



# BEST SELLER PUBLISHING SPOTLIGHT

## FEBRUARY 2025



### Highlights...

Client Spotlight: Nichole Lewis

Our Newest Authors!

Team Spotlight: Elaine Alvarez

Leadership Spotlight: Elizabeth Huston

Much, Much More!

## Client Spotlight: Nichole Lewis

Meet **Nichole Lewis**, a real estate powerhouse who turned adversity into success. From overcoming financial setbacks to building a thriving investment portfolio, Nichole now helps others achieve financial freedom through smart property strategies. Discover her inspiring journey, investment insights, and best-selling books in this month's **Client Spotlight!** (contd on Pg 3)



Nichole





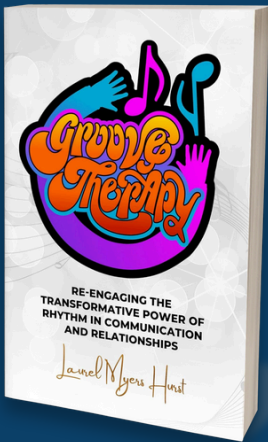
Elaine

# Team Spotlight: Elaine Alvarez

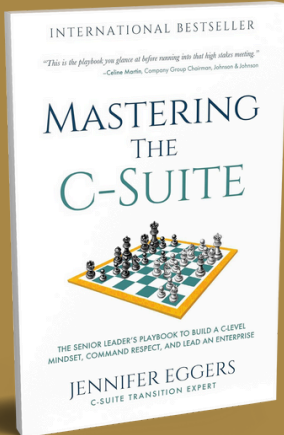
Meet **Elaine Diana Alvarez**, BSP's dedicated Author Coordinator! From managing sales calls to enhancing engagement through social media, Elaine plays a vital role in supporting our authors and team. Get to know her passions, values, and the skills that make her a standout member of BSP in this month's **Team Spotlight!** (contd on Pg 4)

## 2025 Book Highlights

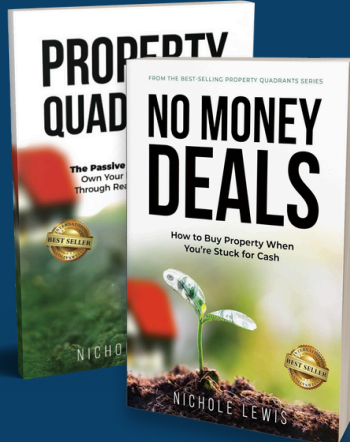
This month, we're celebrating four incredible books that have soared to bestseller status! Don't miss out—check them out today!



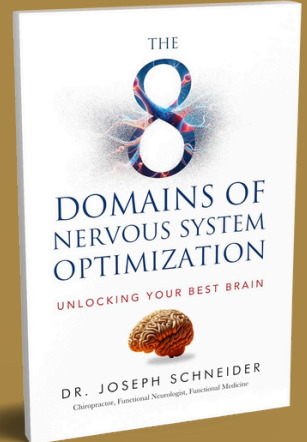
**Groove Therapy™** by Laurel Hurst is a groundbreaking guide that harnesses rhythm and movement to enhance mental wellness, resilience, and human connection.



**Mastering the C-Suite** by Jennifer Eggers is a strategic guide for executives to develop a C-level mindset, lead with confidence, and navigate high-stakes decisions effectively. Packed with real-world case and insights, this book equips senior leaders to drive change and command respect in their organizations.



**No Money Deals** by Nichole Lewis is a step-by-step guide to building wealth through real estate with little to no capital, using smart investment strategies. **Property Quadrants** by Nichole Lewis introduces a game-changing method to create passive income and achieve financial freedom through strategic real estate investing.



**The 8 Domains of Nervous System Optimization** by Dr. Joseph Schneider is a practical guide to enhancing brain function, emotional well-being, and longevity. Drawing from personal experience and professional expertise, Dr. Schneider provides actionable strategies to optimize cognitive health, recover from injuries, and reduce the risk of neurological disorders.





# Nichole Lewis (cont'd Pg 1)



**Nichole Lewis'** journey is a testament to resilience, vision, and strategic thinking. From a childhood shaped by loss to becoming a powerhouse in the real estate industry, Nichole has overcome numerous obstacles to build a thriving career and inspire others to achieve financial freedom through property investment.

Born in New Zealand and raised by her grandparents after the loss of her mother, Nichole was never one to follow the conventional path. Rejecting the idea of working a steady job until retirement, she instead immersed herself in books like *Think and Grow Rich* and *Rich Dad, Poor Dad*, sparking a deep curiosity about wealth-building through real estate.

At just 22, she purchased her first home with her husband and soon after made her first investment in a rundown property. Through trial and error, she learned valuable lessons about managing rentals, handling setbacks, and making strategic renovations. Even after facing financial devastation during the 2007 economic crash, she rebounded with a sharper approach to property investing.

