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FOR IMMEDIATE RELEASE

An Entrepreneur's Guide to Freedom Hits the USA Today Bestseller List!

October 15th, 2025 (Austin, TX): *An Entrepreneur's Guide to Freedom: Seven Steps to Living Beyond Limits* by Mark Rampolla (An Inc. Original) debuted at #26 on the *USA Today* bestseller list this week. <https://www.usatoday.com/booklist>

Break free from the pressure to succeed and claim the freedom to live and lead your way with this bold, actionable playbook from the founder of ZICO and GroundForce Capital. Mark Rampolla thought he knew what he wanted when he started ZICO Coconut Water: success and then freedom. But even after selling the company to Coca-Cola for over \$200 million, he still felt bound by unconscious conditioning, limiting beliefs, outdated dreams, and the relentless hustle culture of entrepreneurship. What if freedom isn't something you earn at the end, but something you can begin with and carry with you every step of the way? It's time to live your best life—one that's richer, freer, and more fulfilling than anything you've dared to imagine. It's time for *An Entrepreneur's Guide to Freedom*.

Mark Rampolla is a visionary entrepreneur, investor, speaker, and coach known for inspiring mission-driven leaders to build businesses that matter. As co-founder and managing partner of GroundForce Capital, he supports bold founders scaling companies with purpose. He founded ZICO Coconut Water, pioneered a multibillion-dollar category, sold it to The Coca-Cola Company—and later bought it back. Over his career, Mark has invested in 100+ companies, served on 20+ boards, raised over 1 Billion dollar, and helped create 5B+ dollars in value and thousands of jobs.

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For more information or to schedule an interview with CEO Tanya Hall, contact Eleanor Fishbourne at efishbourne@greenleafbookgroup.com or 512-891-6100.