

# LEADERS PRESS

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## 2023 CATALOGUE



**LEADERS PRESS** is a bestselling press, which creates books for entrepreneurs from scratch and has published more than 500 entrepreneurs and turned 220 into USA Today and Wall Street Journal bestselling authors.

It has landed its releases on bookshelves together with Nobel Prize winners and World Economic Forum speakers.

The Leaders Press team has worked with top business leaders such as Po Chung (the co-founder of DHL International), Mark Nuredine (CEO of Bull Outdoor Products) and Chris Catranis (the founder of Babylon Telecommunications).

Their mission is to help 1,000 entrepreneurs share their wisdom with the world by 2030.

The company was founded and is led by ALINKA RUTKOWSKA, a USA Today bestselling author, a Wall Street Journal bestselling author and a top 100 Amazon bestselling author in business and money. She's sold more than 100,000 copies of her books and her book creation process has been showcased in Entrepreneur magazine.

She's also the founder of LibraryBub, which connects independent authors with around 10,000 librarians. She's a sought after lecturer and has been voted Top 5 speaker and named Most Creative Book Marketer at the Bestseller Summit Online.

She's been featured on ABC, NBC, CBS, Fox Business, Writer's Digest, Alliance of Independent Authors, International Book Publishers' Association, and many more.

**Website: [www.leaderspress.com](http://www.leaderspress.com) | Email: [alinka.rutkowska@leaderspress.com](mailto:alinka.rutkowska@leaderspress.com)**

# The CyberSecurity Leadership Handbook for the CISO and the CEO

## Jean-Christophe Gaillard

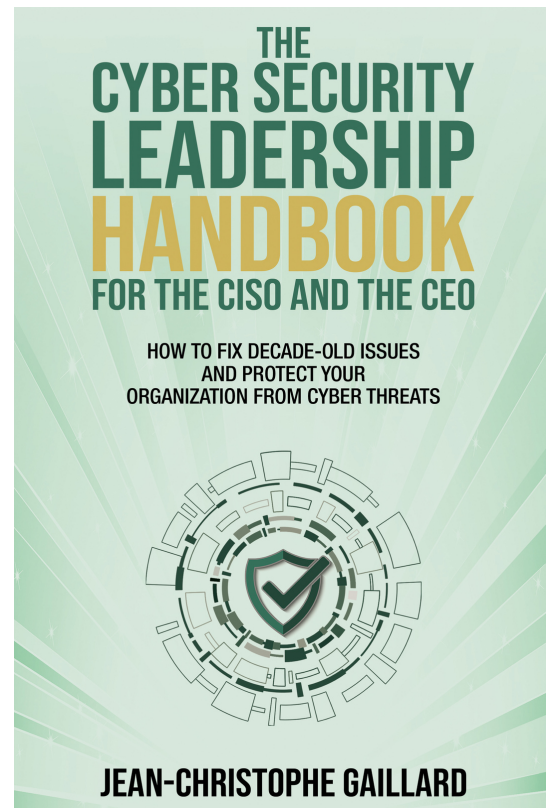
### The CyberSecurity Leadership Handbook for the CISO and the CEO: How to Fix Decade-Old Issues and Protect Your Organization from Cyber Threats

*In this timely book, veteran information security advisor and thought leader JC Gaillard explains how a common thread in many of the highly publicized data security breaches that have rocked the corporate world in recent years is the neglect of basic cyber security practices. Gaillard doesn't merely cover how these security lapses occur—he also describes concrete steps organizations can take to bring their information security procedures in line with modern best practices. This guidance makes The Cyber Security Leadership Handbook for the CISO and the CEO an indispensable manual for individuals and organizations interested in boosting their knowledge of what it takes to protect their data in today's threat rich environment.*

*Gaillard, who has advised many CEOs, CISOs, and CIOs on how to optimize their cyber security practices, takes an in-depth look at why many large firms have struggled with information security. In many cases, legacy issues which should have been resolved years ago are to blame. These organizations often compound the problem and expose themselves to significant risks by engaging in massive digital transformation efforts without covering their basic cyber security bases. The book features a collection of articles written from 2015-2022 on the topic of how organizations can improve their ability to counter threats to the security of their data. Throughout the book, Gaillard provides extensive advice to help CISOs and other executives bring their companies into compliance with the latest cybersecurity principles and plug any gaps in their defenses.*

With regulations like GDPR and CCPA privacy legislations building up across the U.S. and worldwide, a “when-not-if” paradigm around cyber-attacks has taken root at the Board level. Gaillard convincingly demonstrates that large organizations, and their CEOs and CISOs, must stop thinking of the topic in pure technological terms and address the underlying cultural and governance issues that have been the true roadblocks to robust cyber security. The solution Gaillard presents is intended to help change the narrative around cyber security and enable organizations to benefit from the greater security engendered by the approach he describes.

JC Gaillard is the founder and CEO of Corix Partners, a London-based boutique management consultancy firm and thought-leadership platform focused on assisting CIOs and other C-level executives in resolving cybersecurity strategy, organisation, and governance challenges. He is a leading adviser, senior executive, and global cybersecurity influencer with over twenty-five years of experience developed in several financial institutions in the United Kingdom and Continental Europe. He has a track record of driving fundamental change in the security field across global organisations, looking beyond the technical horizon into strategy, governance, culture, and the real dynamics of transformation.



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# Falling Forward

# Gordon Wollman

## Falling Forward: A Guide for Facing Adversity and Planning Your Life

**WHEN YOU STUMBLE, DO YOU FALL DOWN OR FALL FORWARD?**

It's a given that we will stumble in life. The question is will you FALL FORWARD toward growth? Join best-selling author, financial visionary, and lifelong South Dakotan Gordon Wollman on a journey through his life experiences, from the farm to the Army to financial success in his new book, *Falling Forward: A Guide for Facing Adversity and Planning Your Life*. Wollman imparts his accumulated wisdom with plainspoken sincerity. He is an imperfect person, always moving toward self-improvement and positively impacting the community surrounding him.

