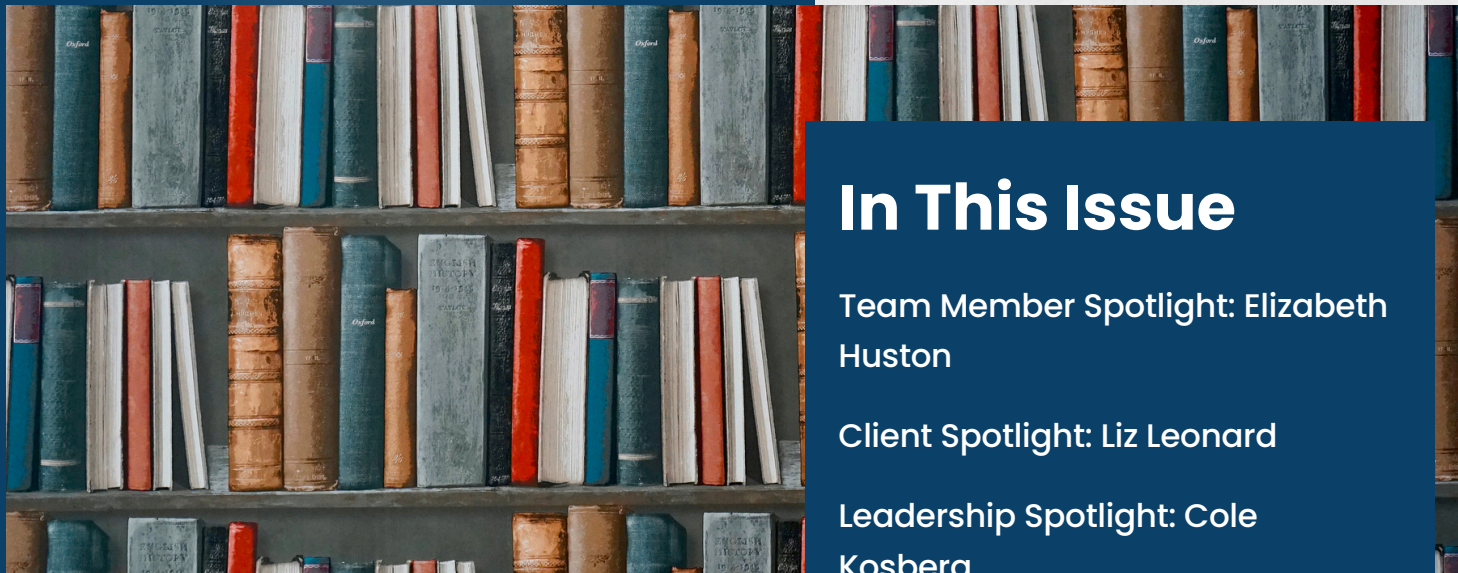


BSP SPOTLIGHT



Monday, July 1, 2024



In This Issue

Team Member Spotlight: Elizabeth Huston

Client Spotlight: Liz Leonard

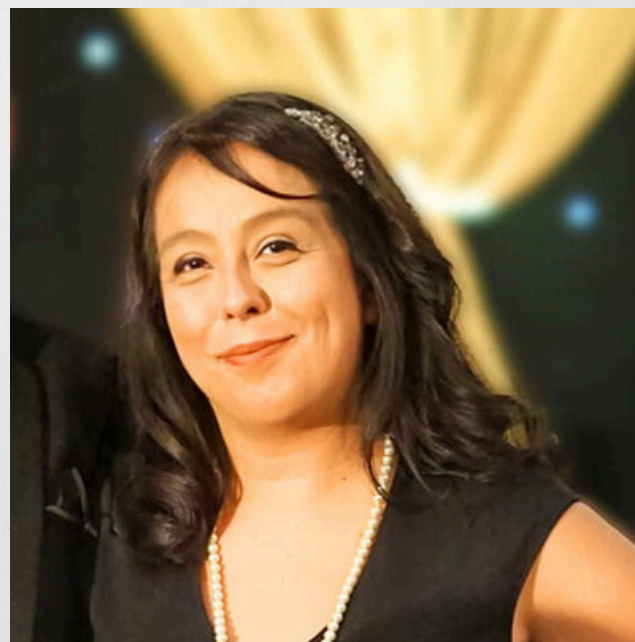
Leadership Spotlight: Cole Kosberg

Books Published This Month

Much, Much More!

