



WE HELP  
YOUR  
IDEAS  
THRIVE

CONTACT US FOR PUBLISHING, MARKETING, AND DISTRIBUTION.



A Company Dedicated to Independent Authors and Thought Leaders

[www.greenleafbookgroup.com](http://www.greenleafbookgroup.com) | [contact@greenleafbookgroup.com](mailto:contact@greenleafbookgroup.com) | 512.891.6100

## ABOUT

# FAST COMPANY

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As the world's leading business media brand, Fast Company inspires millions of readers to think differently and shape the future of business. With 11.5 million average monthly page views, showcased contributors gain access to a massive and well-curated audience.

## ABOUT

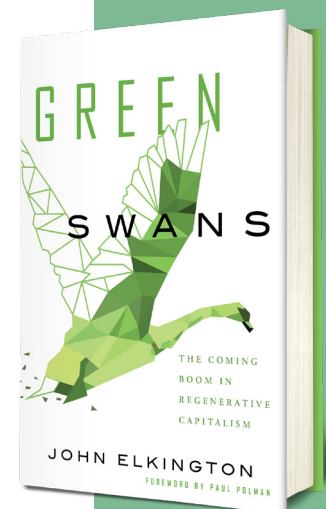
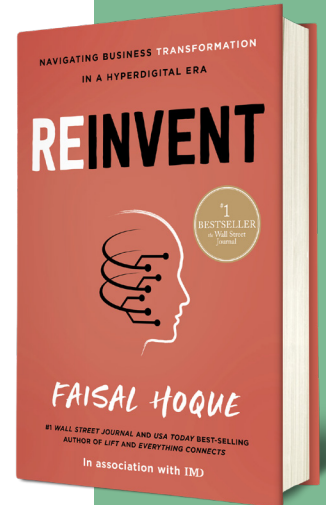
# GREENLEAF BOOK GROUP

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Greenleaf Book Group is a publisher and distributor best known for its innovative hybrid business model, distribution power and award-winning designs. Named one of the fastest-growing companies in the United States by Inc. Business Media, it has represented more than 2,000 titles, including over 50 that have hit the *New York Times*, *Wall Street Journal*, or *USA Today* bestseller lists.

Our mission is to elevate thought leaders and entrepreneurs through the power of storytelling. Our publishing model combines award-winning production quality with powerful distribution while allowing authors to maintain ownership of their work.

Our turnkey approach to book publishing leaves the heavy lifting to our team of award-winning experts. Whether you are in the early stages of writing your book or have a completed manuscript, we can partner with you to bring your book to market with the power of the Fast Company brand.



# ARE YOU A FIT FOR FAST COMPANY PRESS?

## You may be a good fit for Greenleaf Book Group's imprint if

- You're a business leader in innovation, technology, or leadership ready to take the next step and plant your flag in your industry.
- You're an expert or thought leader seeking a partner to help develop your idea, build an audience, and monetize your content.
- 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.

## It's the right time to contact Greenleaf if

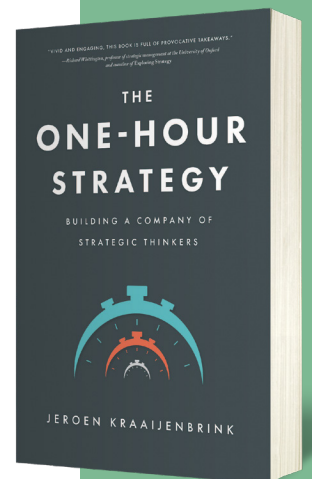
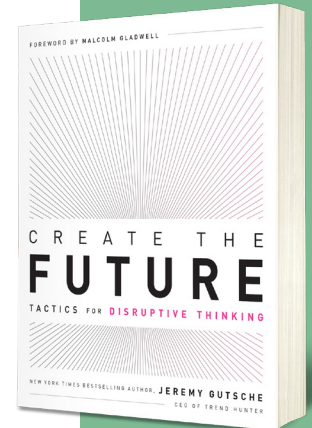
- You have a book proposal or idea with significant potential to thrive in America's retail book market.
- Your manuscript is complete and ready for professional editorial feedback or publication.
- You need help strategizing and building your author brand and audience.

## 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 gives you flexibility.

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.

## DISTRIBUTION AND BOOK SALES

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.**
- **Responsive interaction with our authors.**
- **A sales-focused marketing division that works directly with the distribution team.**
- **Progressive agreements and distribution terms.** 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.**

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.

## ► SERVICE PORTFOLIO

### PRODUCTION

- Manuscript Development
  - Spoken Draft
  - Ghostwriting
  - Project Development
- Editorial Development
  - Developmental Editing
  - Substantive Editing
  - Copyediting
  - Proofreading
- Content Repurposing
  - Content Chunking
  - Ancillary Products
  - E-Learning Course Creation
- Indexing
- Titling
- Cover Copy Development
- Cover Design
- Interior Page Design and Composition
- Illustration
  - Technical (line art, charts, and graphs)
  - Artistic
- Advance Reader's Copy (Galley) Design
- Compliance
- Printing
- Audiobook Production
- Ebook Conversion