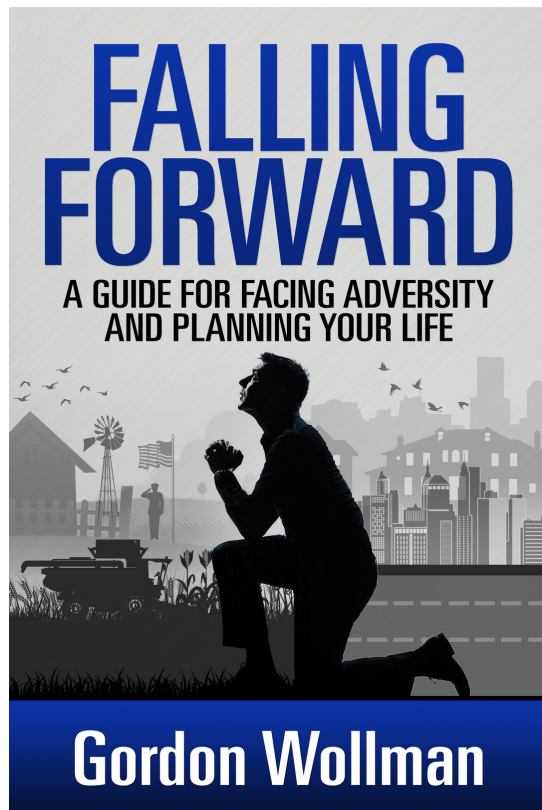
In this book, Wollman outlines the habits, skills and mindsets required for making a plan, adapting that plan when necessary, and moving forward as a way of transforming past failures into future success.

Keep reading to:

- Discover how to balance your business and personal lives without sacrificing success in either.
- Understand that mistakes are only failures if you choose not to learn from them.
- Learn how to develop a plan and be inspired to work towards its fruition.
- Improve your self-awareness by seeking the counsel of those you trust to overcome blind spots.
- Understand the importance of surrounding yourself with success.
- Learn how Gordon has overcome personal and professional setbacks from his health to marriage to business, and how the adversity has made him a better person and leader.

When you stumble along a journey, do you back up or do you FALL FORWARD? Develop a plan, put it into action and get to work! Get your copy of *FALLING FORWARD* today!

**Gordon Wollman** is a nationally ranked Wealth Advisor whose company has been among the top 1% of financial advisors for the last eleven years. He leads sixteen professionals at Cornerstone Financial, the company he founded. Working with clients in 26 states, the team helps people build, preserve, and transfer wealth. He built his business on common sense, hard-work, and the discipline of good habits - things he learned growing up on the family farm near Huron, South Dakota. Gordon continues to have aggressive growth goals for his company, which currently has branches in Sioux Falls and Huron, South Dakota. More importantly, he has learned to commit the same energy and determination to all the roles he plays. Gordon says, "I'm very grateful for my amazing wife, loving family, and the life I've been blessed with."



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# Life, The Universe and Curing Everything

## Hans Keirstead

### Life, The Universe and Curing Everything: Leadership Practices For Changing The World

AN ENTREPRENEUR'S GUIDE TO LIFE, SCIENCE AND LEADERSHIP.

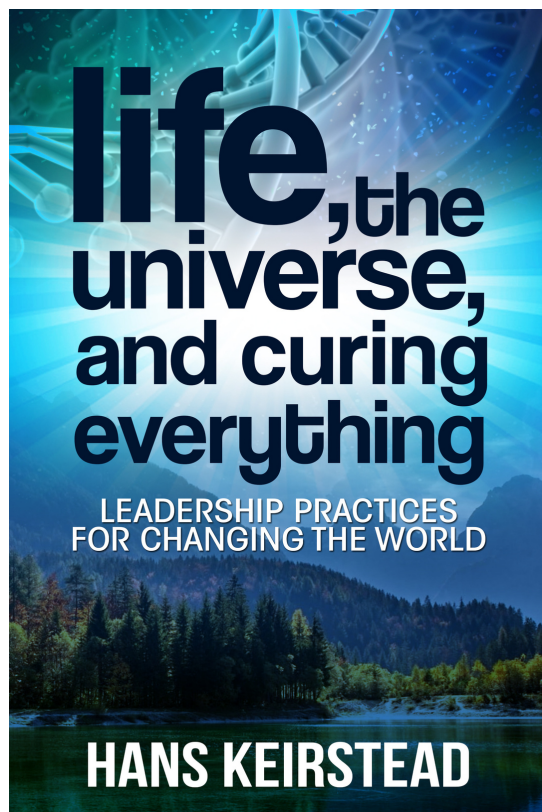
Experiencing deep and diverse livelihoods in high science, business and government offers no small assortment of important life lessons. If you internalize even a few of these lessons, there is the possibility, however miniscule or far-fetched it may seem, that you just might change the world. In his latest publication, *Life the Universe and Curing Everything*, internationally renowned stem-cell expert Dr. Hans Keirstead explores the major life lessons and leadership practices that breed vision, and make the most successful entrepreneurs, scientists and CEOs.

Keep reading to:

- Understand the concept of innocent intrigue and the importance it plays in the life of a visionary and entrepreneur
- Learn what it means to live in a state of balance so that you can effectively lead from a source of strength
- Bypass the superfluous naysayers and doubters who stand between you and your vision
- Leverage the parameters and constraints of whatever system you're working with to your own advantage
- Improve team cohesion by tapping into the strengths of important key players
- Discover greater efficiency in manifesting your vision by putting the right things in front

Whether you're heading a team of scientists, entrepreneurs or C-suite executives, it all comes down to balance!

