

BSP SPOTLIGHT



Monday, May 6, 2024



In This Issue

Team Member Spotlight: Matthew Schnarr

Client Spotlight: Dr. Tabatha Barber

Leadership Spotlight: Elizabeth Huston

Books Published This Month

Much, Much More!

Team Member Spotlight: Matthew Schnarr

Get to know **Matthew Schnarr**, a powerhouse at Best Seller Publishing. This month, our Team Member Spotlight reveals how his creativity, adaptability, intelligence, and drive have shaped his journey from book creation manager to Lead Author Liaison. Discover how Matthew's unwavering dedication to supporting authors and overcoming workplace challenges has made him an invaluable part of BSP. His journey is truly worth exploring. (contd on Pg 3)



Matt



Client Spotlight: Dr. Tabatha Barber

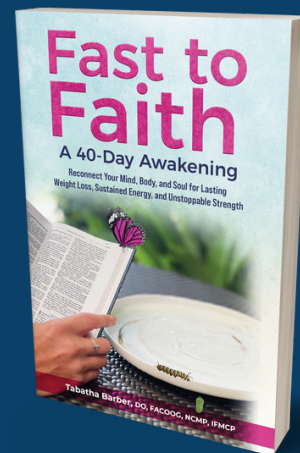
Embark on a journey of holistic healing and empowerment with **Dr. Tabatha Barber**, a beacon in women's health. In her book, ***Fast to Faith: A 40-Day Awakening***, she shares insights gleaned from her transformative experiences, guiding readers toward lasting weight loss, sustained energy, and unstoppable strength. Find inspiration and reclaim your health. (contd on Pg 6)

Book Highlights 2023

Discover last year's international bestsellers: ***Unleash Your Rockstar*** by Jonathan George, ***Evacuation: Book One: The Desert Deluge*** by Jodi Flake, ***Positive Pooja***, and ***Friends: Empathy*** by Axita Patel, and ***Fast to Faith: A 40-Day Awakening*** by Dr. Tabatha Barber.

Celebrate the brilliance of BSP Authors in these pages!

Dr. Tabatha



Experience the transformative journey of ***Fast to Faith: A 40-Day Awakening*** by Dr. Tabatha Barber. Discover the power of faith-based fasting to revitalize your body, mind, and soul. Say goodbye to fatigue and cravings, and embrace a healthier, vibrant you!



Matthew Schnarr (cont'd Pg 1)

This month, our Team Member Spotlight features **Matthew Schnarr**, one of the key people who made Best Seller Publishing (BSP) a success. Matthew brings a unique blend of creativity, adaptability, and genuine enthusiasm to his work. His journey at BSP reflects a constant evolution, driven by a deep-seated desire to support others and make a lasting impact.

Matthew joined Best Seller Publishing over eight years ago, initially as a book creation manager, where he helped pair writers with authors and supported the completion of manuscripts. Since then, his role has evolved significantly, most recently becoming the Lead Author Liaison. Throughout his tenure, he has been instrumental in ensuring authors have a seamless and fulfilling journey with BSP. He reflects on his career progression with enthusiasm, noting how BSP has allowed him to grow and take on new challenges, always expanding his skill set and responsibilities.



When asked what keeps him at BSP, Matthew points to the company's never-ending opportunities for growth and the chance to interact with a diverse range of authors. *"Best Seller Publishing has been a place where I've been able to go from a humanities major to management and admin, and now I'm taking on more financial responsibilities with onboarding. It's been a really cool ride for me as I evolved personally and professionally."*

Matthew is proud of the role he plays in BSP, particularly in creating meaningful connections with clients and helping them overcome obstacles. He recalls Rob's introduction at a seminar, where he described Matthew as someone who *"made himself vital to the process."* This sentiment resonates with him, who has continually focused on adding value to the team and the authors he works with. Whether it's helping clients combat impostor syndrome or guiding them through the book publishing process, he finds joy in making a difference.

Navigating workplace challenges is a part of any role, and he approaches them with a clear strategy. He relies on a growth mindset, intentional flexibility, and clear communication. *"I have a lot of inner work that I can reflect on,"* he says, pointing to the various mindset concepts he's learned from clients over the years. For more complex conflicts, he turns to his team and leaders for guidance, always focusing on finding a solution that benefits everyone involved.

Outside of work, Matthew is a creative soul with a wide range of hobbies and interests. From writing and music to hosting fireside jam sessions at his home, he embraces creativity in all its forms. He describes his mission statement as *"enhancing and augmenting the human experience,"* whether through craft or connection.



