



BEST SELLER PUBLISHING SPOTLIGHT

November 2024



Highlights...

Client Spotlight: Joan Perry

Our Newest Authors!

Team Spotlight: Cole Kosberg

Leadership Spotlight: Jemrick Santos

Much, Much More!

Client Spotlight: Joan Perry

This November, meet **Joan Perry**, a pioneering force in women's empowerment and finance. Dive into her groundbreaking book, ***The Heroine's Journey***, a transformative guide that encourages women to break free from limitations and unleash their true potential. Join Joan as she inspires a new generation of heroines to claim their stories! (contd on Pg 3)



Joan



Cole

Team Spotlight: Cole Kosberg

Meet **Cole**, the adventure-loving, coffee-drinking, cat-owning dynamo on our team! With a friendly spirit, a knack for gaming, and big dreams (hint: motorcycles), Cole brings energy, humor, and heart to every project. Dive into his world, where every answer reveals a slice of what makes him unforgettable! (contd on Pg 4)

New Book Spotlight


Ignite your journey of growth and transformation with our latest powerhouse reads! Dive into **Lead Like a Person** by Mark J. Carpenter to master authentic leadership, embrace your true self with **Heart-Led Living** by Dr. Cara Lee Barker, challenge conventional wisdom in **The Anti-Elitist Constitution** by David Barulich, and empower your inner strength with **The Heroine's Journey** by Joan Perry.

These compelling books are your gateway to unlocking potential and creating lasting impact. Join us in honoring the exceptional contributions of our BSP Authors—your next great adventure awaits!

Mark J. Carpenter



Unlock the power of human-centered leadership with **Lead Like a Person!** Mark J. Carpenter's transformative guide shows how empathy and connection can inspire teams, reduce turnover, and drive lasting success. Ready to lead authentically?




Joan Perry (cont'd Pg 1)

Joan Perry is a trailblazer in the financial industry and a passionate advocate for women's empowerment. As the founder of the first female investment banking firm in the United States, she broke barriers in a male-dominated field, trading billions of dollars in municipal bonds over her impressive 30-year career. Her journey as a pioneer doesn't stop there; she is also the author of the best-selling book, *A Girl Needs Cash*, which was the first of its kind focused on women and money. Joan has co-authored *Living Proof: Gifts That Came Wrapped in Sandpaper* with Lisa Nichols and continues to inspire through her various platforms, including courses, coaching, and her podcast, *The Heroine's Journey*.

Her latest book, ***The Heroine's Journey: The Art of Becoming the Heroine of Your Own Life***, is a transformative guide designed to help women awaken their courage and self-worth. Joan's book introduces readers to a 13-step process that fosters personal growth and fulfillment. Through practical tools and insights, she empowers women to navigate life's challenges with grace and reclaim their internal power. The book serves as a manual for creating stability and authenticity, guiding women to live lives they truly love.

A key aspect of Joan's philosophy is the belief that every woman has the power to redefine her narrative. She emphasizes that it is possible to transform setbacks into stepping stones toward success. This empowering mindset encourages women to shed feelings of victimhood and embrace their unique strengths and talents. Joan's approach combines personal anecdotes with actionable strategies, making the *Heroine's Journey* accessible and relatable to all women, regardless of their circumstances.



Joan's life experiences have shaped her understanding of the *Heroine's Journey*, a concept she passionately shares with others. She acknowledges the highs and lows of her own path, recognizing that moments of disarray often lead to personal transformation. Through her work, she encourages women to embrace their unique journeys and find strength in their challenges.

Joan Perry's mission is clear: to help women break free from the constraints of their past and step into their true selves. Whether you're navigating a significant life change or seeking personal growth, Joan provides the guidance and support needed to flourish. Connect with her through her book, online courses, or as a speaker at your next event, and take the first step toward your own *Heroine's Journey*.



Cole Kosberg (cont'd Pg 2)

This November, we're highlighting **Cole Kosberg**, a dedicated and dynamic member of the BSP team whose journey and achievements are a true testament to hard work and growth.

Cole, at just 23, has already marked five years with BSP and will celebrate his sixth anniversary at the beginning of next year. Starting with simple videography tasks as a teenager, he quickly rose through the ranks, now spearheading book launch strategies to help clients achieve bestseller status. For Cole, seeing a client's book reach its peak potential isn't just a job—it's his passion. This role isn't just a career; it's "*all I know*," as he puts it, a fitting reflection of his commitment and genuine pride in his work.

Beyond his work with BSP, Cole's role is defined by his adeptness at handling challenges, from workplace hurdles to high-stakes client interactions. His approach to these moments is rooted in effective communication, clear organization, and a thoughtful planning mindset—qualities he considers essential for success. As Cole explains, staying calm, focused, and organized is critical to keeping his team aligned and ensuring projects stay on track. His ability to deliver consistently outstanding results has earned him a reputation for reliability and excellence within the team.