**Dr. Keirstead** is an internationally known stem cell expert and serial entrepreneur that led the development of a treatment that restored movement and sensory function to people with quadriplegic spinal cord injury, and a treatment for cancer that has saved the lives of people with melanoma, brain cancer and ovarian cancer. He has also led therapy development for immune disorders, motor neuron diseases and retinal diseases, as well as a vaccine for COVID-19. He has founded 4 successful biotechnology companies, each returning significant value to investors and treatments to patients. He holds Board positions in several prominent biotechnology companies. He was a full Professor at the University of California, Irvine where he founded, directed and erected a building for the UCI Stem Cell Research Center. He was a founding advisor of the California Stem Cell Initiative that resulted in a \$3 billion stem cell fund (CIRM). He has been a long-time advisor to several governments on biomedical policy. Dr. Keirstead received his Ph.D. in neuroscience from the University of British Columbia, Canada, receiving the Cameron Award for outstanding Ph.D. thesis in the country. He received the distinct honor of election as Senate Member of the University of Cambridge and Fellow of the Governing Body of Downing College, and was the youngest member to have been elected to those positions.



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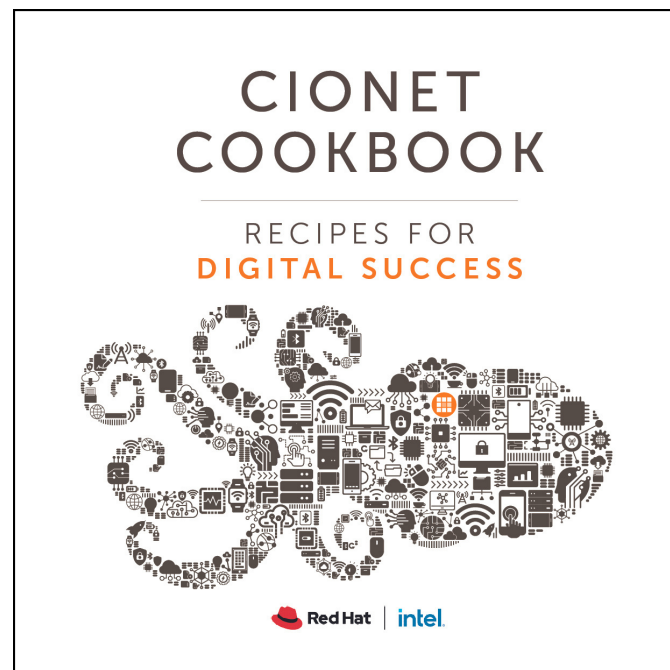
# CIONET

## CIONET Cookbook: Recipes for Digital Success

*Digital sits at the heart of every successful organisation, whether it's in the public or private sector. If you want your business to be successful, you must have a clear understanding of how technology and data can be used to create a competitive advantage. If you fail to develop this in-depth awareness, then you risk being left behind by faster-moving innovators. The message is simple: all business leaders must continue to explore how they will use emerging technologies to help their organizations thrive.*

*For digital leaders, the requirement for constant change brings opportunities and challenges. Modern technology chiefs – be it CIOs, CTOs or CDOs – need exceptional skills to overcome any obstacles they encounter and to deliver a brighter future for their businesses. Help comes in the form of the CIONET Cookbook: Recipes for Digital Success, which showcases the very best in European digital leadership.*

*The recipes within this book reveal the unique stories of digital leaders. They show how successful technology chiefs use an eclectic and enticing set of ingredients to produce delightful and delicious digital transformations. By observing and understanding the remarkable successes of Europe's pioneering technology leaders, you will be better placed to fulfil your own ambitions as we enter the digital era.*



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# Automotive Search Marketing

## Alex Melen

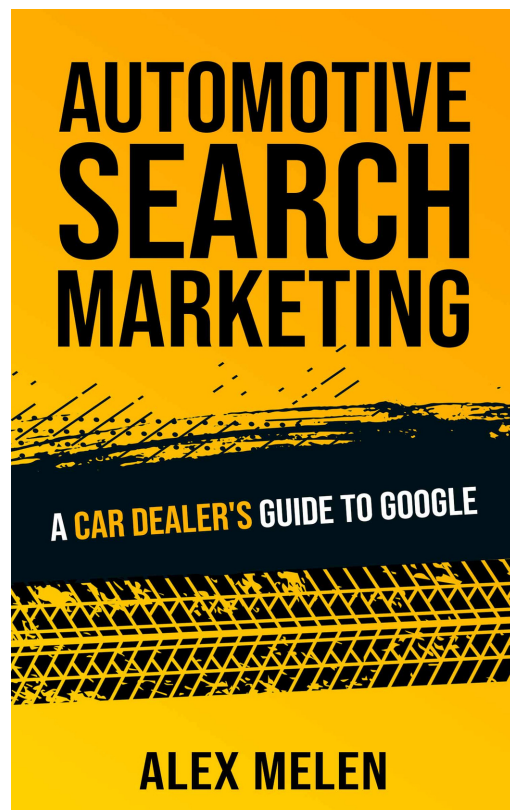
### Automotive Search Marketing: A Car Dealer's Guide to Google

*Automotive Search Marketing condenses the expertise of one of the country's leading digital marketers into a book full of action items for improving a dealership's online marketing. Written by Alex Melen, visionary cofounder of leading digital marketing agency SmartSites and long-time automotive enthusiast, the book provides a comprehensive account of how dealerships can leverage search marketing to improve their business and sell more cars.*

*Melen's leadership has led to SmartSites becoming America's #1 rated digital marketing agency by pursuing a data-driven, customer-centric approach. In this book, he explains how to apply a modern, data savvy marketing strategy specifically tailored towards car dealerships. As a thought leader in the automotive industry, Melen has spoken at NADA, NIADA, Digital Dealer, and Driving Sales and has been featured in a number of publications for his innovative and future-looking strategies. In Automotive Search Marketing, he uses his decades of digital expertise to provide a step-by-step guide of what car dealers can do to turbocharge their digital marketing.*