Matthew Schnarr (cont'd Pg 3)

His family plays a significant role in his life, and he's especially close to his father, who is a self-taught guitarist and songwriter. Matthew enjoys spending quality time with loved ones and embraces a work-life balance by scheduling activities that bring joy and relaxation. Whether it's yoga, social gatherings, or spending time with his family, he understands the importance of taking care of his well-being.

Matthew's approach to life is shaped by his values of presence, curiosity, and intention. He believes in being present in the moment, constantly seeking new knowledge, and approaching life with purpose. His animal symbol, the **binturong**, reflects his calm and thoughtful nature, while his penchant for hosting gatherings shows his passion for bringing people together.

Matthew Schnarr is more than just a team member; he's a source of inspiration, creativity, and genuine human connection. His journey at BSP has been a unique blend of professional growth and personal fulfillment, and we're grateful to have him on our team. We look forward to seeing what new heights he'll reach in the future.



Quick Personal Insights:

Your weirdest nickname? Schnarrsky, Hutch, Schnarrmander, and Schnarrizard

What was the nicest thing said about you? Geez, it's been a year a good compliments. My enthusiasm is magic!

Do you have a hidden talent: I can whistle between my teeth

Lights on or lights off? Off

Night or Morning: Night

What song would you play forever? "Replay" by Zendaya

What makes you angry? mistreatment and manipulation.

What job would you be terrible at? Executive Assistant

What is the biggest misconception about you? It took a lot of work to access my social side. And I do sometimes need a break from socializing.

Eliminate one Emotion: Self-loathing

Ideal Relaxation: Melting into a couch with a blanket

What does success mean to you? Quality relationships, quality work. Think of it as quality people, quality places, and quality activities.

The worst thing you did for love, and the best: The worst thing I did for love was ignore myself. The best thing I did for love is embrace my let's say furthered my growth mindset.



Dr. Tabatha Barber (cont'd Pg 2)

Here's more from our client highlight of **Dr. Tabatha Barber**. In the world of women's health, she stands out as a beacon of empowerment and healing. With a remarkable journey and a dedication to functional medicine, Dr. Barber has transformed countless lives through her expertise and personal experiences.

Triple board-certified in obstetrics and gynecology, menopause, and functional medicine, Dr. Barber's credentials speak volumes about her commitment to understanding and treating women's health issues comprehensively. Her unique ability to practice medicine in over half the country underscores her widespread impact and accessibility.

Beyond her clinical practice, Dr. Barber extends her reach through various avenues. As the host of "**The Gutsy Gynecologist Show**," she shares her wisdom and knowledge, guiding women everywhere to reclaim their health. Additionally, as the **Founder and CEO of the Gutsy Gyn supplement line**, she focuses on promoting gut health and hormone balance, essential components of overall well-being.

What sets Dr. Barber apart is her holistic approach to medicine, incorporating faith into her functional medicine practice. By addressing the body, mind, and spirit, she equips women with the tools they need to optimize their health and fulfill their purpose in life.

Dr. Barber's journey to becoming a leading authority in women's health has been shaped by personal struggles and triumphs. From battling chronic illness since childhood to facing the challenges of Hashimoto's thyroiditis as a young mother, she understands firsthand the complexities of the human body. Her experiences have fueled her mission to prevent other women from enduring similar hardships.

Despite professional success, Dr. Barber neglected her own well-being for years, leading to poor health and eventual breakdown. However, her journey took a transformative turn when faced with the prospect of back surgery. Determined to find an alternative approach to healing, she embraced the principles of functional medicine and prioritized her own well-being.






Dr. Tabatha Barber (cont'd Pg 5)

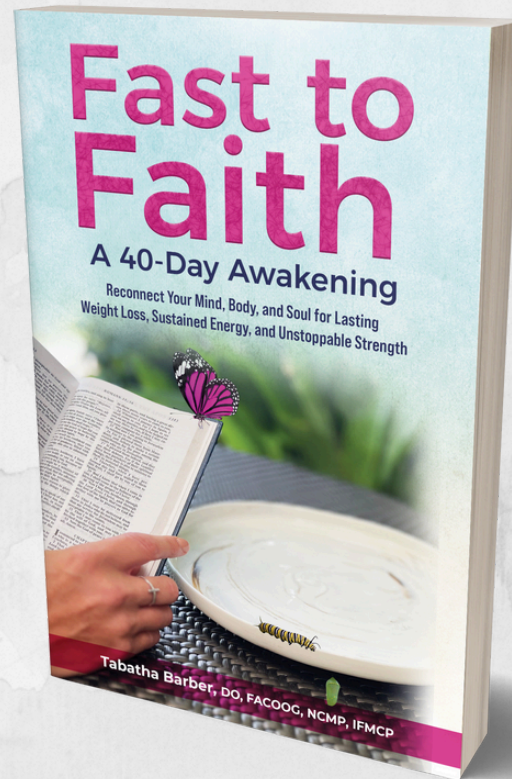
Through lifestyle changes, including dietary adjustments, self-care practices, and faith-based healing, Dr. Barber not only healed herself but also discovered a newfound passion for empowering others on their wellness journeys.