Outside of work, Cole has many hobbies that reflect his vibrant and balanced life. He plays guitar, DJs, and even dabbles in cider brewing—activities that tap into his creative side. While he enjoys the occasional night out with friends, he identifies as an ambivert, finding joy in both social settings and quiet moments. Cole sees life as a journey of shared experiences and laughs, with loyalty as his guiding principle, both at work and in his personal life.

Cole's values are foundational to his success. His loyalty to his team, clients, and work is unwavering. In his words, "*Loyalty is everything.*" This dedication doesn't just drive his career—it defines his approach to every task and challenge. With his sights set firmly on the future, Cole embodies BSP's mission of growth, resilience, and excellence. Here's to Cole, a powerhouse of talent, loyalty, and leadership—our unstoppable force on the path to success! Boom!



Cole Kosberg (cont'd Pg 4)

Quick Personal Insights



1. What do you think is your best quality?

Friendliness

2. Lose sleep or skip a meal? **Skip a meal**

3. What's the best time for happiness? Anytime

4. The worst thing you did for love? **Go on Tinder**

5. What was your first impression of us your Filipino colleagues? **Super friendly, like good friends**

6. Black or white? **Black**

7. Money or owe a favor? **Owe a favor**

8. Do you have a hidden talent? **No**

9. What are you most looking forward to in the next 10 years? **Getting a motorcycle**

10. Be embarrassed or be afraid? **Be afraid**

11. Coffee or beer? **Coffee**

12. Strangest thing in your fridge now? **Week-old pasole**

13. Past, present, or future? **Present**

14. What does success mean to you? **Money**

15. If you had to eliminate one emotion, what would it be? **Anger**

16. What makes you blush? **Compliments**

17. What's your security blanket? **My cat**

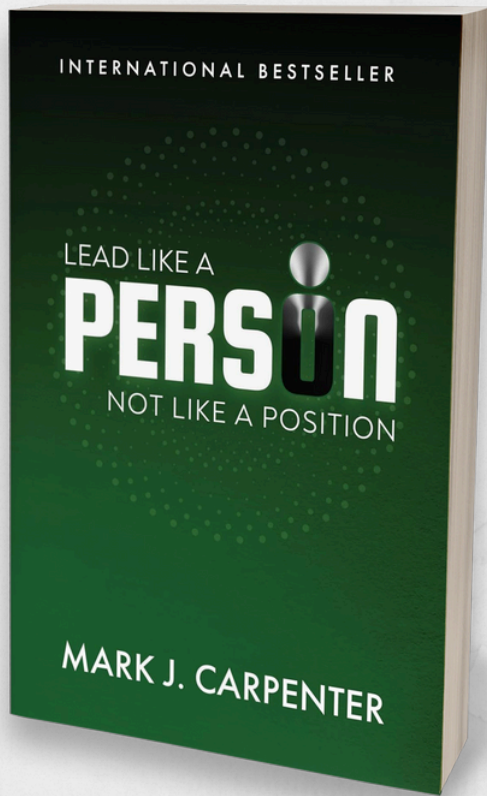
18. Art museum or history museum? **History**

19. How do you release your anger? **Video games**

20. Big or small? **Big**



2024 Book Highlights



Lead Like A Person

Lead Like a Person: Not Like a Position is an empowering guide for new and aspiring leaders, focusing on building human connections rather than just exercising authority. Mark J. Carpenter's approach goes beyond traditional leadership development by emphasizing empathy and accountability. This book is essential for leaders wanting to inspire, reduce turnover, and boost team performance through people-centric methods.

Mark J. Carpenter is a seasoned speaker, coach, and facilitator dedicated to transforming leadership by fostering empathy and connection. With experience spanning industries from tech to manufacturing, Carpenter's hands-on approach in leadership development has helped countless professionals learn impactful, human-centered leadership skills that drive sustainable success.

