book Now](#)

Greenleaf accepts fewer than 10% of submissions each year.

“The biggest single issue facing a new author is that you don't know what you don't know. But Greenleaf Book Group knows what you don't know and—more importantly—offers an end-to-end solution that proactively addresses the challenges an author would otherwise face alone.”

—Allen Kupetz, author of *The Future of Less*





# PRODUCTION + EDITORIAL UNITING OWNERSHIP & EXCELLENCE



OWNERSHIP AND  
CREATIVE CONTROL



BESTSELLING BOOKS



EXPERT BRANDING  
AND INFLUENCE

**G**reenleaf's production and editorial departments give independent authors the ability to create books that match or beat the quality of those generated by the major publishing houses, so writers can retain the rights to their work without sacrificing editorial, design, and printing excellence.

When Greenleaf accepts a new title for publication under one of its imprints, the manuscript first goes to our editorial department for analysis. This process begins with editorial feedback based on a professional editor's thorough examination of the manuscript. After we discuss the feedback and our recommendations with the author, the project is submitted to production to begin the publication process. We build a production schedule that outlines all major points on the project's timeline, and then we begin editorial, compliance, and design work.

The production division also functions like a trade association: we use our volume business to negotiate better prices, and we select the best vendors for your needs based on years of experience with the highest-quality professionals and printers in the industry. The result: you save time, money, and stress—and produce a more competitive book.

Each book's specific needs are considered when building publication plans, and only the most appropriate initiatives are scheduled for each project. Following is an outline of Greenleaf's comprehensive production and editorial service portfolio.

## ▶ THE PROCESS BEHIND THE CREATION

### EDITORIAL DEVELOPMENT

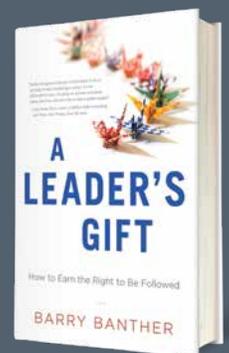
Typically, editing is the first stage of the production process. Greenleaf's editorial services include project development, ghostwriting, multiple stages of editing, and indexing. As part of the editorial process, we also work with authors on title selection and cover copy. Fees for editorial work are based on your needs as determined during the editorial analysis; they are generally structured according to the number of hours required to complete your project.

### Project Development

The editorial team's work may begin early in the publication process with project development—clarifying the market demand for your content and helping you present and package it to create the greatest consumer appeal. Project development is a collaborative process that starts with analysis of the core idea for a book from a market and audience perspective. We then work with the author to create a strong structure and outline for the content and offer guidance as the author writes the manuscript or reworks existing content. The goal is to eliminate the vacuum that many authors feel during the writing process and help you create the best possible book right from the start.

“My experience with Greenleaf has made a profound difference in the growth of our firm. Just this month we booked three significant keynotes as a result of the decision makers having read the book . . . Thankfully Greenleaf didn't just publish my book; they partnered with me to grow our business.”

—Barry Banther, author of  
*A Leader's Gift*



“For years we've been told, 'Don't mess with book publishers!' But our relationship with Greenleaf Book Group defies that logic. Without their expertise, creativity, and wise counsel, *Don't Mess with Texas: The Story Behind the Legend* might never have been published.”

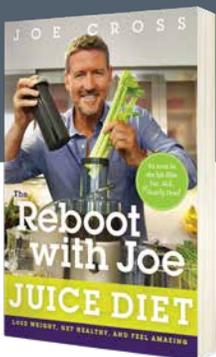
—Tim McClure, cofounder, GSD&M

“Being an experienced writer and former journalist, I was thrilled with the candid, thorough editorial input received from my editors. Their exceptional content queries helped me bring my topic of effective strategic planning to life in *Strategic Impact*. Their editorial mentorship enabled me to write even more efficiently for my next book, *Leadership in the Metaverse*. It has been a great relief to be in the driver’s seat of my books, bypassing the time drain and bureaucracy often associated with traditional publishing”

—Carol A. Poore, Ph.D., MBA,  
author of *Leadership in the Metaverse: Creating the Future of WebWe Through Strategy and Community Building*, and *Strategic Impact: A Leader’s Three-Step Framework for the Customized Vital Strategic Plan*

“Greenleaf is our essential partner for getting our books to market. They have a talented production team and experienced sales staff that can work in multiple markets. And deliver high-quality work on time and budget.”

—Joe Cross, author of  
*The Reboot with Joe Juice Diet*



## Ghostwriting

The greatest strength of any book is its content—its usefulness, its educational value, or its entertainment value. Some authors have unique, marketable content but lack the time or inclination to write a complete book. Enter the ghostwriter. Greenleaf offers ghostwriting services to authors who express a need or desire for help with the writing process. A ghostwriter’s primary responsibility is to effectively communicate the author’s content while also capturing the author’s voice and style. We work to pair authors with the best writers, based on writing style, familiarity with content, and personality. The ghostwriting process is a gradual one, beginning with idea development and creation of a detailed outline. The author is involved all along the way, providing content, guidance, and feedback.

## Spoken Draft

For many authors, one of the obstacles in writing a book is finding the time to put pen to paper (or nowadays, fingers to keyboard). Another obstacle is that although they can speak about their subject matter easily and professionally, writing can be considerably more difficult to manage. GBG’s Spoken Draft service is a hybrid of our Manuscript Development service, in which an editor collaboratively coaches the author through the writing process, and Ghostwriting, in which a professional writer works directly with the author, usually through interviews, to create the manuscript in the author’s voice.

## Editing

Greenleaf’s editorial division was structured to support the same quality standards as the major publishers, and to offer independent authors a professional, thorough editorial process. The four types of editing provided by Greenleaf are

- **Developmental editing:** high-level directional editing that may include developing a cohesive theme or market position, adding new content or new writing to support current content, and rewriting, restructuring, or reorganizing current content
- **Substantive editing:** comprehensive editing that involves structural and organizational changes and substantial improvements to the quality of prose and style
- **Copyediting:** thorough editing of prose for optimal sentence structure and proper grammar, usage, and punctuation
- **Proofreading:** corrections to grammar, punctuation, spelling, and page layout mistakes

## Indexing

Many nonfiction books need a clear, user-friendly index. Greenleaf Book Group creates comprehensive, accurate indexes to ensure a competitive, high-quality product.