Team Member Spotlight: Elizabeth Huston

This July, we shine the spotlight on **Elizabeth Anne Huston**, a key player on our team. Elizabeth's unwavering dedication, multifaceted skills, and radiant spirit make her a powerhouse at BSP. From her roles as Launch Manager and PR Manager to her passion for music and travel, Elizabeth is an invaluable part of our success. (contd on Pg 3)



Elizabeth



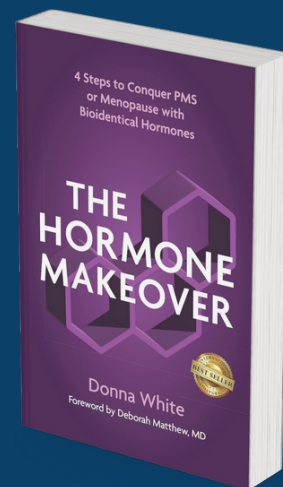
Client Spotlight: Liz Leonard

Liz Leonard epitomizes entrepreneurial success, helping people to navigate the franchise maze. With two decades of experience, she owns multiple businesses, advises franchises, and is a published author and speaker. Liz's journey from corporate layoffs to founding Parkside Children's Learning Center, and later, a franchise advisory firm, highlights her resilience and dedication to guiding others toward financial independence and business success. (contd on Pg 5)

Book Highlights 2024

Embark on a journey of self-discovery and empowerment with our latest bestsellers. Unveil the intricacies of inclusion in the workplace in ***Dark and Silent Office*** by Stephanie Warlick. Navigate the path to franchise success with Liz Leonard's ***Your Franchise Fastpass***. Revitalize your well-being with ***The Hormone Makeover*** by Donna White. Explore living in harmony in ***Get Forked*** by Lisa Alexander. Dive into these transformative reads today!

Donna White



Unlock the secrets to thriving through menopause with Donna White's ***The Hormone Makeover***. Empower yourself with expert advice on bioidentical hormones and holistic health solutions for a confident, balanced life.



Elizabeth Huston (cont'd Pg 1)

This July, we spotlighted a key player in our team, **Elizabeth Anne Huston**, known as '**Liz**'. With her unwavering dedication, many gifts, and a spirit that radiates both professionally and personally, Liz is a powerhouse who significantly contributes to our success.

Liz joined BSP with a diverse background and quickly became an indispensable part of our team. Initially, she served as an Author Liaison, handling tasks that ranged from receptionist duties to onboarding new clients. Her responsibilities included scheduling, taking payments, and ensuring that clients had everything they needed to start their journey with us. Liz's ability to juggle multiple tasks with precision soon led her to take on more significant roles.

Now, she serves as both the Launch Manager and PR Manager at BSP. Her role as Launch Manager involves working with KDP and Amazon to upload books, a task that requires meticulous attention to detail and a deep understanding of the publishing process. As PR Manager, Liz excels at securing media coverage for our authors, arranging media tours, and ensuring our clients get the exposure they deserve. One of her career highlights was securing a multi-station media tour for a client in California.

Liz's professional journey at BSP is marked by her commitment to communication, organization, and empathy. She believes that effective communication is paramount, both within the team and with clients. Her organizational skills ensure that she stays on top of her tasks, often using handwritten lists to keep track of her responsibilities. Above all, Liz's empathetic approach helps her understand and address the needs of her colleagues and clients, fostering a supportive and collaborative work environment.