*The book covers each step of the online marketing process in detail, starting with a thorough description of how to effectively generate business organically using SEO (search engine optimization). Melen explains that making the most of your SEO requires understanding Google's algorithm and the ranking signals that determine how well you show up in organic search results. This, in turn, helps car dealerships to strategically allocate their SEO efforts among content creation, link building, on-page website optimization and other techniques to help jumpstart their organic search traffic.*

*Alex Melen is an award-winning entrepreneur, keynote speaker, and the co-founder of SmartSites, a digital marketing agency that has grown from a handful of digital visionaries to a team of over four hundred full-time employees, spanning six offices worldwide. SmartSites has been featured in AdWeek and the Inc. 5000 for numerous consecutive years as one of the fastest-growing digital agencies. SmartSites continues to be America's top-rated digital marketing agency with a data-driven and customer-centric approach applicable to every industry. Alex is a long-time automotive enthusiast and has become a thought leader in the automotive dealership industry, having spoken at NADA, Digital Dealer, Driving Sales, and NIADA. He has also been featured in Business Week's Top 25 Entrepreneurs, Bloomberg, NPR, and more.*



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# Overcoming Obstacles

## Rakshith Srinivasan

### Overcoming Obstacles: From Elite Athletes To Everyday People, the Unlimited Possibilities of Modern Sports Medicine and Research

*While communities around the world make the easy choice of leaving out large sections of their populations from sports, sports medicine practitioners, scientists, and medical doctors in the field of sports science pursue a different choice.*

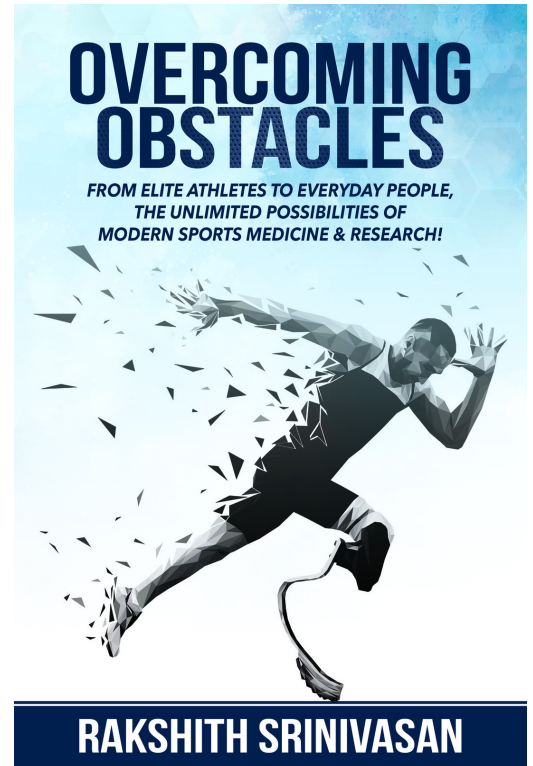
*Pioneering work in the areas of neuromuscular disorders, musculoskeletal disorders, bionics, human kinesiology, injury prevention, biochemistry, and orthopedics have been re-writing the above statistics, and equalizing the starting line.*

*Overcoming Obstacles details why we should be optimistic of a future world where athletic excellence and peak sports performance are a life choice you choose to make and not necessarily a gift you have to be born with!*

Rakshith Srinivasan is a rising junior (grade 11) from Seattle, Washington, studying in Eastside Preparatory school. He is passionate about medical research that accelerates inclusivity in sports. He envisions a future where there are no "disabled," but only "differently abled," and everyone has an equal starting line in sports competitions.

This will be made possible by eminent scientists, brilliant doctors, altruistic students, and invested parents coming together to propel cutting edge research in sports science. Rakshith is the founder of the not-for-profit organization Unlimited Potential (UP). UP aims to conduct its own research as well as raise funds for research done in the fields of bionic prosthetics, kinesiology, and muscular dystrophy.

In fiscal year 2022-2023, UP's volunteers - school kids from across WA schools - raised over \$25,000 for organizations including Seattle Children's, World Relief, and the American Limb Association, and published two original study research papers in the field of sports science.



**Category:** Sports Medicine

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# Business as UnUsual

## Rick Yvanovich

### Business As UnUsual: How to Thrive in the New Renaissance

*NOTHING IS GOING BACK TO NORMAL.*

*COVID-19 changed many things: business landscapes, home life, international travel, the meaning of the word "quarantine". This rapid upheaval caught many of us unawares, and now we're tasked with rebuilding ourselves from the ground up. So, the question is, how do we go forward from here?*

*Despite the "pandemics" impact, for accountant, entrepreneur, best-selling author, international speaker and executive coach Rick Yvanovich, it's just Business As UnUsual. In his latest book, Yvanovich outlines the mindsets, daily habits, and skills required to break free of any ruts and get back in the game—your action today determines your success tomorrow.*

Keep reading to:

- Discover how to organize your castle and set yourself up for long-lasting success
- Understand why coaching is becoming the most sought-after "soft skill" of the 21st century
- Learn how to develop the mindset and habits to align your internal purpose with your external goals
- Leverage unique assessments, tools, and exercises for creating a game plan
- Improve your upskilling and lay the foundation of critical skills for the next decade
- Understand the vital importance of surrounding yourself with excellence to be excellent
- Learn how the landscape of coaching is changing and what opportunities lie ahead

*Embrace the agility of an entrepreneur and leader and set your sights higher than just surviving the change—learn how to thrive in it.*

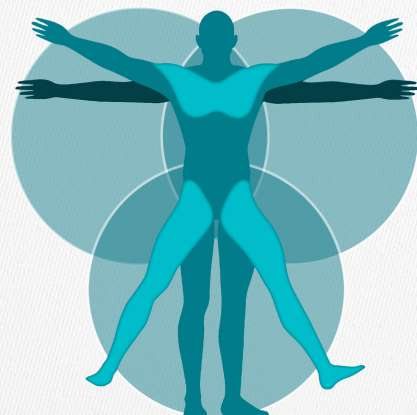
Rick is a master-qualified Coach skilled in helping companies and people consistently reach higher achievement by leveraging business experience with coaching interventions. He utilises systematic processes to envision goals and milestones and translate vision into actionable steps. A leader committed to "employees" empowerment, happiness, and development.