## Titling

Book titling is both a science and an art. That's why at Greenleaf we take a cross-department approach to the titling process, bringing editorial, marketing, distribution, and design stakeholders to the table to help our authors through the creative and technical process of selecting a title for their book. Authors meet with the team to create a title and, if desired, a subtitle that express the promise of the book and attract the targeted buyers and audience.

## Cover Copy Development

Publishers use cover copy not only to describe the book but also to close the sale with potential readers. To present a book to the market in a compelling, audience-oriented way, Greenleaf's editors work closely with our authors to develop the most effective cover copy, including titles, subtitles, taglines, flap copy, back cover copy, and other promotional copy.

## CONTENT REPURPOSING

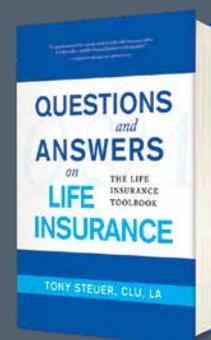
At Greenleaf, we strive to provide our authors with cutting-edge publishing opportunities. With the growth of digital technologies, an author's greatest asset is his or her content—and that content can be used to position the author, to build an audience, and to support a brand. To help authors repurpose their content for different media formats and sales channels, we offer content strategy and initiatives including the following:

**Content chunking:** The purpose of content chunking is to identify “chunks” of content within a manuscript that can be repurposed, particularly in online formats. We identify a number of short discussions that can be used as a blog posting, as the basis for a syndicated article, as a comment on somebody else's blog, etc. We also identify short, powerful statements that the author can use as social media posts to help build momentum for the author's brand and the book.

**Ancillary products:** The editors at Greenleaf Book Group have both writing and educational content development experience. We can help you develop ancillary materials, such as seminar or workshop workbooks, training guides, assessments,

“Throughout the whole process, Greenleaf gave me ideas—from content chunking and marketing to ways to freshen up the content with new editions—that I never would have thought of.”

—Tony Steuer, author of *Questions and Answers on Life Insurance*



“On average, a bookstore browser spends eight seconds looking at the front cover and fifteen seconds looking at the back cover.”

—Wall Street Journal

Your cover design needs to set your book apart from others in the bookstore. How many others? Depending on the size of the store, Barnes & Noble bookstores generally carry anywhere from 60,000 to 200,000 titles at one time.

### Selected Design Awards

2020 Gold Ink Awards (Pewter)  
for book jacket design

2021 Graphis Book  
cover award (Silver)

2021 Gold Ink Awards  
(Gold, Silver, and Pewter)  
for jacket design/printing

2022 Graphis Book  
cover award (Silver)

2023 Graphis Book cover  
award (Gold & Silver)

“with Greenleaf has been an education and a pleasure. They understand the publishing process and they excel at it.”

—Peter Woan, author of  
*That's What It Means!*

“Wow . . . I continue to just love the design. It's remarkable to me that people are picking up this book based entirely on the cover. More wow.”

—Craig Freshley, author of  
*Together We Decide*

abridgements, audiobooks, and ebooks, to support the book and any personal or business goals.

## DESIGN

Greenleaf's award-winning designers have extensive experience designing books that are eye-catching, interesting, and attractive. The design process begins with the cover design and then progresses to the page design and composition. The designers pay particular attention to creating files that are clean, organized, and ready for press—critical steps in avoiding up-charges from printers. Greenleaf's designers also spend considerable time researching current trends in each genre and investigating cutting-edge printing technologies that can enhance their designs.

### Cover Design

More than any other single factor in production, your cover design determines whether your book sells. The average consumer spends just eight seconds looking at the front cover and no more than fifteen seconds looking at the back. The average national buyer takes even less time than that to make a decision about the number of copies he or she will buy and whether your book is worthy of face-out placement. Good covers don't guarantee big sales, but bad covers can kill projects.

### Page Design and Composition

Page design requires the designer to make decisions about appropriate fonts, presentation of chapter titles, placement of folios (page numbers), and other such elements. It defines the reader's experience with your book, gives it personality and organization, and is required for professional printing.

### Illustration

Illustrations are all-important for children's books and can add clarity and definition to nonfiction adult titles. Greenleaf's illustration services include information graphics for scientific, business, health, or reference titles and full-color children's book illustrations.

### Advance Reader's Copy Design

Advance reader's copies (a.k.a. ARCs or galleys) are bound, uncorrected proofs designed and produced for book reviewers, broadcast media outlets, national retail buyers, and other entities that need books prior to publication. ARCs are usually

simplified paperback versions of the final book. ARCs are not intended for sale and are commonly sent to the printer before the final round of editing.

## COMPLIANCE

Fulfilling all compliance requirements for the printed and digital formats of a book is time consuming and complicated, so Greenleaf offers a single package that includes all the major elements, ensuring that no detail stands in the way of your success. Following are the primary compliance elements.

- **Pricing:** We provide recommendations on trends and strategies for pricing print and digital books.
- **ISBN and EAN Barcode:** Greenleaf assigns and registers an ISBN (like a book's social security number) and industry-compliant EAN Barcode for each format of your book. We also register this data with Bowker's Books In Print, the industry's largest bibliographic database.
- **Cataloging Information:** We secure the Library of Congress Control Number (LCCN) and Cataloging in Publication (CIP) data necessary for the copyright page of the book.
- **Copyright Registration on your behalf:** Greenleaf handles the forms and fees required to register the official copyright in your name using the government's Form CO.

## PRINTING

Book printing is a very specific industry with strict standards. There are about forty book printers in North America, and your local print shop is probably not one of them. Greenleaf works with the best and most reputable book printers in the world. To make the job hassle free for the printer and, therefore, less expensive for you, Greenleaf

- Understands the printing process, stays on top of new technologies, and knows the capabilities of each printer
- Works with you to determine the appropriate print quantities and uses printers that specialize in those quantities
- Creates clean, press-ready files set up according to strict individual printer specifications
- Monitors printing schedules carefully to maintain the established timeline

Greenleaf can handle all aspects of digital publishing, including enhanced ebook production.