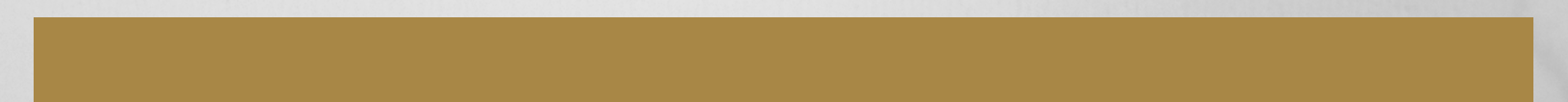
Nichole's expertise lies in identifying undervalued properties and transforming them into profitable assets. Her strategic mindset led her to focus on **home and income properties**, buy-renovate-sell deals, and, more recently, multi-unit investments generating passive income. A prime example of her success is a **three-unit property in Grey Lynn, Auckland**, which she acquired below market value and renovated to produce an annual passive income of **\$78,000**.

Today, **Nichole** is the **CEO of The Property Lifestyle**, where she continues to educate and mentor investors seeking financial independence through real estate.

Nichole has shared her knowledge in two best-selling books:

- **No Money Deals**- A step-by-step guide for investors with little or no capital, demonstrating how to build wealth through smart property strategies.
- **Property Quadrants**- A deep dive into real estate investment strategies, teaching readers how to transition from financial struggle to financial freedom.

With an unshakable belief in the **New Zealand property market**, Nichole Lewis continues to shape the future of real estate investing, proving that with the right mindset and strategy, financial freedom is within reach.







## Elaine Alvarez (cont'd Pg 2)

At BSP, we take pride in highlighting the hardworking individuals who contribute to our success. This month, we are excited to feature **Elaine Diana Alvarez**, our **Author Coordinator**, whose dedication and enthusiasm bring invaluable support to our team and clients alike.

Elaine was born and raised in **San Gabriel, CA**, and brings a wealth of experience and passion to her role at BSP. As our **Author Coordinator**, she plays a crucial part in supporting the sales team by scheduling, confirming, and prioritizing sales calls. Beyond logistics, Elaine also manages our sales-focused social media presence, enhancing engagement and outreach. Additionally, she ensures a seamless process for our clients by handling the creation and distribution of agreements.

Despite being with BSP for just **four months**, Elaine has already made a lasting impact. What keeps her motivated? Simply put, **she loves helping others**. Her passion for supporting authors and contributing to their success makes her role incredibly rewarding.

Elaine believes that three essential skills contribute to her success in her role:

- **Staying Organized** – Keeping tasks structured ensures smooth operations.
- **Communication** – Effective communication allows her to connect seamlessly with authors and the sales team.
- **Persistence** – Staying determined helps her tackle challenges with confidence.

When faced with challenges, Elaine relies on a simple but powerful strategy: **asking questions and staying eager to learn**. She believes clarity is key to finding solutions and navigating the workplace effectively.

When Elaine isn't working, she enjoys **hiking, yoga, and party planning**. Describing herself as **organized, friendly, and competitive**, she values **integrity, growth, and compassion** in both her personal and professional life.

Elaine's biggest fear is **losing her family**, which is why she cherishes every moment and lives each day to the fullest. Her version of happiness includes **good health, coffee, makeup, and quality time with family**. If she were to pick an animal to symbolize her personality, it would be a **meerkat**—always alert, quick, a little shy, but ultimately loyal and hardworking.

Elaine's passion and dedication make her a true asset to BSP. We are grateful to have her on the team and look forward to seeing her continued success!