Beyond her professional life, she is passionate about music and travel. She and her husband often attend concerts, and they make it a point to travel at least once a year. From Italy to Mexico, she loves exploring new places and cultures. Despite her busy schedule, she also enjoys reading, particularly horror and thriller novels, and maintains an active lifestyle by working at Starbucks, which she describes as both a job and a hobby.

Her love for puzzles is another aspect of her personal life that highlights her problem-solving skills and attention to detail. She often swaps puzzles with her family, which includes four brothers, emphasizing the close-knit nature of her relationships.






Elizabeth Huston (cont'd Pg 3)

Liz's journey with BSP is a testament to her hard work, dedication, and talents. Her ability to manage multiple roles, her commitment to her team and clients, and her vibrant personal life make her a great part of the BSP family. Liz is not just a team member but a legend at BSP, inspiring us all with her relentless pursuit of excellence and compassionate approach to work and life. This July, we celebrate Elizabeth Anne Huston, a true gift to our company.

Quick Personal Insights:

1. Hugs or kisses? **Hugs**
2. What song would you play forever? **"Nothing's Gonna Stop Us Now" (Wedding Song)**
3. If you could create a movie title that best describes your life today, what would it be? **La La Land**
4. What job would you be terrible at? **Gardening**
5. What is your weirdest nickname? **Pizza Bread**
6. Night or morning? **Morning**
7. What is your idea of perfect relaxation? **Not doing anything**
8. Rich and famous or rich and unknown? **Rich and unknown**
9. Fast or slow? **Fast**
10. Would you pick your current career again or do something different?
I'd pick it again
11. How do you release your anger? **Walking**
12. What excites you right now? **Planning trips with my husband**
13. What do you wish you knew more about? **Crypto**
14. What is your security blanket? **My Pillow**
15. What makes you blush? **Compliments**
16. If you had to eliminate one emotion in your life, what would it be?
Fear
17. What does success mean to you? **Being happy and being around the ones you love**
18. What's the strangest thing in your fridge right now? **Hot dog buns (with no hot dogs)**
19. What do you think is your best quality? **Listening**
20. Be embarrassed or be afraid? **Be afraid**
21. What was your first impression of Filipino coworkers? **Very talented, thinking like producers**



Liz Leonard (cont'd Pg 2)

Liz Leonard captures a journey from corporate success to entrepreneurial triumph, a path marked by resilience, innovation, and a profound commitment to helping others achieve financial independence. With over two decades dedicated to entrepreneurship, Liz has emerged as an effective leader, owning multiple businesses, serving as a Franchise Advisor, published author, and sought-after speaker, all while balancing her roles as a proud wife and mother.

Her entrepreneurial odyssey began amidst the corporate world's uncertainties, where Liz experienced firsthand the volatility of layoffs. This pivotal moment spurred Liz and her family to forge a new path—one rooted in autonomy and purpose. Drawing upon her expertise in childhood education, Liz co-founded Parkside Children's Learning Center, a venture that not only filled a market gap but also yielded a profitable sale within three years.

After a brief return to corporate life reaffirmed her entrepreneurial calling, Liz transitioned to franchise ownership. This strategic move provided her with structured support systems and proven marketing strategies, leading to the successful establishment of multiple franchises and real estate investments. In 2014, Liz leveraged her extensive experience to establish her franchise advisory firm, where she has since dedicated herself to guiding aspiring entrepreneurs toward businesses aligned with their lifestyles and goals.

A recognized figure in the franchising community, Liz is an active member of prestigious groups like GoBundance Women and the International Franchise Professionals Group. Her influence extends further through her publications, including the acclaimed Let's Talk Franchising magazine and her bestselling debut book ***Your Franchise Fast Pass: Your Guide to Finding Your Ideal Business.***

Beyond her professional achievements, Liz cherishes moments with her family and pets, immersing herself in Maine's natural beauty through coastal explorations, hiking adventures, and travel escapades.