“Greenleaf's content chunking service is a huge differentiator over 'major publishing houses,' who lack the resources and nimbleness to work closely with authors on key marketing efforts.”

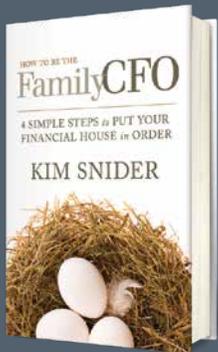
—Jim Warner, coauthor of *The Drama-Free Office*



Greenleaf works with the best and largest printers in the world.

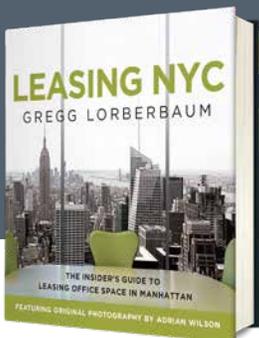
“ I love working with professionals who know their stuff, make doing business with them easy, do what they say they are going to do when they say they will do it, and provide real value. Greenleaf is all that and more.”

—Kim Snider, author of *How to Be the Family CFO*



“ My experience working with Greenleaf has been tremendous. They pay attention to every detail and have provided me with a book that I can be proud of.”

—Gregg Lorberbaum, author of *Leasing NYC*



Prices fluctuate from company to company and from week to week in the book industry, so we gather quotes from the best, most affordable printers and choose the company that suits your needs.

## EBOOK CONVERSION

The number of consumers adopting new reading devices and formats continues to grow rapidly. Greenleaf can handle all aspects of ebook conversion for our authors, including distribution.

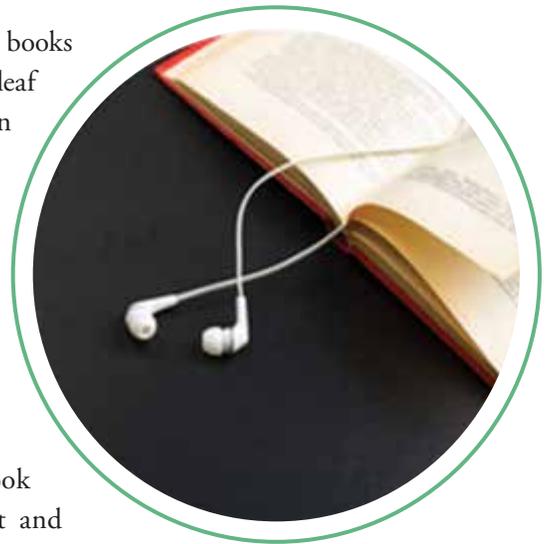
We also handle DRM (digital rights management) and metadata.

While some content sites allow authors to upload their content directly for conversion, the author does not typically receive or own the converted files in this case. Greenleaf authors always retain full ownership of their converted files when we handle their ebook conversion and distribution.

## AUDIOBOOK PRODUCTION

More and more people are “reading” books in digital audio format. Greenleaf provides production and distribution for digital download audiobooks. These services include preparing an edited version of the book ready for audio production; recording using professional talent, studios, and producers; and manufacturing the audiobook in MP3 or physical format.

Costs associated with audiobook production depend on word count and production specifications. Like book printing, we work with the most talented and cost-effective partners to deliver you the best possible product.



[Submit Your Book Now](#)



# DISTRIBUTION TEARING DOWN WALLS



OWNERSHIP AND  
CREATIVE CONTROL



BESTSELLING BOOKS



EXPERT BRANDING  
AND INFLUENCE

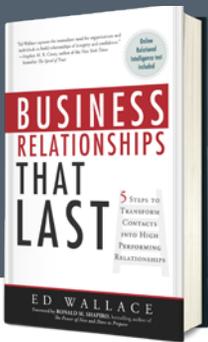
**H**istorically, the strongest barrier between independent authors and big sales has been distribution.

This divide has become even more expansive over the past decade as a result of dramatic consolidation in the book industry. Unlike most publishing resources for independent authors, Greenleaf Book Group is an established national distributor.

We believe independent authors and small presses need partnerships that support their growth, rather than ones that strip them of all power.

“Our goal in working with Greenleaf was to build out our business around a mainstream book, and that goal has been achieved well beyond expectations at this point.”

—Ed Wallace, author of  
*Business Relationships That Last*



Greenleaf Book Group’s distribution model is revolutionary in the industry, finally offering a viable alternative for independent authors and small presses. The foundation of our model is

- **Selective acceptance of new authors:** Greenleaf Book Group is known for representing the best in small and independent publishing. We take great care to execute the most effective distribution strategy for each book we select for publication and distribution.
- **Responsive interaction with our authors:** We work closely with our authors, setting up open, positive, interactive relationships.
- **A sales-focused marketing division that works directly with the distribution team.**
- **Progressive agreements and distribution terms:** The standard distribution model allows for little movement within the system, but at Greenleaf, we give the power back to our authors. We offer

***Flexible agreements:*** We encourage our authors to establish a solid customer base and industry network. While Greenleaf sells to the customary trade channels, our authors may handle sales to their direct markets.

***No minimum commitments:*** The standard distribution model typically demands a one-year minimum term of exclusive distribution rights. This means authors and publishers have to assume the heavy risk of being trapped in an unproductive distribution contract during the most important period of their book launch. In contrast, Greenleaf’s partnerships are founded on—and sustained by—mutual benefit rather than restrictive legal agreements.

- **Proactive sales outreach through our in-house team and network of commissioned field reps.** As a master distributor, Greenleaf has built a strong network of book sales partners and continues to expand in both brick and mortar and digital accounts.