Techie, Brit, baby boomer, and professional bean counter with 40+ years in supermarkets, accounting, breweries, newsagents, defence manufacturing, IT, Talent, F&B, property development and BP in the UK, China, Singapore, Switzerland, Luxembourg, and Vietnam. Relocated to BP Vietnam in 1990 making him likely the longest Brit and one of the most seasoned expats in Vietnam.

A serial entrepreneur with repeated success in scaling businesses in multiple industries; created multimillion dollar company servicing clients in 80 countries, including half of the top 20 hotel chains, & several Fortune 500 businesses.

# BUSINESS AS UNUSUAL

## HOW TO THRIVE IN THE NEW RENAISSANCE



**RICK YVANOVICH**  
FCMA CGMA FCPA MSC CCMP CCMC CBC

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# The Opaque Conspiracy

## Grace Flores-Hughes

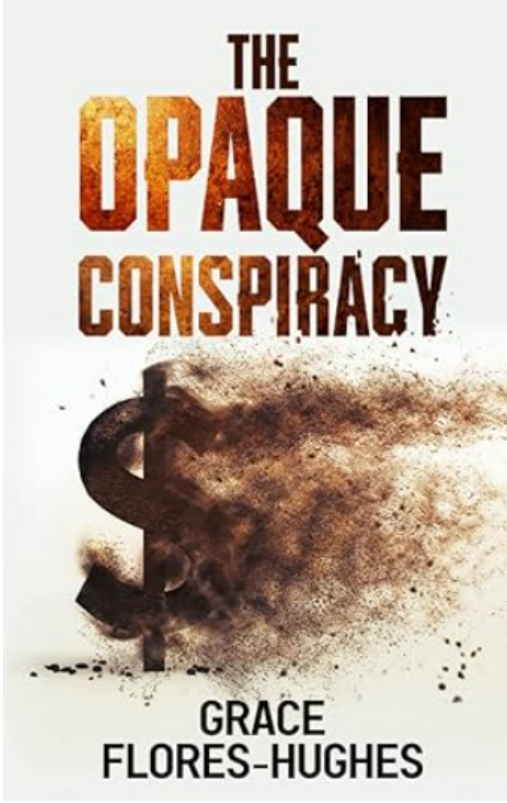
### The Opaque Conspiracy

*In this gripping story of modern-day corruption, the unscrupulous purchasers of a business, aided and abetted by the company's bank, conspire to cheat a hard-working couple out of their fair share of the company's value. When an unsuspected short-term setback leaves the company temporarily unable to meet its obligations, the bank seizes on the opportunity to demand the sale of the company's assets. The bank, which has financed C.E. Levine's company, misuses its power by colluding with a group of shady business executives who engineer a rigged sale process to gain possession of the entire company not only its assets.*

*The story is narrated by Bonita Levine who must bring to bear every ounce of the toughness of mind she developed growing up in an indifferent family setting and hardened environment to deal with the dire situation the couple finds themselves in when her husband C.E. Levine, a distinguished, decorated military veteran and general officer is forced by its lender to sell his company's assets which in turn destroys every aspect of their once happy and prosperous life.*

*The Opaque Conspiracy uncovers the seamy underside of the modern business world, providing a sobering reminder of the risks that accompany any attempt to work with those who place greed above all else.*

**Grace Flores-Hughes is the author of her award-winning, memoir, A Tale of Survival. Born in Texas, and Harvard-trained, she was senior advisor in the corporate sector and served in the administrations of three U.S. presidents and three state governors and helped coin the term Hispanic for the federal government. She is lives in Virginia.**



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# Sweetie, That's Not Sweets!

## Dr. Kathleen Humel

### Sweetie, That's Not Sweets!

*MEDICINE MAY TASTE GREAT, BUT IT ISN'T SWEETS!*

*Sweetie, That's Not Sweets!* is a children's book that teaches the importance of only taking medicine as directed by a healthcare provider, parent, or guardian to ensure safety and proper treatment. Pharmacist Dr. Kathleen Humel uses an extended poem to deliver this message in an engaging and accessible way.

Read with your child to discover:

- A conversation between a mother and daughter explaining when medicine should and should not be taken
- A concise and easy-to-understand story makes it a fun read for kids
- The importance of only taking medicine that is specifically intended for you and following the correct dosage instructions
- The importance of drug safety
- Valuable insights and tips for parents and caregivers from an expert in the field
- A relevant lesson for anyone raising or instructing children on the safe use of medicine

Don't wait to teach your children about the importance of drug safety—pick up your copy of *Sweetie, That's Not Sweets!* today!

Dr. Kathleen Humel is a licensed Pharmacist with nearly 30 years of experience in the management of pharmacy practice in retail and industry settings. She has experience in pharmacovigilance (drug safety), Regulatory Authority inspections, audits, dispensing medications, and serving as a healthcare provider and mentor. Dr. Humel has worked in pharmacies from the age of fifteen, in independent, chain, and hospital settings, and was a retail preceptor for pharmacy students. In 2001, she entered the pharmaceutical industry, working for big and small pharma. Since 2013, she has been the CEO of RX KHumel, LLC as a Senior Independent Pharmacovigilance Industry Consultant. Dr. Humel holds a Doctor of Pharmacy degree from the University of Kansas, a BS in Pharmacy from the Arnold and Marie Schwartz College of Pharmacy, Long Island University, and a Certificate of Pharmacy Management from the Retail Drug Institute. She is also a Certified Vaccine Administrator.