Liz Leonard is a beacon of entrepreneurial spirit and empowerment, embodying the transformative power of perseverance and vision in achieving career fulfillment and personal success. Her dedication to helping others discover and thrive in the world of franchising underscores her status as a dynamic force and trusted advisor in the entrepreneurial landscape.





Liz Leonard (cont'd Pg 5)

Are you ready to write your own Success Story? In ***Your Franchise Fast Pass***, Franchise Advisor Liz Leonard distills two decades of business and franchise expertise into a comprehensive guide. This essential playbook unveils the inner workings of franchising, from identifying the right industry and funding options to navigating day-to-day operations as a franchisee. Packed with insights and practical tips, it provides the keys to achieving financial independence through franchise ownership.

Your Franchise Fast Pass: Your Guide to Finding Your Ideal Business.

“Five Things I Wish I Knew Before Opening a Franchise”?

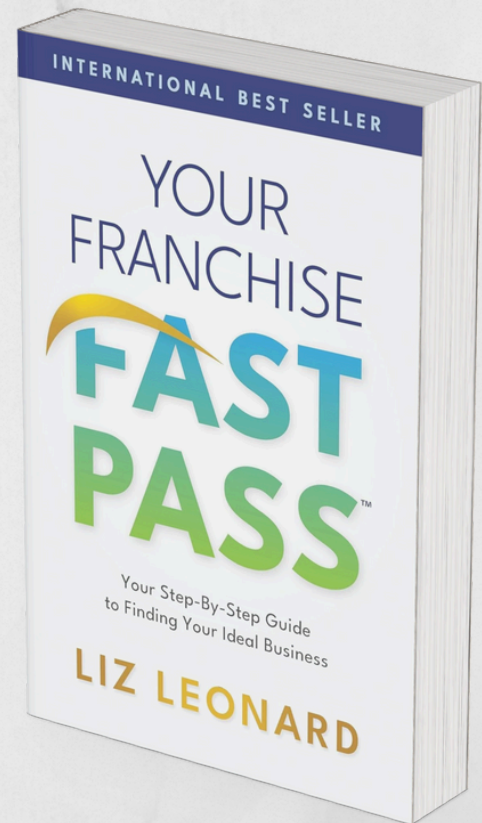
1. Do thorough due diligence on any brands you’re considering – and this includes interviewing owners so you can get a feel for what it’s really like to be an owner.

2. Make sure you have enough working capital for the business. You need to be well-funded, so it’s critical to match your business choice to the level of investment you can afford.

3. Surround yourself with the right talent. Your people matter! Make sure you have qualified people on the team and everyone is on board with your vision for the business.

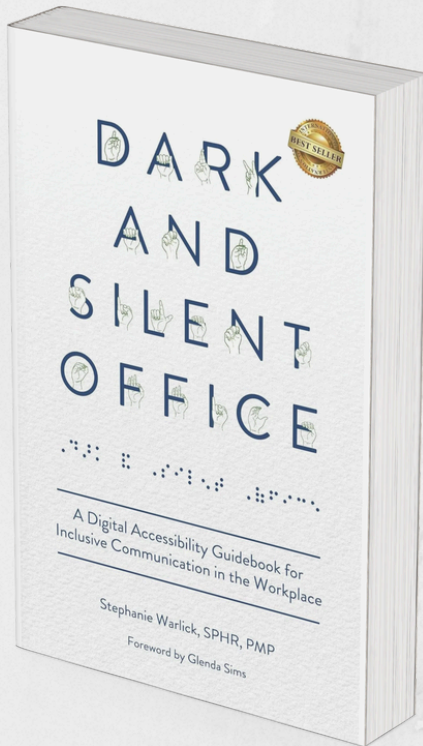
4. Collaborate with other franchise owners in the system. You don’t need to reinvent the wheel – it’s one of the main benefits of the franchise system! So take advantage of the opportunity to learn from other successful owners and replicate that for yourself.