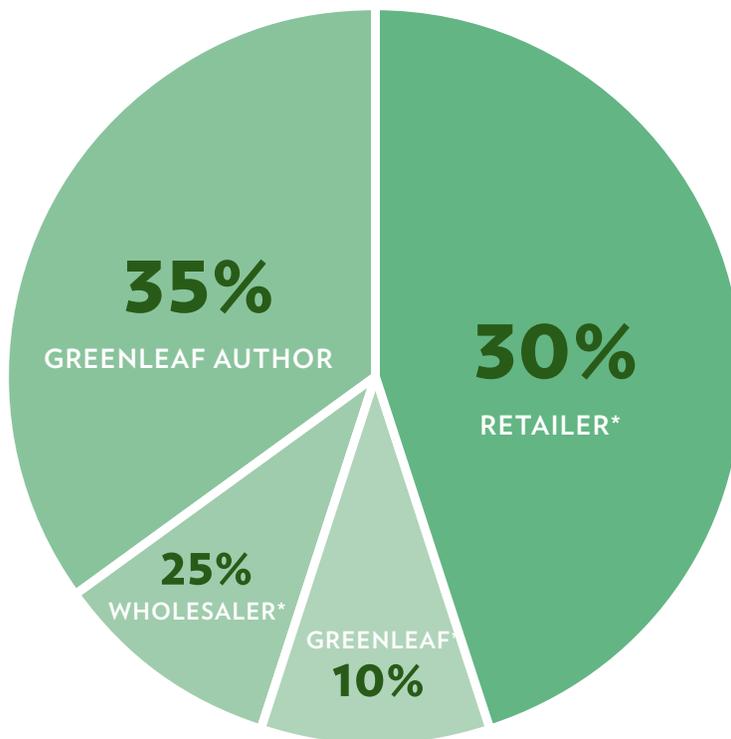
## ▶ HOW BOOK DISTRIBUTION WORKS

### THE SALES PROCESS

Due to an excessive supply of products and the consolidation of trade retail outlets, the book industry has an exceptionally complicated supply chain and sales process. First, in order to secure national distribution in standard trade outlets, all publishers and distributors must make their products 100-percent returnable. That means the book trade is ultimately a consignment business. Next, most trade outlets pay publishers and distributors 90 to 120 days after the sale, and all payments are net of returns. And finally, since retailers and wholesalers cannot manage thousands of accounts with thousands of authors and publishers, most establish vendor relationships with only a few major publishers and recognized distributors. As a distributor, Greenleaf Book Group sells the books we publish and the small press titles we represent to the trade outlets most appropriate for each imprint. In most cases, Greenleaf authors retain 35 percent of the cover price for books sold by Greenleaf.

“Greenleaf has secured nationwide co-op placements for my book in bookstores and in airports. Because of their consistent and impressive sales, my first book is in its third printing, and I just released a second title with them.”

—Dominik Karelus, publisher,  
Card Player Press

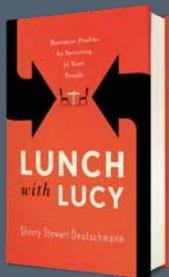


\*Variation determined by individual wholesaler and retailer terms

Greenleaf Book Group has been named to the Inc. 500 or 5000 list of fastest-growing companies seven times.

“Publishing my book with Inc. Original was one of the best decisions I could have made. Not only are you affiliated with a strong, respected brand, you also get stellar design, distribution, and marketing help. I was very pleased with my final book.”

—Sherry Stewart Deutschmann, author of *Lunch with Lucy: Maximize Profits by Investing in Your People*



“Fast Company Press has been a dream to work with. Not only does it have superb brand recognition, but it has the editorial, design, marketing and distribution expertise to deliver an amazing product. I couldn't be happier with the end result.”

—Judith Humphrey, author of *The Job Seeker's Script: Tell Your Story and Land Your Dream Position*

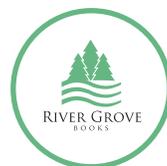
## OUR IMPRINTS

When we accept a title for publication or distribution, we assign it to one of our imprints. Though production work is the same for all imprints, our imprint recommendation determines our distribution and marketing strategies, which are based on genre, author platform, and demand-generation plan.



### Greenleaf Book Group Press

We accept under 10 percent of the submissions we receive for Greenleaf Book Group Press (GBG Press). Our initial print runs are large, and our distribution strategy is aggressive. To support this sales strategy, GBG Press authors typically bring mature platforms, expansive demand-generation plans, and books published within genres that have strong retail sales records.



### River Grove Books

River Grove Books is a digital-first imprint devoted to projects with strong niche market potential or very aggressive speed-to-market requirements. River Grove titles are primarily sold online rather than in brick and mortar bookstores.



### An Inc. Original

Greenleaf Book Group partnered with Inc. Business Media to form An Inc. Original, the book-publishing arm of Inc. Business Media specializing in content related to entrepreneurship.



### Fast Company Press

Greenleaf Book Group has partnered with *Fast Company Magazine* to form Fast Company Press, the book publishing arm of *Fast Company Magazine* specializing in content related to innovation.



### Wonderwell Press

Greenleaf Book Group has partnered with Wonderwell Press to create an imprint focused on books that help, heal, and inspire.

## DISTRIBUTION PROGRAMS

### Trade Distribution

Greenleaf combines the power of our in-house distribution staff with our team of commissioned field reps to manage traditional retail and wholesale trade accounts. Sales, consultation, and setup charges are consolidated into a flat, one-time fee that includes

- Enrollment in wholesale and retail systems (details vary according to imprint)
- Direct sales to independent retailers and consumers through commissioned field reps and in-house staff
- Listing on major online retail sites, including Amazon.com and BarnesandNoble.com
- Inventory management
- Accounts payable/receivable

### Specialty Accounts

As the number of traditional retail book outlets shrinks, Greenleaf recognizes the importance of opening new sales channels for our books. Greenleaf employs a network of specialty sales reps who work hard to place our books in retail accounts that are not typically associated with book merchandise. These include airports, museums, drug and grocery stores, gift shops, catalogs, book clubs, big-box retailers, and wholesale clubs.

### Warehousing and fulfillment

Greenleaf's warehouse and fulfillment center are centrally located in Cleveland, Ohio. For all books we publish, we manage the transport of inventory from the printer to the appropriate outlets to fill initial purchase orders, and from our fulfillment center to the ultimate destination for all subsequent sales. Our warehousing services cost 5 cents per book per month. Greenleaf authors pay shipping costs to wholesalers and retailers (original orders).

### Digital Distribution Program

The landscape of econtent retailers widens each year. Greenleaf partners with all of the major eBook retailers to target both consumer and library channels. We upload the appropriate files to each partner, monitor title postings for quality control, and handle all accounts payable/receivable and sales reporting. If accepted for publication or distribution with Greenleaf Book Group, we will contact you to go over the specific distribution strategy and fees associated with the imprint assigned to your project.