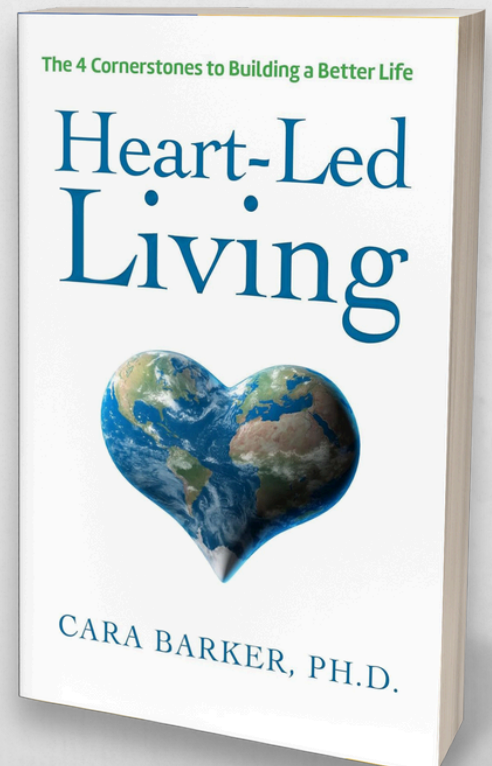
Lead Like a Person reshapes the way we think about leadership by advocating for "Person Skills." The book challenges leaders to move beyond authority and engage their teams authentically. Carpenter's engaging workshops and real-life examples resonate deeply, making complex leadership principles accessible, relatable, and memorable. This book is truly a movement to redefine modern leadership.

Heart-Led Living

Heart-Led Living: The 4 Cornerstones to Building a Better Life is a transformative guide for anyone looking to rebuild their life after a disruption. Dr. Cara Lee Barker offers practical tools and insights, guiding readers to interpret personal experiences and uncover deep, inner wisdom for a fulfilling and resilient future.

Dr. Cara Lee Barker is a visionary artist, healer, and Jungian analyst with over 50 years of experience in guiding individuals through personal growth and post-traumatic healing. Her compassionate and wise approach has supported thousands in turning suffering into strength, embodying what she calls the "Way of Soul."

Heart-Led Living blends depth psychology with practical wisdom, inspiring readers to explore dreams, body signals, and synchronicities as guides. With praise from figures like Marion Woodman and Elisabeth Kübler-Ross, Barker's work uniquely merges artistry and soul, inviting readers to live fully and embrace life's mysteries.





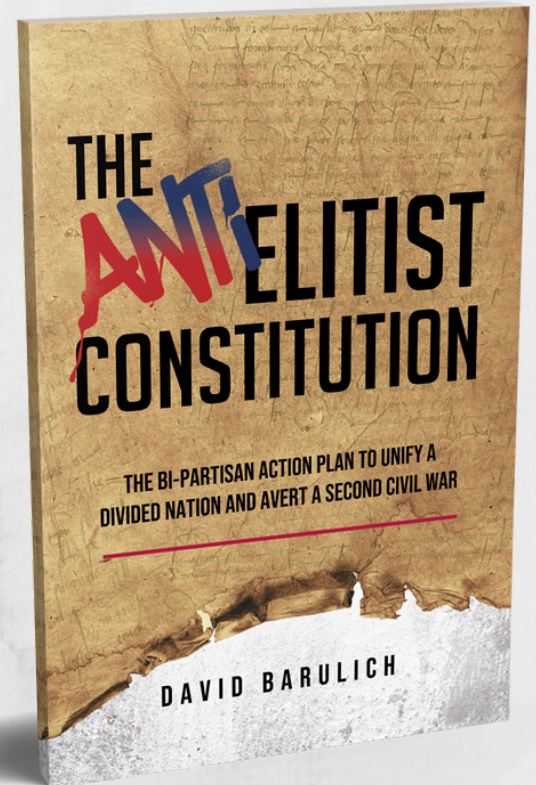
2024 Book Highlights

The Anti-Elitist Constitution

The Anti-Elitist Constitution: The Bi-Partisan Action Plan to Unify a Divided Nation and Avert a Second Civil War offers a compelling, actionable blueprint for addressing the political and social challenges threatening America's unity. David Barulich critiques systemic flaws and presents a bipartisan path forward, empowering readers to participate in meaningful change.

David Barulich, a self-described "Persuasionist," combines decades of experience in political action, finance, and policy writing. A seasoned op-ed contributor and Substack writer, he began his career in politics with a Congressional internship and co-authored California's Proposition 174. His interdisciplinary approach shines through in his fresh perspective on Constitutional reform.

David Barulich's unique perspective was shaped by a childhood of political curiosity, fueled by diverse influences—from Radio Moscow broadcasts to his family's immigrant history. Barulich's life and writings champion thoughtful debate, interdisciplinary insights, and academic empathy, making him adept at bridging divides and promoting an inclusive vision for America's future.



The Heroine's Journey

The Heroine's Journey: The Art of Becoming the Heroine of Your Own Life is a transformative guide that empowers women to embrace their authentic selves and find personal fulfillment. Joan Perry guides readers through 13 steps that help uncover courage, self-worth, and purpose, inspiring growth and joy along life's path.

Joan Perry broke barriers as the founder of the first female-led investment banking firm specializing in municipal bonds. Author of the bestseller *A Girl Needs Cash*, Joan has dedicated her career to uplifting women through her courses, coaching, and popular *Heroine's Journey* podcast. She frequently speaks at major conferences and events.

