



GREENLEAF BOOK GROUP

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FOR IMMEDIATE RELEASE

Greenleaf Book Group's Platform Development Program Helps Professionals Boost Their Audience and Influence

September 14, 2011, Austin TX – Greenleaf Book Group is excited to announce the rollout of its groundbreaking Platform Development program, a comprehensive resource for authors and professionals looking to grow their sphere of influence. The only one-stop service of its kind, Platform Development combines content creation with audience strategy and outreach to help experts spread their ideas, build their brand, and, in turn, grow their income. Greenleaf's team of experts provides customizable services, including Integrated Brand Strategy, Presentation Writing and Design, Print and Online Product Development, Website and Video Campaigns, and many more.

Greenleaf's history of innovation goes back to the introduction of its signature business model, which marries the professionalism of traditional publishing with the author-focused control and ownership of self-publishing. With a strong track record of creating award-winning books that have helped launch high-impact platforms for many authors, Greenleaf sees Platform Development as a natural evolution for the company and its clients. "We've built our company by putting our authors' needs first—and platform is a critical need for every author. This is an obvious extension of our talents and knowledge base," says founder and CEO Clint Greenleaf.

Platform Development will be open to Greenleaf authors as well as experts not published by Greenleaf. Learn more at <http://www.greenleafbookgroup.com/platformdevelopment>.

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About Greenleaf Book Group:

[Greenleaf Book Group](http://www.greenleafbookgroup.com) is a publisher and distributor best known for its innovative business model, distribution power, and award-winning designs. Named one of the fastest-growing companies in the United States by *Inc.* magazine, it has represented more than 1,000 titles, including thirteen that hit the *New York Times*, *Wall Street Journal*, or *USA Today* bestseller lists. You can learn more about Greenleaf on its website (<http://www.greenleafbookgroup.com>) and blog (<http://www.bigbadbookblog.com>).

For more information or to schedule an interview with chairman and CEO Clint Greenleaf, contact Andrea Newsome at andrea@greenleafbookgroup.com or 512-891-6100.