Greenleaf takes care of all billing and accounting issues—from invoicing and collections to sales reports and tracking.

As an established vendor with the retailers and distributors that serve airport bookstores and other specialty outlets, Greenleaf negotiates buys and co-op promotions for all appropriate titles we publish and distribute.

“Shelf space is a commodity, so it is important to work with vendors who pride themselves on quality work and innovative projects. I enjoy working with Greenleaf. Their sales team is professional, courteous, and efficient.”

—Sara Hinckley, vice president of Book Purchasing & Promotion, Hudson Group





MARKETING

# LIGHTING THE FIRE



OWNERSHIP AND  
CREATIVE CONTROL



BESTSELLING BOOKS



EXPERT BRANDING  
AND INFLUENCE

**G**reenleaf Book Group’s mission as a publisher and distributor is to develop independent authors and grow small presses. Staying true to this purpose, we built a dynamic, industry-first book marketing program that is creative, customizable, and sales focused. In a field crowded with demand-generating marketing initiatives that are vital but often produce mixed results, Greenleaf has designed marketing campaigns that concentrate on growing audiences and driving sales.

We divide book marketing into five critical components:

- Brand and audience building
- Genre marketing
- Online marketing
- Supply chain marketing
- Broadcast Publicity

Greenleaf provides initiatives for all of these elements with the exception of broadcast publicity such as radio and television interviews. Greenleaf will work closely with your publicist to tie your demand to distribution while we focus on brand and audience building, genre marketing, online marketing, and supply chain marketing.

For each book we represent, we build a customized campaign that includes a thoughtful combination of the programs described on the following page. Because the initiatives included in our marketing package vary according to imprint and distribution strategy, details and specific recommendations for your project will be provided to you upon acceptance of your title.

## SALES-FOCUSED BOOK MARKETING

### Brand and Audience Building

There's nothing more important to us than giving our authors the content tools they need to drive their ideas, messages, and businesses. We design content strategies and brand outreach through a range of initiatives such as speaker development, ancillary product recommendations, social media tools, and endorsement/testimonial campaigns, to help our authors better engage their audiences, deepen relationships, and create value and community.

### Genre Marketing

Though Greenleaf does not offer broadcast publicity, the success of our sales campaigns is dependent on exposure to our authors' core audience. To maximize awareness in communities of like-minded readers, Greenleaf's marketing campaign includes genre-specific components such as targeted advertisements, book club promotions, award submissions, content syndication, and more.

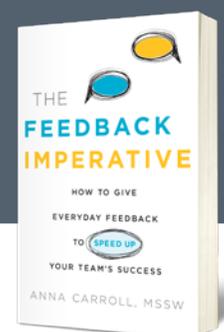
**Our supply marketing program concentrates on marketing to retailers in order to aid distribution and directly influence sales.**

“The publishing game has changed. Greenleaf understands not only the value of a well-designed, strategic platform, but the dynamic power of an author's brand. They're way ahead of the curve.”

—Stacy Tetschner, CEO National Speakers Association

“The Greenleaf strategists were knowledgeable and empathetic brand coaches who helped me get started on social media, choose blog topics, launch a newsletter that performs better than the industry average, and identify and leverage valuable assets.”

—Anna Carroll, author of *The Feedback Imperative*



“The book industry needs this kind of pioneering marketing.”

—Dan Poynter, author of *Dan Poynter's Self-publishing Manual*, commenting on Greenleaf Book Group

Greenleaf's team coordinates your marketing campaign with everyone involved in production, distribution, and publicity.

## Online Marketing

Marketing books on the Internet is one of the most direct ways to reach customers and build sales. Your marketing campaign includes an online component that is customized for you using sales and online traffic trends for your book's genre and subject matter. Our online marketing program includes initiatives such as Amazon.com optimization, which increases your title's visibility and position within the site; blogger outreach; targeted banner advertising; social media strategy; and more.

## Supply Chain Marketing

To balance supply with demand and translate your promotions into sales, you must have open distribution channels and invest in retail marketing, or “supply chain marketing.” Greenleaf concentrates on marketing to retailers in order to maximize distribution, leverage your demand-generation programs, and directly influence sales. Our supply marketing programs include campaigns such as outreach programs that generate orders from bookstores and libraries, email and print advertisements to increase awareness in the book industry, distribution coordination, and more.

## Broadcast Publicity

We have deep relationships and first-hand knowledge in the publicity space and regularly provide referrals for authors seeking publicity experts to help secure radio and television interviews.

## Building Your Campaign

For most authors, we build marketing campaigns that draw from all four sales-focused initiatives: brand and audience building, supply chain marketing, genre marketing, and online marketing. Our programs are customized for each author, so prices and specific initiatives vary from project to project.

## DIGITAL MEDIA OUTREACH

As traditional media becomes less impactful and increasingly difficult to secure due to the constant noise of a 24-hour breaking news cycle, a more strategic approach to coverage is necessary to grow author visibility. Digital media outreach focuses on podcast interviews, article placements, and press release distribution, which help to build an archive of third-party content that is discoverable, shareable, and serves as proof of your expertise.

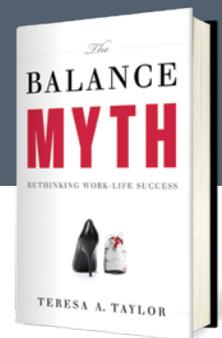
Greenleaf's innovative outreach campaigns involve layered elements that build and rely upon each other for maximum results. With our team's existing knowledge of your content, audience, and brand message, we develop a custom outreach strategy rooted in an ecosystem of content, SEO, discoverability, influencer relationships, and targeted placements on podcasts and/or publications catering to your audience demographic. This turnkey approach results in discoverable and shareable content that can be used to further establish your expertise, grow your platform, and monetize your message.

We help you build a powerful brand and loyal audience with:

- campaign strategy
- podcast interviews
- press release distribution
- influencer outreach

“The Greenleaf marketing services were invaluable to me, especially as a new author. All of the members of the team went the extra mile to listen, understand the competition, and find a unique place in the market for me!”