5. Work **ON** the business, not **IN** it. You can’t be all things to all people, and you can’t do it all yourself. As a business owner, it’s your job to keep the high-level vision of your company and keep everyone moving toward it. It is best practice in most franchise systems to build an executive team and insulate yourself. Don’t buy yourself a job!



2024 Book Highlights

Dark and Silent Office

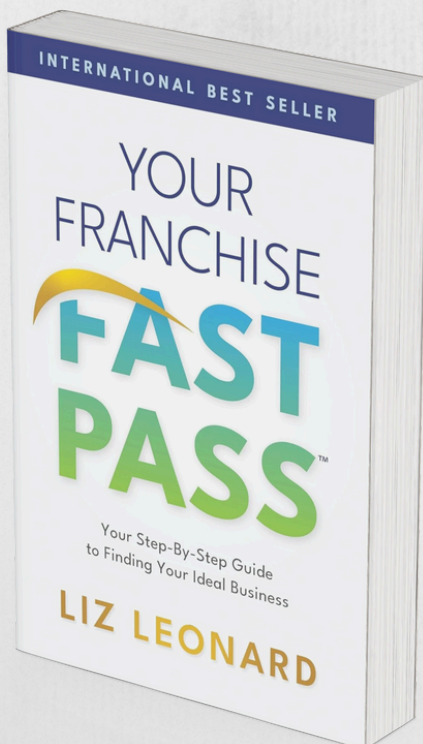


Dark and Silent Office by Stephanie Warlick explores the challenges of accessibility and communication in modern workplaces. It provides practical strategies to create inclusive environments, ensuring everyone can thrive. A must-read for business leaders committed to fostering a more equitable and productive office culture.

Stephanie Warlick, Founder and CEO of 5FT View Consulting, LLC, is an expert in guiding small businesses toward sustainable growth. With over thirty years of experience, she's a certified Senior Professional in Human Resources and Program Management Professional, and the author of two insightful books.

Stephanie Warlick's *Dark and Silent Office* combines her extensive experience and personal passion for inclusivity, making it not just a book, but a movement toward better workplace communication. Her practical insights offer a unique, transformative perspective on building more accessible and effective business environments.

Your Franchise Fastpass



Your Franchise Fast Pass: Your Step-by-Step Guide to Finding Your Ideal Business by Liz Leonard condenses two decades of franchise expertise into a comprehensive guide. It covers affordability, industry selection, startup guidance, real-life experiences, funding strategies, and resources for a successful franchise journey, demystifying franchising for aspiring entrepreneurs.

Liz Leonard is a seasoned entrepreneur, Franchise Advisor, and published author with a passion for empowering aspiring business owners. Over 20 years, she has successfully navigated the complexities of franchising, owning multiple businesses while sharing her insights through speaking engagements and her writing.

Liz Leonard's *Your Franchise Fast Pass* not only provides practical steps for entering the franchise world but also reflects her personal journey to entrepreneurial success. Her blend of real-world experience and strategic advice makes this book an essential resource for anyone dreaming of business ownership through franchising.



2024 Book Highlights

The Hormone Makeover

The Hormone Makeover by Donna White provides a comprehensive guide to managing menopause with bioidentical hormones. It offers practical advice, empowering women to take control of their health and well-being during this transformative stage of life.

Donna White is a renowned health and wellness expert specializing in women's hormonal health. With extensive experience in bioidentical hormone therapy, she is dedicated to helping women navigate menopause with confidence and ease.

Donna White's *The Hormone Makeover* blends scientific insights with practical solutions, making it an essential read for women seeking to understand and manage menopause. Her holistic approach and empowering advice make this book a transformative tool for women's health.

