



# GREENLEAF BOOK GROUP LLC

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**FOR IMMEDIATE RELEASE**

## ***Worth Every Penny* by Sarah Petty and Erin Verbeck Lands at #4 on the New York Times Bestseller List**

May 8, 2012, Austin TX – *Worth Every Penny: Build a Business That Thrills Your Customers and Still Charge What You're Worth* (published by Greenleaf Book Group Press) by Sarah Petty and Erin Verbeck hit #4 on the New York Times Hardcover Advice & Misc. bestseller list, #7 on the Wall Street Journal Hardcover Nonfiction best-sellers list and #64 on USA Today's best-selling books list.

Exploring a revolutionary way to run a business, *Worth Every Penny* encourages business owners to focus on offering specialized products and service rather than trying to undercut the prices of their competitors. Petty and Verbeck reveal how to create a strong brand, offer high-touch customer experiences, attract the right clients and use relationship-based sales to build a successful and profitable business.

Author Sarah Petty is the founder of The Joy of Marketing as well as the owner of a boutique photography studio that was named one of the most profitable photography businesses in the country. Erin Verbeck serves as the Chief Joy Officer at The Joy of Marketing and has directed the branding and marketing for some of the travel industry's top brands.

*Worth Every Penny* is Greenleaf's 20<sup>th</sup> book to reach bestseller status in rankings that include The Wall Street Journal, New York Times and USA Today bestseller lists.

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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 20 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](mailto:andrea@greenleafbookgroup.com) or 512-891-6100.**