**Category:** Children's Health and Safety Education

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# The Inevitable Loss of Innocence

## Zara D. Macias

### The Inevitable Loss of Innocence: From Girl to Real World

In *The Inevitable Loss of Innocence*, author Zara Macias writes of the joy and pain of growing up as reflected through one specific rite of passage—the college experience. Her story of a Mexican “Kentucky girl” pursuing higher education in Washington DC in the hallowed halls of “White University” is a beautifully written testament to the power of youth to seek out authentic experiences, even through the disillusionment that may come with it.

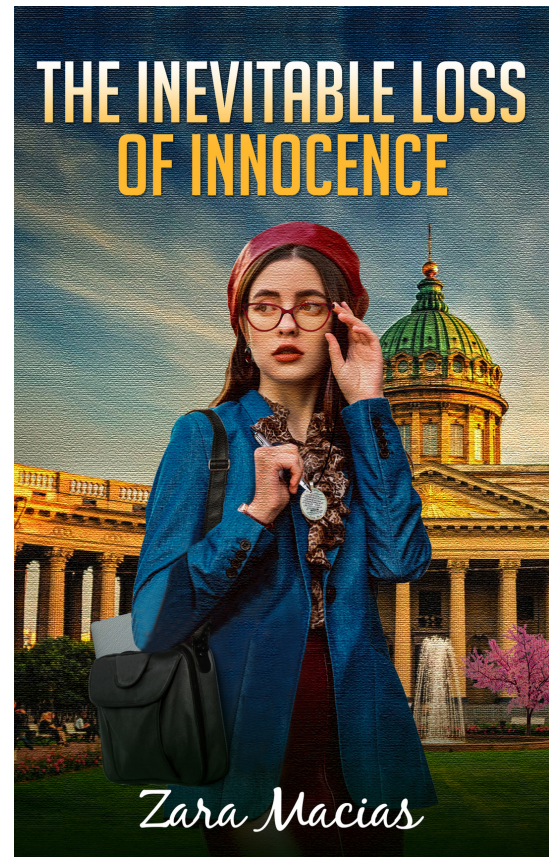
The narrator of this short novel feels doubly out of place at White University, as a girl from Kentucky and a Latina among the many wealthy and sometimes snobbish students. Nevertheless, she does her best to fit in, even if her wealthy roommate’s ability to spend lavishly on overpriced cocktails far outstrips her own.

She quickly finds herself the subject of male attention but yearns for the type of meaningful connection that the young men she meets aren’t necessarily inclined, or able, to reciprocate. The author’s evocative, poetic prose sheds new light on the age-old dance that is the human courtship ritual. Modern dating patterns differ from the past in terminology, with the idea of “going exclusive” the modern equivalent of what used to be called “going steady.” Whether being exclusive will result in the type of connection the narrator is looking for is another question.

The narrator is imbued with the youthful desire to experience new places as well as people, and this drives her to visit New York City, despite her mother’s warnings. The visits are as much to see people she knows there as to revel in the splendor of the city. *The Inevitable Loss of Innocence* skillfully highlights the importance of human relationships, wherever they may be found. It also emphasizes the challenges associated with the drive to meet new people and experiences. As the narrator walks the line between friendly and romantic interactions with some of the young men of her acquaintance, the often fraught and at-times dangerous nature of this dichotomy becomes apparent.

Written from the perspective of an outsider to the affluent milieu of an elite university, this novelette is both a paean to the hope and reality of chasing one’s youthful dreams and a lyrical ode to the highs and lows of the college experience. *The Inevitable Loss of Innocence* adeptly immerses the reader in the protagonist’s world. The author’s distinctive voice and viewpoint radiates authenticity as she tells the story of a small town girl who finds herself in a world of privilege far different from the comfortable surroundings of her Kentucky upbringing.

Zara Macias, founder of ZDM Writing, is a Mexican Kentuckian writer, consultant, and social change champion. Zara holds a BA in Political Science with a track in Global Politics and International Affairs. She wrote *The Inevitable Loss of Innocence* in the hope that it will find the right reader and activate change around glossy narratives and untold truths. She’s quenched (some) of her thirst for social change by spending time learning advocacy methods at the ACLU Advanced Advocacy Institute, representing her hometown of Louisville, Kentucky, at the American Committee on Foreign Relations Young Leaders Initiative (ACFR YLI), and pioneering an Equity, Diversity, & Inclusion (EDI) program in the most rural Kentucky food bank, while serving on the national Feeding America EDI advisory committee.



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# Own Success

# Dan Citrenbaum

## Own Success: A Proven Method to Succeed in Business with a Franchise

*DO YOU HAVE WHAT IT TAKES TO BECOME A SUCCESSFUL ENTREPRENEUR? THE ANSWER MAY SURPRISE YOU!*

*Becoming a successful serial entrepreneur has far less to do with having nerves of steel, and far more to do with learning to evaluate and analyze risk. In fact, what if I told you that in the long run, it is riskier to place your faith in your employer than it is to start the business you've always dreamed of having? Well, you don't have to wonder—it's true!*

*In his latest publication, bestselling author, franchise expert, and serial entrepreneur Dan Citrenbaum explores the key concepts necessary to actualize the dream of starting your very own business. By conducting a high-level overview assessment of the characteristics, common pitfalls, and requisite tools of success, Dan makes the inexplicable, explicable. If you've ever wondered exactly what it would take start your entrepreneurial journey, you need look no further!*

Keep reading to:

- Explore the inherent risks of traditional, salaried employment in which you are not the business owner, and why statistics showing this risk are only becoming more relevant with time
- Understand the requirements and tools you'll need to have under your belt before purchasing your own franchise or business operation
- Evaluate your current employment conditions against your future earnings and financial milestones to create a clearer picture of exactly where you stand today
- Understand the minute details of how becoming a franchise owner can be an invaluable stepping-stone of experience for first-time entrepreneurs
- Equip yourself with the knowledge and insight to confidently explore franchise and other acquisition opportunities by learning to read disclosure statements, assess profitability, conduct interviews with current owners, and much more