In her international best-selling book, ***Fast to Faith: A 40-Day Awakening***, Dr. Barber shares insights gleaned from her experiences, guiding readers toward lasting weight loss, sustained energy, and unstoppable strength. Her story serves as a testament to the transformative power of holistic healing and the importance of prioritizing self-care in the journey to optimal health.

As we reflect on Dr. Tabatha Barber's journey, let us draw inspiration from her resilience, compassion, and unwavering commitment to empowering women's health. Through her dedication and expertise, she continues to make a profound impact, guiding women toward vibrant health and fulfilling lives.



Dr. Tabatha's Book



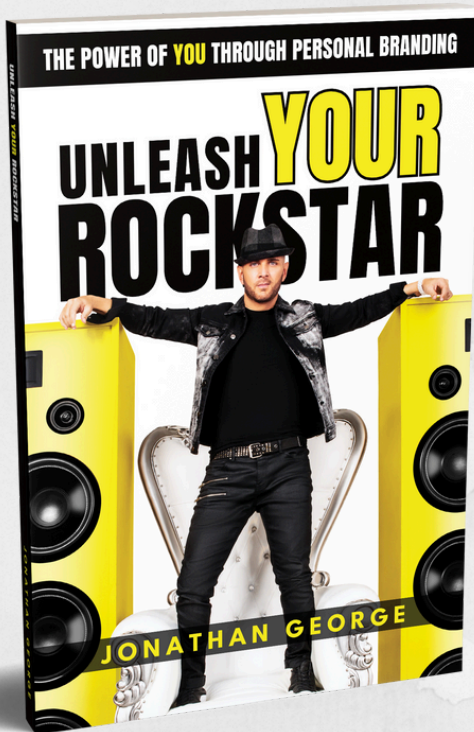
Are you feeling drained, struggling to shake off the weight of fatigue and discontent despite seemingly normal lab results? Are stress and anxiety driving you towards comfort foods, only to leave you feeling depleted and unsatisfied? Dr. Tabatha Barber's international best-selling book, ***Fast to Faith: A 40-Day Awakening***, unveils the transformative power of fasting intertwined with faith to reignite your body, mind, and soul.

In a world inundated with inflammatory foods and relentless eating habits, fasting emerges as a beacon of hope for cellular rejuvenation and holistic well-being. Dr. Barber's book sheds light on the ancient practice of fasting, aligning it with the biblical perspective on honoring the body as a temple of the Holy Spirit.

Through a comprehensive four-phase fasting program, readers are guided on a journey of self-discovery and renewal, reconnecting with their innate intelligence and strengthening their faith. From breaking harmful cravings to restoring gut health and hormone balance, this book offers practical insights and powerful prayers to support individuals on their fasting journey.

Embrace a healthier, more vibrant you as you embark on this 40-day awakening, tapping into the nourishing power of faith-based fasting. Say goodbye to yo-yo dieting and cravings, and welcome a renewed sense of vitality and strength as you honor your body and soul through the transformative journey outlined in the book.