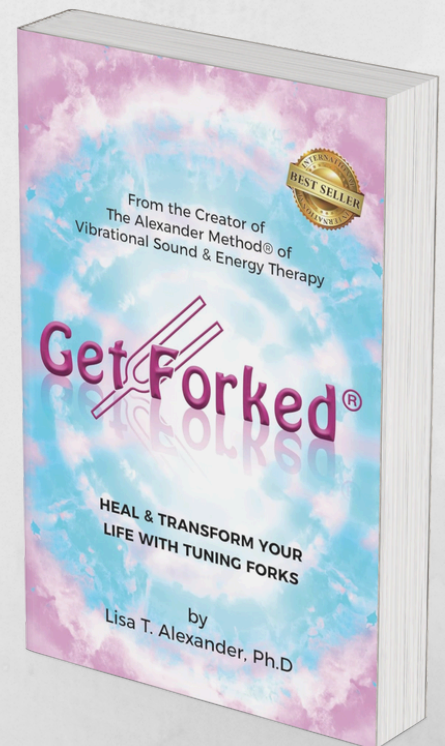


Get Forked

Get Forked®: Heal & Transform Your Life with Tuning Forks by Lisa Alexander offers a comprehensive approach to physical, emotional, mental, and spiritual healing. This book explores Vibrational Sound & Energy Therapy, providing practical guidance on using tuning forks to reduce stress, achieve deep relaxation, and alleviate various ailments.

Lisa Alexander, Ph.D., is a pioneering expert in sound therapy and holistic health. Her revolutionary Alexander Method® empowers readers, practitioners, and healers to elevate their vibrational energy and achieve transformative healing. With extensive research in quantum metaphysics and energy, she offers a unique approach to wellness.

Lisa Alexander's *Get Forked®* blends the science and history of sound therapy with practical techniques, making it a groundbreaking guide for holistic healing. Her Alexander Method® not only introduces innovative practices but also inspires readers to embrace higher vibrational living for enhanced well-being and potential.





PR Spotlight

Mike Caldwell



In the heart of Denholm, Quebec, Canada, **Mike Caldwell's** journey from firefighter/paramedic to marketing expert and author is as remarkable as it is inspiring. After a life-altering accident, where he fell 35 feet off a cliff and endured severe injuries, Mike retired from his heroic career to pursue a new path. He transformed an abandoned sawmill into a thriving venue for outdoor education camps, weddings, and sports events like the Mad Trapper Trail and Snowshoe Series.

Mike's entrepreneurial spirit didn't stop there. Drawing from his diverse experiences, he ventured into online businesses and discovered a profound understanding of empathy in marketing. His insights, honed through over two decades of building successful ventures and managing extensive advertising budgets, culminated in his best-selling book, ***Empathic Marketing: 5 Steps to Unlock Your New Empathic Marketing Superpower.***

What sets Mike's approach apart is its practicality and depth. Unlike conventional marketing literature, "Empathic Marketing" isn't just about acknowledging the importance of empathy—it provides some concrete, 5-step framework derived from Mike's paramedic background. This methodology termed the Standard Operation Procedure empowers businesses to authentically connect with their audience through tailored marketing strategies.

Central to Mike's philosophy is the belief that empathy isn't merely a sentiment but a strategic tool that drives customer engagement and loyalty. His book guides readers on how to craft compelling marketing messages that resonate deeply with their target demographics, fostering genuine connections that lead to tangible business outcomes.

With a track record of generating exceptional returns on advertising investments and transforming clients into industry influencers, Mike Caldwell continues to redefine marketing excellence through empathy. Whether advising established businesses or coaching entrepreneurs, his mission remains steadfast: to help businesses thrive by harnessing the power of empathic communication in the digital age.

PR Spotlight (cont'd Pg 9)

He has made appearances on various shows, aiming to inspire and positively influence others.