—Teresa Taylor, author of  
*The Balance Myth*





## GREENLEAF SUCCESS STORIES



OWNERSHIP AND  
CREATIVE CONTROL



BESTSELLING BOOKS



EXPERT BRANDING  
AND INFLUENCE

**G**reenleaf Book Group is dedicated to helping authors and experts develop smart publishing strategies to support their career and business goals. It's always exciting to share in our authors' success, and we appreciate it when they share their stories with us. Each author's goals and results are unique, from increasing speaker fees and opportunities, to reaching new clients. Here we feature selected success stories that illustrate different aspects of the many services we provide.

## ▶ RICH HORWATH

### ABSTRACT

Consultant Rich Horwath recognized a need for a book that would act as a roadmap to guide managers in elevating their focus from day-to-day tactical thinking to the big-picture insights of strategic thinking. Writing the book was one thing; getting it into the hands of potential clients and managers who could truly benefit from his knowledge and experience was another. This case study looks at how Horwath solved his book distribution problems, and how he used the book to catapult him to the upper echelon of professionalism, label himself as a thought-leader on strategic thinking, and secure significant growth in his consulting and speaking business.

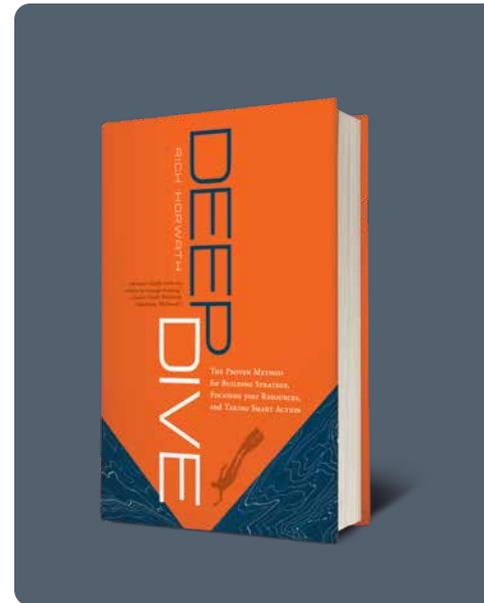
### INTRODUCTION

Consultant Rich Horwath, founder of the Strategic Thinking Institute, has worked with many organizations, helping them identify holes in their thought processes. His services focus on teaching managers to develop a more strategic way to approach their business in order to improve their competitive advantage, better use resources, and achieve sustainable growth. Having worked with such companies as Kraft and Motorola, Rich recognized the need for strategic planning resources at all levels of management. “I heard from many managers at all levels that they didn’t have a roadmap to go from being tactical thinkers to strategic thinkers,” a necessary skill vital to the health of a company.

Looking to bring solutions to his clients, Horwath decided to develop a guide, a book on strategic thinking that his clients and other business professionals could use to improve their competitive advantage and overall performance, and to grow in a profitable and sustainable way. “[My book] *Deep Dive* helped fill a critical need in the marketplace,” says Horwath, and it also allowed him to position himself as an information source rather than just a consultant.

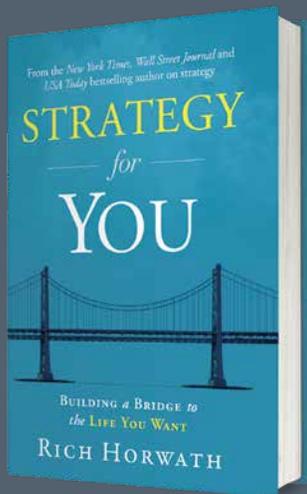
### GETTING THE BOOK TO THE MARKETPLACE

Once Horwath developed his book, he knew he needed a way to get it into the hands of the professionals who could most benefit from its content. Although self-publishing would give Horwath the greatest amount of creative control, it didn’t provide him with the broad distribution reach he knew his book needed in order to be successful. Horwath says, “I considered large publishers and midsized publishers who had a



“... increased name recognition as the thought leader on the topic of strategic thinking [and] an increase of 50 percent in my keynote speaking fees.”

—Rich Horwath, CEO of the Strategic Thinking Institute



strong background of getting business books into all potential distribution outlets.” Unfortunately, with a slow acquisitions process and long publishing timelines, getting to market with a traditional publisher can take several years and often has a low return.

Horwath looked for another option, one that would give him control, but most of all, one that would give him the maximum return in terms of placement and distribution. “I chose Greenleaf Book Group because of its ability to strategically place my book, *Deep Dive*, in premium positions within key retailers across the U.S.” In addition to traditional book retailers and online stores, Greenleaf “was best able to secure high-visibility locations [e.g., Hudson’s bookstores in airports] where my target audience [business executives] was most likely to purchase the book.” On each book sold through the traditional and specialty retailers, Horwath retained 35 percent of the cover price, a significant return over traditional publishing, where authors receive only 5 to 15 percent of the cover price.

Greenleaf also allowed Horwath to sell his book directly to business professionals through back-of-room exchanges at his many speaking engagements. Not only did these back-of-room sales allow Horwath to immediately monetize on the interest generated from his speeches, but Horwath also retained 100 percent of the cover price on each purchase, a significant return for a published book. Still, it was the placement in specialty retailers, including Hudson’s retail outlets inside airports, that provided the biggest incentive for Horwath. “Since the target audience for my business is senior-level executives, and because these executives tend to travel quite a bit, the airport locations were critical to generating awareness and demand for both my book and my consulting and speaking services.”

Convinced that Greenleaf would provide him with the distribution muscle he needed to connect with his audience, Horwath signed on in November of 2008. By August of 2009, Horwath had a high-quality finished product strategically placed in national retailers. When asked about his experience with Greenleaf, Horwath replied, “Greenleaf has expertise across both the creative and business spectrum of the publishing process. They were able to take my vision for *Deep Dive* and make it a creative and commercial success.”

Since its publication, *Deep Dive* has generated its own revenue and also helped drive prospects to Horwath and his consulting firm. He has seen a significant increase in the “acquisition of consulting, training, and speaking engagements based on people reading *Deep Dive*.” Horwath has also enjoyed “increased name recognition as the thought-leader on the topic of strategic thinking [and] an increase of 50 percent in my keynote speaking fees.”