2023 Book Highlights

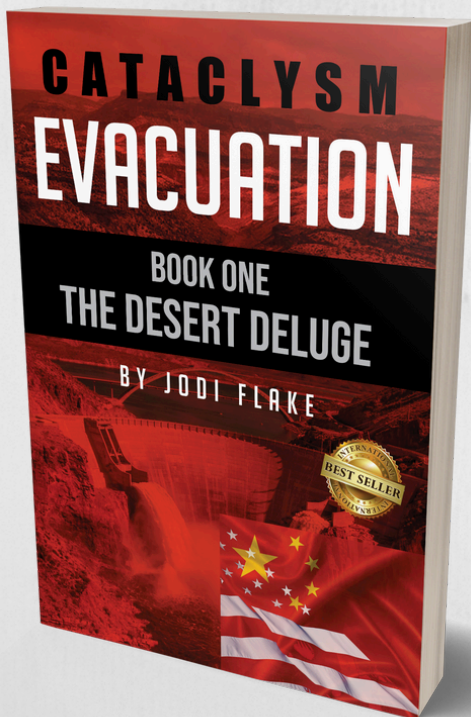


Unleash Your Rockstar

The #1 International Best-selling book, *Unleash Your Rockstar* guides readers through shedding insecurities and embracing authenticity in the digital age. Jonathan George reveals strategies to discover and present your unique brand with confidence, empowering you to navigate life's challenges and stake your claim in the world.

Jonathan George, CEO of Unleash Your Rockstar® in Los Angeles, is a renowned Personal Brand strategist with over two decades of experience. As "The Human Hitmaker," he's transformed countless celebrities' brands, amassing over 150 million online followers. George is an international speaker, guiding Gen Z and Millennials to success.

Jonathan George, known as "The Human Hitmaker," has not only crafted celebrity brands but also revolutionized personal and professional development for Gen Z and Millennials. His innovative approach swiftly guides individuals from self-doubt to clarity, enabling them to thrive in the digital age while maintaining robust mental well-being.



Evacuation: Book One

EVACUATION: Book One: The Desert Deluge by Jodi Flake portrays a dystopian future where the USA is overthrown by China. A father and son face separation amidst political turmoil and natural disasters, navigating through wilderness and rebellion. This gripping tale blends elements of police thriller, survival adventure, and end-times prophecy.

Jodi Flake, president of Good Word Productions, is a multifaceted creative talent specializing in novels, curriculum, music, and theater. With a Master's in Music Education from ASU, Flake has produced outdoor historical musicals and teaches music and drama. Her work aims to promote peace, community, and artistic growth.

Jodi Flake's diverse talents span writing, music, theater, and education, reflecting her passion for fostering community through the arts. As founder of Good Word Productions, she's produced numerous concerts, musicals, and outdoor dramas, enriching the cultural landscape of Arizona and empowering individuals to explore and develop their creative potential.

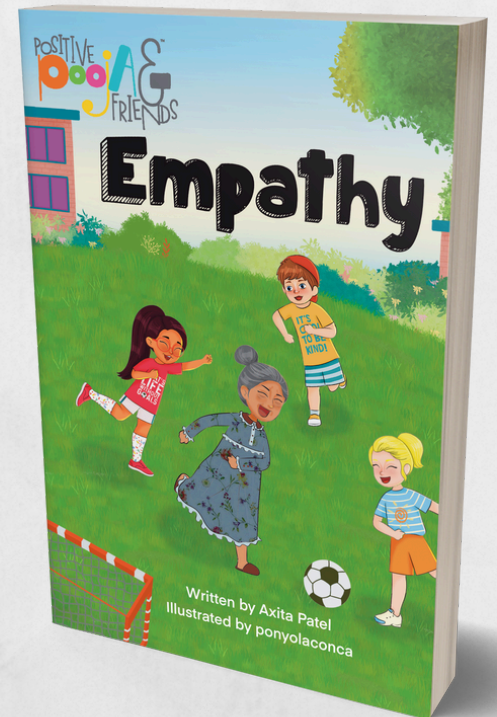
2023 Book Highlights

Positive Pooja & Friends: Empathy

Positive Pooja & Friends: Empathy introduces children to empathy through the adventures of Positive Pooja and her friends. Through relatable dilemmas and heartwarming moments, kids discover the joy of cooperation, serving others, and understanding different perspectives. This beautifully illustrated book fosters empathy, diversity, and the value of kindness.

Axita Patel, a versatile talent in medical sales and acting, is the creative force behind the "Positive Pooja & Friends" children's book series. Residing in Jersey City, Axita is a dedicated mother of two and aims to spread positivity through her writing, fostering empathy, kindness, and inclusion in young readers.

Axita Patel, a dynamic individual with diverse skills in medical sales and acting, channels her creativity into spreading positivity through children's literature. Despite being a busy mother of two, she's committed to building a brand that promotes empathy, kindness, and social good, leaving a positive impact on the world for future generations.



Fast to Faith: A 40-Day Awakening

Fast to Faith: A 40-Day Awakening reveals the transformative power of fasting aligned with faith. Dr. Tabatha Barber guides readers on a journey to reconnect body, mind, and soul through fasting, offering insights on weight loss, sustained energy, and holistic well-being. This comprehensive guide blends spiritual wisdom with practical strategies for lasting transformation.