### DISTRIBUTION

- Sales to
  - Barnes & Noble
  - Airport Bookstores and Specialty Outlets, via Hudson, Levy, News Group, Paradies, and Nutribooks
  - Books-A-Million
  - Hastings
  - Independent Bookstores
  - Libraries
  - 800-CEO-READ
  - Amazon.com
  - BarnesandNoble.com
  - Ingram
  - Baker & Taylor
  - Bookazine
  - Brodart
  - Follett
  - College Bookstores
  - Museum Stores
  - Gift Shops
  - International Markets
  - Ebook Channels
  - Audible
- Warehousing
- Fulfillment
- Inventory Management
- Accounts Payable/Receivable
- Store Placement (“Co-op”) Negotiations and Promotions

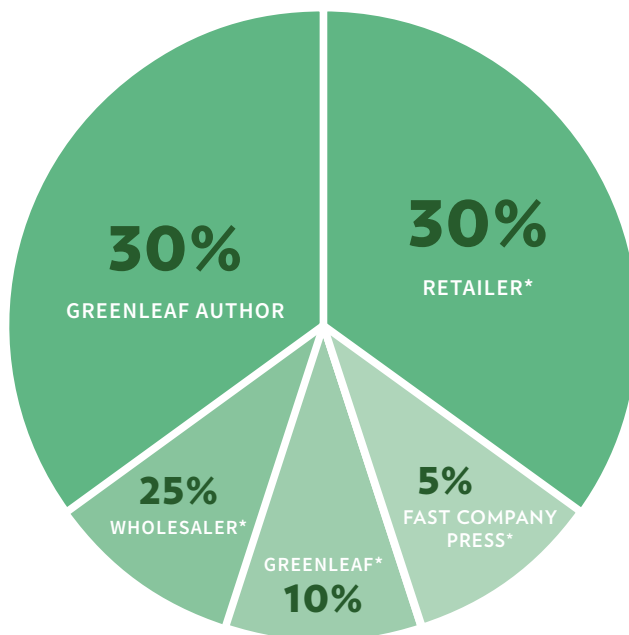
### MARKETING

- Digital Media Outreach
  - Campaign Strategy
  - Press Kit
  - Podcast Interviews
  - Influencer Outreach
  - Press Release Distribution
- Supply Chain Marketing
  - Bookstore Outreach
  - Library Outreach
  - Ingram and Baker & Taylor advertising
  - Publishers Weekly advertising
  - Trade Reviews
  - Targeted Print Advertising
  - Advance Reader's Copies distribution
- Genre Marketing
  - Reading Group Guides
  - Targeted Display Advertising
  - Targeted Award Submissions
  - Targeted Review Submissions
- Online Marketing
  - Targeted Blog Outreach
  - Amazon Optimization
  - Book Search Setup
  - NetGalley
  - Targeted Banner and Text Advertising
  - Video/Trailer Production
- Brand & Audience Building
  - Custom Social Media Strategy
  - Audience Building
  - Author Brand Audit
  - Positioning and Content Strategy
  - Presentation Design & Development
  - Speaker Press Kit
  - Testimonials/Endorsement Outreach
  - Website Design
  - Blog Ghostwriting
  - Podcast and Article Placements

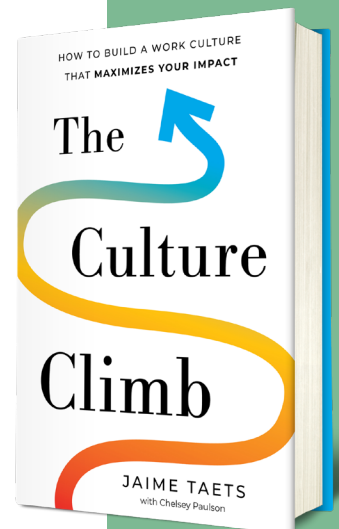
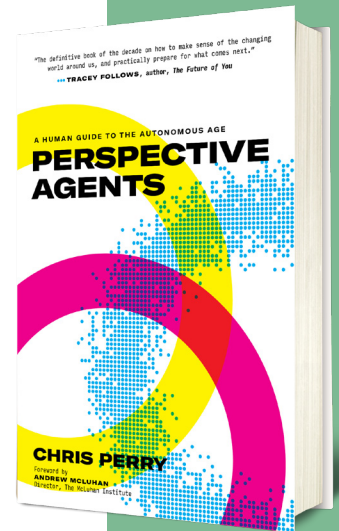
## ► HOW BOOK DISTRIBUTION WORKS

### THE SALES PROCESS

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, and handles the complicated bookkeeping and supply chain issues including warehousing and fulfillment. Most retailers and wholesalers establish relationships with only a few major publishers and recognized distributors; Greenleaf's distribution muscle and network of contacts brings authors opportunities they couldn't reach on their own. In most cases, Fast Company Press authors retain around 30 percent of the cover price for books sold.



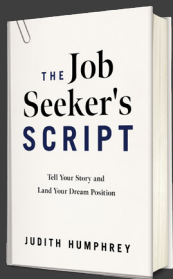
\*Variation determined by individual wholesaler and retailer terms



**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.



“ 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

## 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.

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

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

[fastcompanypress.com](http://fastcompanypress.com)

If you have any additional materials you'd like to include,  
such as a proposal, marketing plan, or artwork, send them to  
[submissions@greenleafbookgroup.com](mailto:submissions@greenleafbookgroup.com).

If you have any questions about Greenleaf, , Fast Company Press,  
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.

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