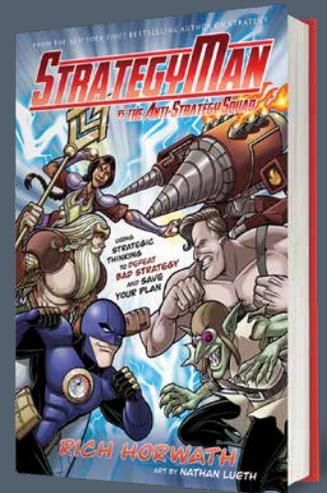
## PLANS FOR THE FUTURE

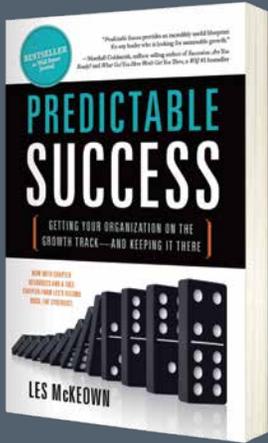
“*Deep Dive* has furthered my position as an international thought-leader in the area of strategic thinking and has positioned me to leverage this success as I prepare to publish future books.” Motivated by his success, Horwath plans to publish at least three more books. Greenleaf “delivered a high-quality book that I’m proud to see on bookshelves around the country.” As a result, he will continue to partner with Greenleaf Book Group in order to get both the best placement and the highest return for his projects.

## ABOUT THE AUTHOR

Rich Horwath is president and founder of the Strategic Thinking Institute and author of *Deep Dive: The Proven Method for Building Strategy, Focusing Your Resources, and Taking Smart Action*. Learn more about Horwath and the Strategic Thinking Institute at [www.strategyskills.com](http://www.strategyskills.com).

“ I chose Greenleaf Book Group because of its ability to strategically place my book, *Deep Dive*, in premium positions within key retailers across the U.S. ”





“I would say it was my best professional experience in thirty-five years. They did everything they said they would do—and often more—on time and on budget, 100 percent of the time.”



## ▶ LES McKEOWN

### ABSTRACT

After fifteen years of teaching his strategies for achieving predictable success, consultant Les McKeown knew it was time to commit his system to paper, not because he wanted fame, but “so that people other than my clients could benefit from the tools I had developed.”

Says McKeown, “After a few false starts and a bit of a kick in the pants from my terrifyingly brilliant wife, I finally sat down and wrote it.” As he wrote his book, McKeown examined his publishing options, looking at everything from traditional publishing to self-publishing and digital-only formats. After “nine months of examining all the options in great detail,” McKeown finally settled on Greenleaf Book Group.

When asked why he chose Greenleaf, McKeown named two primary reasons:

- “Their business model matched my needs perfectly. I wanted to maintain control over my own copyright and have a big hand in the marketing of the book—neither of which I knew I could get through traditional publishing.”
- “I really liked the way they conducted themselves when I was making initial inquiries. Everyone was very transparent, open, responsive, and respectful—again, not something I had experienced with traditional publishers.”

McKeown signed on with Greenleaf in 2009 and work on his book began immediately. When asked what his experience was like, McKeown responds, “Absolutely first class, from start to finish. They did everything they said they would do—and often more—on time and on budget, 100 percent of the time. The finished product was sensational and I loved working with the people. I would say it was my best professional experience in thirty-five years.”

The book hit the market with a splash, quickly earning McKeown national notoriety as a business thought-leader. “I was fortunate to have *Predictable Success* make the *Wall Street Journal*, *USA Today*, and Amazon best-seller lists, and the impact on my professional profile has been huge.” McKeown consistently receives invitations to speak and consult based on people’s positive reactions to his book, a real plus considering he wrote *Predictable Success* to help people beyond his existing client list.

### ABOUT THE AUTHOR

Les McKeown is the president and CEO of Predictable Success. He has launched over forty businesses and is the cofounder of an incubation company that has helped hundreds of entrepreneurs launch businesses employing thousands worldwide. Learn more at [predictablesuccess.com](http://predictablesuccess.com).

## ▶ MARY LOU QUINLAN

### ABSTRACT

As a marketing consultant and business owner, Mary Lou Quinlan utilized book publishing to build her brand and connect with her audience. After publishing two books with traditional New York houses, she turned to Greenleaf Book Group and its innovative model to help her further strengthen her brand. Intrigued by the control, quality, and distribution power offered by this independent publisher, Quinlan discusses her experience with Greenleaf and explains how her book has helped her boost her business and her speaking career.

### BUILDING BRAND AWARENESS

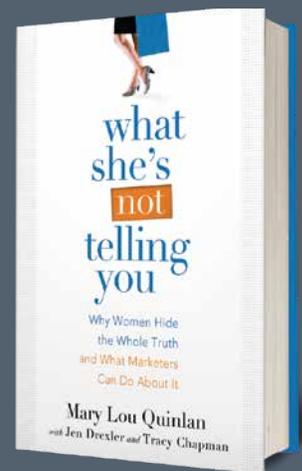
Differentiation is key for any marketing consultant trying to set him- or herself apart from the masses, and so is branding. When Mary Lou Quinlan started a marketing consulting firm dedicated to understanding the triggers that make women buy products and believe in brands, she knew the best way to set herself apart from her competition and build a brand of her own was to publish a book. “My goal was to expose our knowledge, create brand awareness, and gain media attention—all of which would fuel my consulting business and help me secure speaking engagements.”

In 2003, Quinlan released her first book, *Just Ask a Woman: Cracking the Code of What Women Want and How They Buy*. When asked what effect the book had on her company, Quinlan replied, “Thanks to the book, we have attained the highest awareness among our relevant competitors and attracted clients and paid speeches. There’s still something powerful about an actual book in a client’s hands versus the electronic white paper or download.”

Since then, Quinlan has published two more books: *Time Off for Good Behavior: How Hardworking Women Can Take a Break and Change Their Lives* in 2007 and her most recent release, through Greenleaf Book Group in 2009, *What She’s Not Telling You: Why Women Hide the Whole Truth and What Marketers Can Do About It*.