Dr. Tabatha Barber, a triple board-certified obstetrician-gynecologist and functional medicine expert, empowers women's health through her clinical practice, holistic approach, and faith-based healing. As the host of "The Gutsy Gynecologist Show" and CEO of Gutsy Gyn supplements, she shares her wisdom and experiences to guide women toward vibrant health.

Dr. Tabatha Barber's journey from battling chronic illness to becoming a leading authority in women's health demonstrates the transformative power of holistic healing and faith-based practices. Through her book, she empowers readers to reclaim their health, offering a roadmap to lasting weight loss, sustained energy, and spiritual well-being.



PR Spotlight

Trung K Vu



In the vast ocean of life, there are those whose stories transcend borders and time, weaving together threads of resilience, enlightenment, and empowerment. **Trung K Vu's** narrative is one such masterpiece—a Vietnamese refugee turned American literary star.

Trung's journey began amidst the chaos of war-torn Vietnam, where he and his family faced unimaginable challenges during the fall of Saigon. Rescued by the US Navy, they embarked on a journey to America, seeking refuge and a new beginning. Despite the harrowing circumstances of their past, Trung's indomitable spirit propelled him forward in pursuit of success and happiness.

Driven by an insatiable desire for more, Trung embarked on a quest to achieve financial prosperity and personal fulfillment. Yet, despite his success as a financial advisor, a lingering sense of discontent gnawed at his soul. Seeking solace and guidance, he turned to renowned motivational speakers, only to find their teachings lacking.

It was through delving into the works of spiritual luminaries like Eckhart Tolle that Trung experienced a profound shift in perspective. He realized that true fulfillment lies not solely in material wealth, but in finding harmony

between the physical and spiritual realms. Life, he discovered, is a delicate balance—a tapestry woven with threads of purpose and contribution.

In his international best-selling book, ***How to Set Your Sail and Let God Provide the Wind***, Trung shares the wisdom gleaned from his journey—a roadmap to navigating life's seas with grace and intention. Through poignant insights and practical guidance, he empowers readers to uncover their purpose, achieve their goals, and embrace a life of profound happiness and fulfillment.



PR Spotlight (cont'd Pg 10)

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

KMIR NBC Palm Springs- January 22, 2024 (Dessert Living Now)



KAMR TV- March 11, 2024



Trung K Vu's remarkable story—from refugee to best-selling author—serves as a testament to the transformative power of resilience, faith, and self-discovery. His story reminds us that regardless of our past or present circumstances, we possess the innate capacity to chart a course toward a brighter, more fulfilling future.



Leadership Spotlight

by Elizabeth Huston

Become a Thought Leader!

What is a Thought Leader?

A thought leader is someone very good at coming up with new and interesting ideas about a certain topic. They're important because they help others learn and think in different ways. They're like the experts that people look up to when they want to learn something new or get inspired.