WHAS11 Interview- July 19, 2023

The screenshot shows the WHAS11 website interface. At the top, there is a navigation bar with 'News', 'Weather', 'Sports', and 'VERIFY' options. A search icon and the current temperature '73°' are also visible. The main content area features a headline: 'Learn More About Empathetic Marketing with The Marketing Medic Mike Caldwell'. Below the headline is a sub-headline: 'Read his book "Empathetic Marketing: 5 Steps to Unlock Your New Empathetic Marketing Superpower"'. A video player shows a woman and Mike Caldwell in a split-screen format. To the right of the video is an advertisement for 'Kitchen Saver' with contact information: '1-888-414-1612' and '@kitchensaver.com'. At the bottom of the video player, there is a 'PREMIUM' logo and text: 'Leading the Evolution in Local OTT & CTV Advertising'.

WTVM TV9- June 29, 2023

The screenshot shows the WTVM TV9 website interface. At the top, there is a navigation bar with 'Watch Live', 'News', 'Weather', 'Sports', 'Community', 'Latest Video', and 'About Us' options. The main content area features a headline: 'Interview: Mike Caldwell talks about marketing for businesses'. Below the headline is a sub-headline: 'Updated: Jun. 29, 2023 at 12:28 AM GMT+8'. A video player shows a woman and Mike Caldwell in a split-screen format. Below the video player, there is a banner with the text: 'TAKE YOUR MARKETING TO THE NEXT LEVEL'. At the bottom of the page, there is a 'LOCAL NEWS' section with the text: 'budget, lowering property taxes for residents'. The WTVM TV9 logo and the current time '12:45' and temperature '88°' are also visible.



Leadership Spotlight

by Cole Kosberg



At 23, I often still feel like I'm 17. Despite my age, I don't feel fully equipped to provide a comprehensive explanation of leadership and life because I am still learning. However, my five years working at BSP have taught me one invaluable lesson: **honest and straightforward communication with your team is crucial.**

This might seem like a cliché, something you find in every business self-help book, but it's true.

In my experience, being honest and transparent with your team can transform the workplace in ways that would have otherwise been undiscovered.

When team members feel informed and involved, they are more likely to be engaged and motivated. This approach helps in setting clear expectations, ensuring everyone is on the same page, and reducing misunderstandings that can lead to bigger problems.

Straightforward communication is not just about sharing information but also about listening. Leaders need to be approachable and open to feedback. Encouraging team members to voice their ideas and concerns can lead to innovative solutions and improvements in processes. This two-way communication builds a sense of ownership and belonging among the team.

Being honest about life's struggles is also incredibly beneficial. Acknowledging challenges and sharing them with trusted people can provide relief and solutions. It helps create a support system that can offer different perspectives and advice, making the journey through tough times more manageable. This humility can strengthen your credibility and show that you value their insights.

While I may not have all the answers about leadership and life, I firmly believe that honest and straightforward communication is a fundamental pillar in any successful business or life. It's a lesson that has served me well at BSP and will forever be in my back pocket.



June Upcoming Events

Welcome to the July edition of our newsletter! This month is filled with joyous occasions and important milestones. From celebrating super-dads to exciting adventures and birthdays, July promises to be a month to remember. Let's dive into all the details and get ready for a month full of festivities and special moments!



Paula's Island Escapade: Birthday Bliss for the Tiny Tot



Join us in sending warm wishes to Paula's little one as she celebrates her second birthday on a tropical island getaway. Here's to sunshine, smiles, and endless fun!



Remsil's Fabulous Festivities



Wishing Remsil a fantastic birthday filled with joy and laughter. Let's raise a toast to another year of happiness and success!



Bob's Hip Adventure



Our thoughts are with Bob as he undergoes hip surgery. We wish him a smooth procedure and a speedy recovery.



Layla Alvarez's Sweet 14 & Softball Kickoff



Happy 14th birthday to Layla Alvarez! As she starts her freshman year of high school and joins the softball team, let's cheer her on for an amazing year ahead.



Holly's Cozy Staycation Shindig



Join us in celebrating Holly's birthday with a cozy staycation. Here's to good times, relaxation, and making wonderful memories!

Thank you for joining us for this month's newsletter! We hope you enjoy all the exciting events and celebrations July has to offer. Stay tuned for more updates and happenings in the coming months. Let's make this July one to remember!