### TAKING THE REINS

Although Quinlan enjoyed her experience with her previous publishers, she also knew she wanted to try the independent publishing route. When asked why, Quinlan answered, “It felt like where the future was headed . . . and I realized that I could contribute meaningfully to the process rather than be in the ‘wait and see,’ ‘be grateful for what you get’ position that can result from busy publishers with much bigger books on their plate.”



“Thanks to the book, we have attained the highest awareness among our relevant competitors and attracted clients and paid speeches.”

This gave Quinlan the flexibility to sell through retail channels, to sell directly to clients online and at events, and to include the book as a value-added benefit for her speeches and consulting packages.

Independent publishing also offered other benefits to Quinlan, benefits she couldn't get from a traditional publishing model. Greenleaf gave her “control as far as the look of the book, the production and cost of the book, and the marketing of the book,” she says. Under the Greenleaf model, Quinlan was able to create her own small press, *Just Ask a Woman*, and gained complete control over the entire process so that she could develop a product that both maintained her brand integrity and furthered her value proposition in the market.

## ABOVE AND BEYOND

As a frequent speaker, Quinlan also liked the fact that Greenleaf allows its authors to sell books directly to consumers and retain 100 percent of the cover price. As Quinlan notes, “I wanted to feel the satisfaction of making money when I sold books, since I knew we would sell most of them in bulk connected to clients and speeches.” This gave Quinlan the flexibility to sell through retail channels, to sell directly to clients online and at events, and to include the book as a value-added benefit for her speeches and consulting packages.

Quinlan also enjoyed Greenleaf's personal attention. “I felt like a partner,” she says, and like her “opinions were more integral to the decision-making process” than they had been with previous publishers. With Greenleaf, Quinlan enjoyed “more flexibility as far as schedule when our needs accelerated—and that would be tough with a big publisher who has a complex schedule that can't be adjusted for one book or event.” Although she appreciated how her experience at Greenleaf was different, she also says, “It's the way the system was the same that made me enjoy it most—excellent editors, fabulous designers, great account support, terrific end product, and great support and operational staff.”

## ABOUT THE AUTHOR

Mary Lou Quinlan is an internationally recognized marketing strategist with thirty years' experience advising blue-chip clients. She is an author, speaker, correspondent for CBS News, and ABC-TV personality. To learn more about Mary Lou Quinlan, visit [www.justaskawoman.com](http://www.justaskawoman.com).

## ▶ ANNA CARROLL

### ABSTRACT

Anna Carroll was already a successful consultant specializing in training and executive coaching, but she wanted a way to invigorate her business, create a stronger online brand presence, and build a better funnel for her consulting and speaking work.

### PLAN

Anna partnered with Greenleaf Book Group to publish her first book, *The Feedback Imperative*, in July of 2014. Six months before her book was published, our Author Branding team worked with Anna on brand positioning and strategy to help her capitalize on the book's release as a business driver.

Following the publication of *The Feedback Imperative*, we worked with Anna to engage her audience through content, with a focus on blogging, Twitter, and her newsletter. We worked with her to strategically repurpose her existing content as part of a website refresh. This included a call-to-action focus on directing all visitors to sign up for her newsletter to start building long-term relationships through content. Concurrently we worked with Anna to develop the layout and content for the newsletter itself, as well as a strategy for raising open and click-through rates overtime. Finally, we worked with her to develop a social media strategy focused on building engagement and presence on Twitter, so that she could be hyper-focused on interacting with bloggers, other industry thought-leaders, and event organizers to build her own thought leadership over time.

For more case studies on Greenleaf successes, please visit [greenleafbookgroup.com/our-work/success-stories](http://greenleafbookgroup.com/our-work/success-stories)

### RESULTS

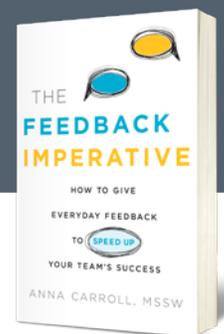
The combination of strategy and asset creation work contributed to an increase in client leads and contributed to a successful book launch that supports her growing presence as a thought leader:

- Active Twitter account that regularly provides new client and partnership leads—grew from fewer than 100 to 668 followers in less than 6 months, and still growing
- A monthly e-newsletter with 3 times the industry open rate
- Strong social media strategy that connects various content—across multiple platforms—has formed the backbone of her online brand presence

[Submit Your Book Now](#)



“The Greenleaf strategists were knowledgeable and empathetic brand coaches who helped me get started on social media, choose blog topics, launch a newsletter that performs better than the industry average, and identify and leverage valuable assets. Through social media I am finding and connecting to worlds of knowledge I otherwise wouldn't know about and I couldn't have gotten to where I am without them.”





ABOUT US

# WHO IS GREENLEAF BOOK GROUP?



OWNERSHIP AND  
CREATIVE CONTROL



BESTSELLING BOOKS



EXPERT BRANDING  
AND INFLUENCE

**G**reenleaf Book Group was founded in 1997, and in 2006 was named to the Inc. 500, *Inc.* magazine's list of the fastest-growing companies in America.

## FROM MASTER DISTRIBUTOR TO FULL-SERVICE PUBLISHER

Since our start in 1997, we have continually evolved to meet the needs of our authors. The core of our business has always been master distribution to major bookstores, airports, and specialty retailers. Over time, we recognized our authors' need for top-quality editorial, design, and strategic marketing initiatives, so we built a team of experts to help authors publish and market their books. Greenleaf's sales-focused approach and author-centric model eventually attracted authors from major publishing houses who were seeking an alternative to restrictive traditional publishing arrangements.

Thousands of projects later (and with over 50 *New York Times* and *Wall Street Journal* best sellers), our award-winning editorial and design, robust marketing, and expert distribution capabilities have led to partnerships with some of the greatest thought leaders and independent publishers around the world.

We take your big ideas and make them a reality.

Our company is headquartered in beautiful Austin, Texas. Our warehouse and fulfillment facilities are centrally located in Cleveland, OH.

### GREENLEAF IS PROUD TO BE ASSOCIATED WITH THE FOLLOWING ORGANIZATIONS



Visit [www.greenleafbookgroup.com](http://www.greenleafbookgroup.com) to meet the Greenleaf team and read more about our company history.

[Submit Your Book Now](#)

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