Joan Perry's pioneering career in finance and her powerful, heartfelt work in personal development make her a role model for women seeking financial and emotional independence. Her latest work, *The Heroine's Journey*, offers a "life manual" for women, providing actionable tools and encouragement to become the heroines of their own lives.






PR Spotlight

Laura Utterback

Laura Watkins Utterback, a vibrant Long Beach, California native, calls the charming Naples Island her home—a hidden gem where the sun shines bright, and the waves dance playfully. Laura's life is profoundly intertwined with that of her beloved companion, Tug, making every day a celebration of their shared love for the water and the joy it brings.

Writing ***It's a Tug Life!*** has been a labor of love for Laura, showcasing the deep impact Tug has had not only on her life but also on those he meets. This heartwarming international bestseller is more than just a book; it's a heartfelt tribute to the unforgettable bond between a pet and his owner, encapsulating Tug's remarkable personality that inspired Laura to craft this enchanting children's story.

With the encouragement of her friend Julie and the guidance of her mentor Sheevaun, Laura embarked on the challenge of bringing Tug's endearing qualities to life through the written word. This book reflects her profound love for her family and Tug, honoring the ties that bind them and celebrating the everyday joys of companionship.



It's a Tug Life! resonates with readers of all ages, beautifully illustrating the essence of family bonds through delightful moments and relatable experiences. Tug, a local celebrity known as the "Mayor" of Naples Island, lends his charm to the narrative, as his real-life adventures at community events make the story come alive.

Join Tug and his family on a heartwarming journey filled with love, laughter, and connections that enrich our lives. This enchanting tale is a must-read for anyone who has ever felt the joy of being surrounded by loved ones. *It's a Tug Life!* stands as a powerful celebration of the bonds that connect us all, inviting readers to cherish their own relationships and the warmth they bring.

She has made appearances on various shows, aiming to inspire and positively influence others, just as Tug inspires everyone who meets him.



Leadership Spotlight

by **Jemrick Santos**


Resilience and Leadership

My life has never been easy. I was born without privileges or ease. From a young age, I understood what it meant to live with less, and that shaped my character in positive ways. I watched my parents work tirelessly to provide for our needs, and through them, I learned the value of hard work, resourcefulness, and perseverance. There were times when it felt like everything was falling apart, but I refused to let my situation dictate how my life would turn out. Instead, I took those challenges as fuel to push myself harder, think smarter, and move beyond the limitations life tried to place on me. I knew success wasn't about luck or easy wins; it was about staying determined and pursuing my goals with everything I had.

Being born into a challenging environment taught me the importance of being resourceful. I learned to adapt, to keep going even when life was tough, and to find solutions where others saw only problems. These lessons have helped me become a leader, though at some point, I don't want to be called a leader. I'd rather be known as a person who has the qualities of one. To me, leadership isn't about titles; it's about actions. It's about showing up, offering support, and inspiring others to realize their potential. That, to me, is true leadership.

Throughout my journey, I see life and leadership as a continuous path of self-improvement. It requires a lot of effort, discipline, and the willingness to work on being a better version of myself. But most importantly, it requires courage—the courage to face whatever comes, the courage to start again when necessary, and the courage to stand up and turn failures into steppingstones toward greater achievements.

Jemrick



November Upcoming Events

November is here, bringing a season of gratitude, celebrations, and family gatherings. As the year winds down, we look forward to special occasions and cherished moments with loved ones. Here's what to expect this month:



Steve's Fabulous Birthday Fête



Let's throw a party for Steve as he celebrates another year! Wishing him a day filled with laughter, joy, and unforgettable moments!



Thanksgiving Gathering: Feast of Gratitude



This Thanksgiving, let's gather around the table with family and friends! Rob will welcome his brother and family, ensuring a warm celebration filled with gratitude.



Zee's 5th Birthday Celebration



Holly is all set to celebrate Zee's 5th birthday with fun and festivities! Let the party begin for this milestone birthday!



Paula's Love Legacy: 5 Years Strong



Join us in congratulating Paula on her 5th wedding anniversary! Cheers to love and many more wonderful years ahead!



Remsil's Year-End Escape



Remsil is gearing up for a yearly trip before the year ends. Safe travels and enjoy every moment of your adventure!



Family Reunion: Micah's Homecoming Celebration



Matt's brother Micah will be visiting from Ohio! The family is excited for a joyful reunion, along with the anticipation of Aaron's wife expecting their second child soon.



Alan's Grand SG Journey



Alan is set to embark on an SG trip. Wishing him safe travels and a fantastic experience!

As November unfolds, let's cherish the time spent with family and friends. Here's to a month filled with gratitude, love, and celebration! Stay tuned for more updates and enjoy all the wonderful moments this month offers!