*The business you've always dreamed of building has never been closer than right now. Grab your copy of Own Success today and make it a reality!*

With over 35 years of industry experience to date, Dan Citrenbaum has helped thousands of business professionals realize their dreams of business ownership either by starting their very first company or by securing an alluring franchise opportunity. Dan has owned several businesses himself and capitalizes on this real-world experience to enlighten and coach others on how they can also manifest their own path towards financial freedom. In addition to his role as a Franchise Coach with The Entrepreneur Option, Dan has also held positions as Executive VP, Director of Sales, and CEO of American Business Capital and the Angelion Mobility, respectively.

While helping fellow entrepreneurs acquire their own businesses, Dan remains the sole proprietor of two different successful operations. Dan's proven track record has resulted in countless stories of risk reduction and price maximization. For more information, connect with Dan on LinkedIn at <https://www.linkedin.com/in/dancitrenbaum/>.

# OWN SUCCESS

**A PROVEN METHOD TO SUCCEED IN BUSINESS WITH A FRANCHISE**



**DAN CITRENBaum**

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# Multifamily Apartment Syndications

## Chris Roberts

### Multifamily Apartment Syndications: The Truth about Buying and Selling Your First Value-Add Building

If you want to learn how investors can create significant wealth in multifamily real estate, *Multifamily Apartment Syndications* is the book for you!

Veteran real estate investor and syndicator Chris Roberts, a passionate proponent of the investment potential of multifamily real estate, draws on his extensive experience making money for himself and his investors in the sector to explain how he invests in multifamily value-add projects.

In this book, you will discover:

- How to create and build a real estate company to purchase and renovate existing multifamily properties.
- What you need to know about sourcing and negotiating multifamily deals with high profit potential.
- Why Class C properties can offer significant upside potential for investors who renovate these types of apartment complexes.
- A step-by-step description of how Sterling Rhino Capital, Roberts company, purchased, renovated and sold a Class C multifamily property for a ROI substantially greater than anticipated.
- The type of terms savvy investors seek when engaging in contract negotiations with a property seller.
- How to work with contractors to get a rehab done on time and within budget.
- Steps to take to help maximize the price you get when selling a multifamily property.
- How to work with investors to amplify your ability to purchase multifamily properties.

The book provides a comprehensive recipe for learning the skills necessary to purchase, rehab and sell value-add multifamily property. It includes the story of how Roberts went from earning uninspiring returns in the stock market to making substantial sums of money running a real estate company investing in multifamily apartment buildings.

Roberts explains how he started in real estate buying, rehabbing and selling single family homes before expanding into multifamily properties. He also covers the benefits real estate offers investors as an asset class. These include: the ability to earn monthly income from rent payments, tax benefits in the form of depreciation, and the possibility of capital gains if the property increases in value. *Multifamily Apartment Syndications* demystifies the process of investing in value-add multifamily real estate, making it a compelling read for anyone interested in learning how investors can profit from this asset class.

Chris Roberts is the founder and CEO of Sterling Rhino Capital, LLC. He has been an entrepreneur and real estate investor since 2007. Chris specializes in investor relations, commercial debt, and managing financials. He began his real estate ventures by renovating, flipping, building, and renting single-family residences before moving on to larger properties. In addition to running his own property management company to manage his smaller properties, Chris focuses his efforts on helping others create passive cash flow by investing in large, 100+ plus unit multifamily apartment buildings. He has led Sterling Rhino to acquire and manage 1,122 units across the country with an estimated value of more than \$122 million. Chris is an author and member of the Forbes Real Estate Council. He has been a contributor on BiggerPockets and also hosts the Charging Forward podcast where he interviews extraordinary entrepreneurs. He is an enterprise partner with Feeding America and is passionate about teaching and giving back to the community. Chris enjoys spending time with his wife, Christina, and traveling the world. He and Christina have been married for eleven years and have two dogs, Bentley and Oliver.

## MULTIFAMILY APARTMENT SYNDICATIONS

THE TRUTH ABOUT BUYING AND SELLING YOUR FIRST VALUE-ADD BUILDING



USA TODAY BEST SELLING AUTHOR

## CHRIS ROBERTS

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# Next Step

# Sandra Poppenga

## Next Step: A Predicted Death Defeated by Love

*This is the incredible true story of how Dave Poppenga survived one life-threatening condition after another, supported by his will to live and the miracle workers of modern medicine.*

*When Sandra Poppenga learned that her husband was in the hospital, she traveled to be by his side as he battled a succession of near-fatal conditions and complications including endocarditis and staph infection. Acting as her husband's advocate to hospital staff and medical professionals, she stayed by his side during his 50-day stay in the ICU, helping to coordinate his medical care and prioritize the procedures he would undergo.*