# Elaine Alvarez (cont'd Pg 4)

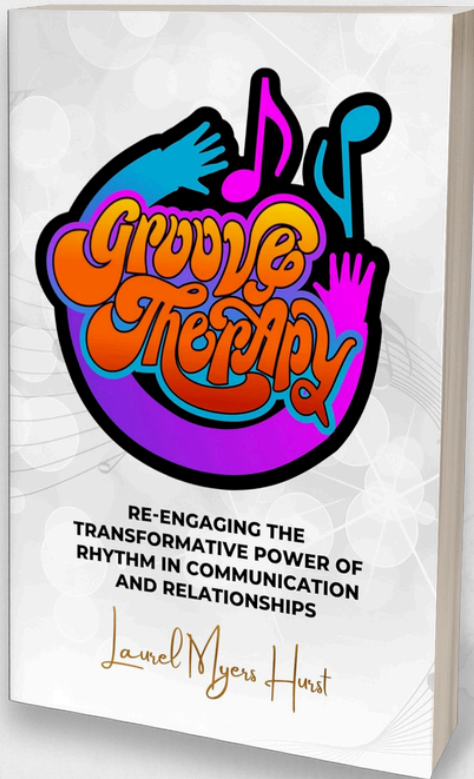
## Quick Personal Insights

1. What is your idea of perfect relaxation? **Snuggling on the couch with my fuzzy blanket**
2. Fast or slow? **Fast!**
3. Attend a party or host a party? **Host a party**
4. Your weirdest nickname? **Little Foot**
5. What job would you be terrible at? **Waitress**
6. City or countryside? **City**
7. If you could create a movie title that best describes your life today, what would it be? **"Juggling it All"**
8. What is love to you? **Love is... David, Layla and Dylan**
9. What was the nicest thing someone said about you? **I'm a great friend**
10. What is the biggest misconception about you? **I'm too nice**
11. What is your hidden talent? **Bop it Champion**
12. Owe money or owe a favor? **Owe a favor.**
13. The worst thing you did for love. The best? **Worst- disagree with a friend . Best- married David**
14. What makes you angry? **Rude Drivers**
15. Be embarrassed or be afraid? **Be embarrassed**
16. What do you think is your best quality? **Determination**
17. Past, present, or future? **Present**
18. How do you overcome betrayal? **Time**
19. If you can plan your death, how would it be? **Peacefully in my sleep**
20. Rich and famous or Rich and unknown? **Rich and Unknown**





# 2025 Book Highlights



## GROOVE THERAPY

The mind and body are deeply connected, and mental wellness and relationships can be transformed through an unexpected tool—rhythm. **Groove Therapy** explores how movement and rhythm unlock clarity, confidence, and connection. With evidence-backed insights, it introduces GROOVE THERAPY™ as a fun, physical, and effective approach to mental health, resilience, and human connection.

**Laurel Hurst**, founder of the Groove Therapy Institute, transitioned from ethnomusicologist to board-certified advanced practice nurse to champion rhythmic healing. Blending drumming, gut-brain health, and reflex integration, she offers a revolutionary approach to wellness. Passionate about mental health, she advocates for care that is both effective and enjoyable, supporting individuals on their journey to well-being.

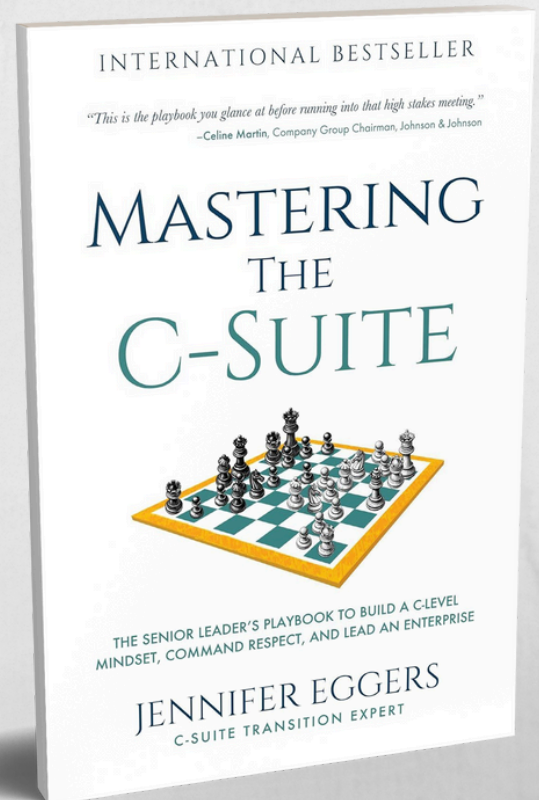
Laurel Hurst's journey to healing began with her own battle against chronic pain and undiagnosed fractures. After years of suffering, she turned to holistic solutions, eventually developing Groove Therapy—a fusion of rhythm and neuroscience. Her method isn't just therapy; it's a movement that makes mental health care engaging, empowering, and accessible to all.

## Mastering the C-Suite

Stepping into the C-Suite is more than a promotion—it's a new challenge. **Mastering the C-Suite** by Jennifer Eggers is a strategic guide for executives to build a C-level mindset, command respect, and lead effectively. With key mindset shifts, real-world case studies, and actionable strategies, this book helps senior leaders navigate high-stakes decisions and confidently drive change.

**Jennifer Eggers** is a C-Suite transition expert and founder of LeaderShift Insights®. With over 30 years of experience, she has advised Fortune 500 executives and held leadership roles at Bank of America, AutoZone, and Coca-Cola. She is also the bestselling author of *Resilience: It's Not About Bouncing Back*.

Jennifer Eggers blends consulting and coaching with her experience as a competitive water-ski coach. She created **RapidOD**, a fast-track approach to organizational restructuring, and her research-backed solutions resonate from the shop floor to the boardroom. She is a Strategic Partner with the University of Georgia Executive Education and an expert in adaptive leadership.