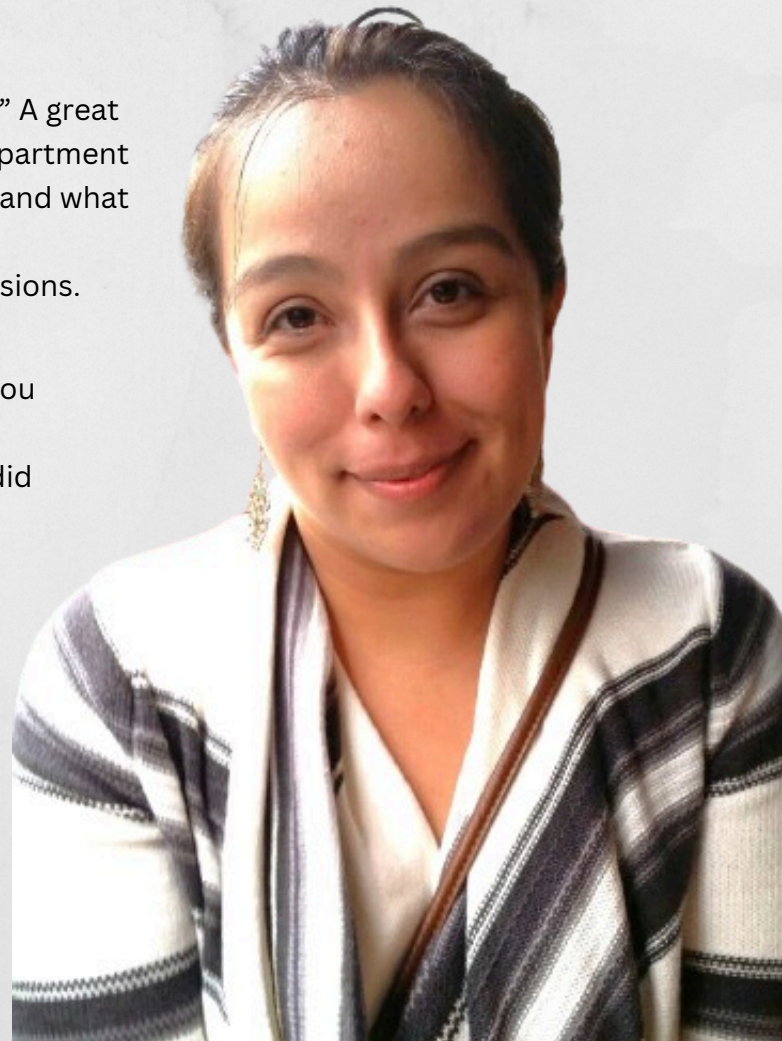
How Thought Leaders Impact Teams

Leading by Example. I believe that leading by example is probably the most effective way to motivate your team. If you show a strong work ethic and dedication to your work, I truly believe this can inspire the team.

Communication. “Communication is the key to success.” A great example is our weekly team meetings with Bob. Each department meets every week where we talk about how we're doing and what we want to achieve next week. Also, feeling comfortable communicating feedback and having one-on-one discussions.

Recognition. This is important. Saying "Good Job!" or “You handle the situation well!”: We should notice when someone does something awesome and tell them they did a great job. It feels good to be recognized.

Growing. Leaders give us tips on how to get better at our jobs without discouraging our team. Leaders should know how to properly communicate and coach someone on their team to do well. If you can coach someone well, they will appreciate the guidance and will learn how to improve.





Leadership Spotlight

by **Elizabeth Huston**

Thought Leaders in the World of PR

As publicists, we aim to be a Thought Leader.

When a PR person becomes a thought leader, everyone listens to what they have to say. They are creative. This means bringing new ideas to the table as much as possible. Being up-to-date is super important, spotting new trends and news.

Having a thought leader around can change the game in PR strategy. Their ideas show the way, making sure campaigns are current and captivating.

So, becoming a thought leader in PR is all about being smart, coming up with new stuff, talking and writing well, and being unique!





May Upcoming Events

As we welcome May, we know that change is part of life's journey. While some of our friends and colleagues might be exploring new paths, we choose to see it as a reminder to cherish the time we have together and continue supporting each other. Though it might be bittersweet, it's also a chance to refocus our energy, fuel our ambitions, and draw closer as a team.

Despite the twists and turns, we're here to make May a memorable month filled with laughter, celebrations, and plenty of quirky moments. This month brings a sense of renewal, offering us the chance to embrace new challenges with optimism and to celebrate each other's successes. No matter where the road leads, we're in this together. So, let's dive into this month's calendar with gratitude, enthusiasm, and a determination to make the most of every moment. Here's what's in store for May!



MAY 6

DOUBLE ANNIVERSARY EXTRAVAGANZA



It's time to break out the confetti! Rob is celebrating his 35th wedding anniversary, while Joe and his wife are marking their 3rd. It's a day filled with love, memories, and plenty of cake. Here's to many more years of happiness and laughter for both couples!



MAY 8-13

SURPRISE BIRTHDAY WEEK!



Matt's heading to Ohio with his family to surprise his brother on his 40th birthday. Meanwhile, one of Matt's oldest friends is visiting from Berlin, adding an extra layer of excitement to the mix. Keeping this secret has been a true test of stealth, but it's all worth it for the big reveal!



MAY 29

BOB'S BIG BIRTHDAY BASH

We're ending the month with a bang as we celebrate Bob's birthday on May 29th! Known as one of the best big bosses in town, Bob deserves a day filled with laughter, fun, and—of course—birthday cake. Let's make sure this day is as remarkable as he is!

May is packed with milestones and heartwarming moments, from anniversaries to surprise parties. It's a month to cherish our connections and embrace the quirky twists that make life interesting. Let's dive into the fantastic events ahead and make this May one to remember. Embrace change with a positive attitude, knowing that each twist and turn brings new opportunities for growth and connection. Together, we can make this month amazing. Let's enjoy every moment of it!