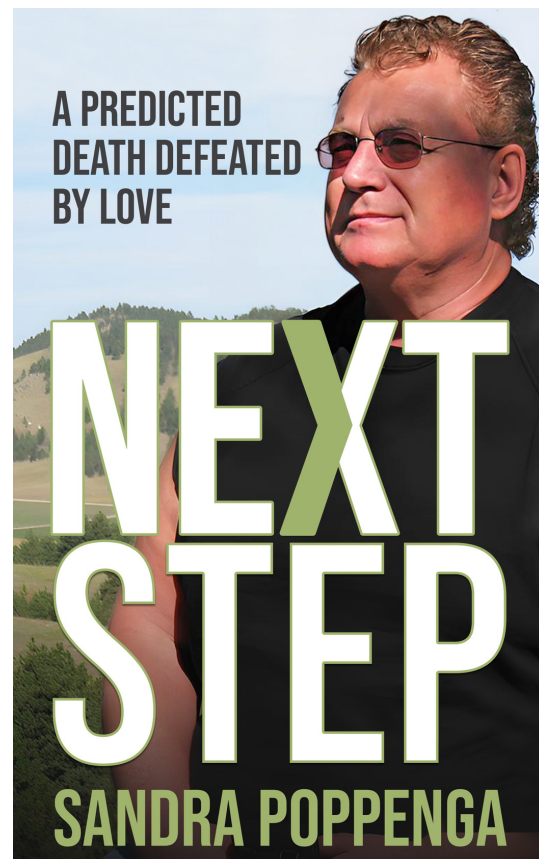
*Told from Sandra's perspective, Next Step: A Predicted Death Defeated by Love demonstrates how even critical medical conditions can be overcome by the power of modern medicine and the skilled physicians and other medical professionals who do their best to help patients survive in the face of daunting odds.*

*Sandra recounts how the doctors warned that his prognosis was extremely grim—equivalent to being on death's door—on more than one occasion. In the end, Dave's fierce will to live and the skilled medical care he received enabled him to overcome the immediate threat to his life. While the three-year recovery process that then ensued was long and grueling, Dave was encouraged by the presence of Sandra, who was there to help him each step of the way.*

*In addition to being a gripping story of survival against the odds, Next Step: A Predicted Death Defeated by Love shines a light on the value of patient advocacy. By speaking on her intubated husband's behalf with the medical professionals caring for him, Sandra helped ensure he received the best care possible.*

*Both a modern medical thriller and a testament to the ability of determined advocacy to help improve a loved one's chances of recovery, this is a book you won't be able to put down once you start reading.*

**Sandra Poppenga** grew up in a rural South Dakota farming community where she attended a one-room schoolhouse for two years. After graduating high school, Sandra worked for several years before completing a master's degree as a non-traditional student. Twenty years later, her professional career culminated as an internationally published scientific researcher serving as a multidisciplinary team member. She was honored to promote science, technology, engineering, and mathematics careers. In 2018, however, she was humbled beyond belief when her husband, Dave, endured weeks of intensive care while fighting for his life and struggling for years to learn how to walk and talk again. During his incapacitation and recovery, Sandra was her husband's caregiver and power of attorney while managing medical and insurance legalities under duress. Sandra and Dave live in a rural South Dakota community where they enjoy music and the outdoors.



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# 10X Leader

## Stephanie Crowe

### 10X Leader: How Great Leaders Multiply Outcomes Through Transformational Learning

*10X Leader reveals how visionary leaders use strategic learning programs to generate substantial ROI by training their employees to deliver performance that exceeds expectations. Written by business learning guru Stephanie Crowe, the book draws on her decades of experience to explain how to design a learning program for maximum impact.*

*Read 10X Leader to discover:*

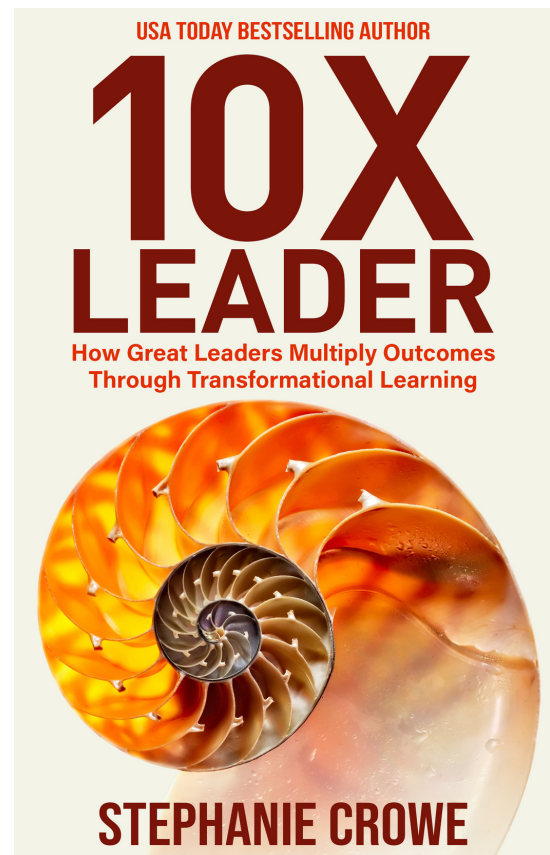
- *How to accurately diagnose where change is needed and train employees to handle it.*
- *Why linking results to performance can turbocharge your ROI on employee education programs.*
- *How to leverage collective knowledge to take your employee learning initiatives to the next level.*
- *Compelling examples demonstrating how companies in a variety of industries have employed learning programs to generate ROI of 10X or more.*

*10X Leader shows the profound difference a proactive learning program can make in achieving business objectives. From improving customer service to empowering sales staff and expanding into new areas, Stephanie persuasively shows that leaders can significantly boost ROI by employing carefully selected and prepared employee learning programs.*

*Get 10X Leader today to learn how you can optimize your learning programs to transform your organization's productivity!*

Steph Crowe believes that people power business. She connects people with results by identifying and revealing often hidden paths. Steph quickly spots paths to business success and helps organizations leverage their greatest asset: their people. For over 25 years, Steph has turned perceived business roadblocks into massive opportunities using an integrated thinking approach to holistically see a company, its difficulties, and its opportunities. From this vantage point, Steph discerns the clearest and most direct path to removing barriers and aligning talent with organizational objectives.

Steph is the Chief Executive Officer of Atlanta-based Learn.net, a leading educational technology (edtech) provider specializing in performance assurance, proficiency insights, and personalized learning through its proprietary Adaptive Microlearning™ platform. Previously, she was chief learning officer at Worldline Global. Steph earned her bachelor's degree in International Studies from American University and an MBA from The Wharton School, graduating with honors from both institutions.



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