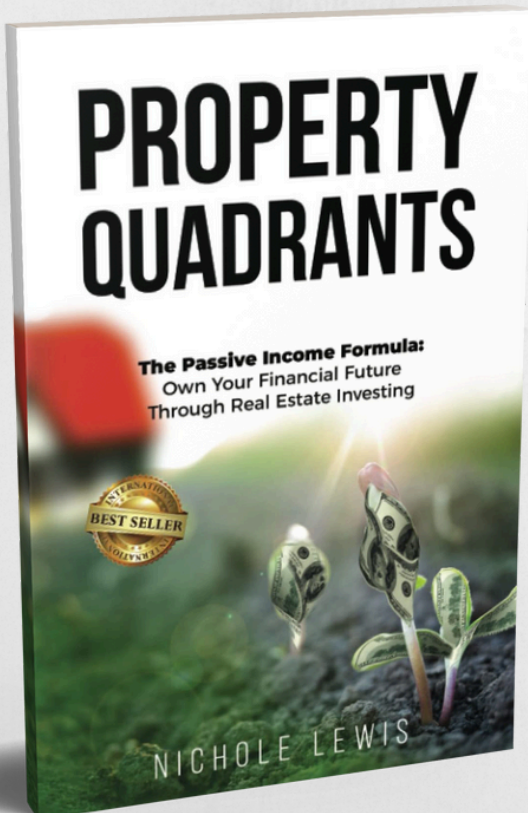
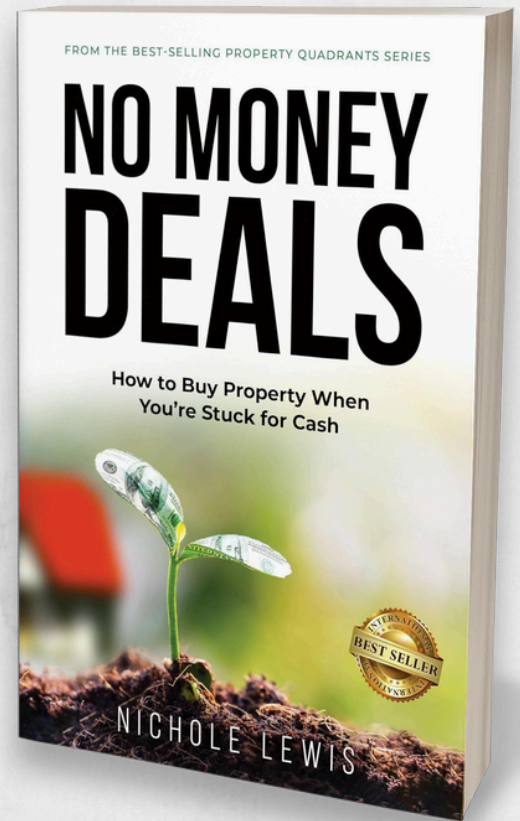


# 2025 Book Highlights

## No Money Deals

**No Money Deals: How To Buy Property When You're Stuck for Cash** is a step-by-step guide to building wealth through real estate, even with little to no initial capital. Nichole Lewis shares her proven strategies for buying, renovating, and selling properties with minimal upfront investment. Readers will discover how to develop an investor mindset, leverage deals for equity growth, and use the Property Quadrants™ formula to navigate their financial journey. With real-life stories and practical techniques, this book emphasizes building key relationships, crafting win-win offers, and creating a profitable real estate portfolio—no matter where you're starting from.

**Nichole Lewis** bought her first home at 22 and her first investment property at 23. Within 10 years, she had built a multi-million-dollar property portfolio. Now, with over 20 years of real estate experience, she helps others replace their corporate salaries with passive income in 10 years or less. An award-winning property investor and international speaker, Nichole has developed the Property Quadrants™ concept to revolutionize real estate investing and transform financial futures.



**Property Quadrants: The Passive Income Formula - Own Your Financial Future Through Real Estate Investing** breaks down the four key ways to approach real estate investing. Inspired by Robert Kiyosaki's cash flow quadrants, Nichole Lewis introduces a game-changing method that helps individuals transition from being cash-poor to financially secure. This book explains how emotional property purchases can drain wealth, while strategic real estate investments create passive income. With detailed case studies, numerical breakdowns, and step-by-step guidance, readers will learn how to generate both active and passive income through real estate, ultimately securing financial independence and wealth.

**Nichole Lewis** is widely recognized as the "queen of property," known for generating incredible real estate deals. Having made and lost millions, she rebuilt her wealth using the strategies she now teaches. Her Property Quadrants™ model has helped countless individuals achieve financial security, and she continues to inspire audiences as a keynote speaker and mentor in the real estate industry.





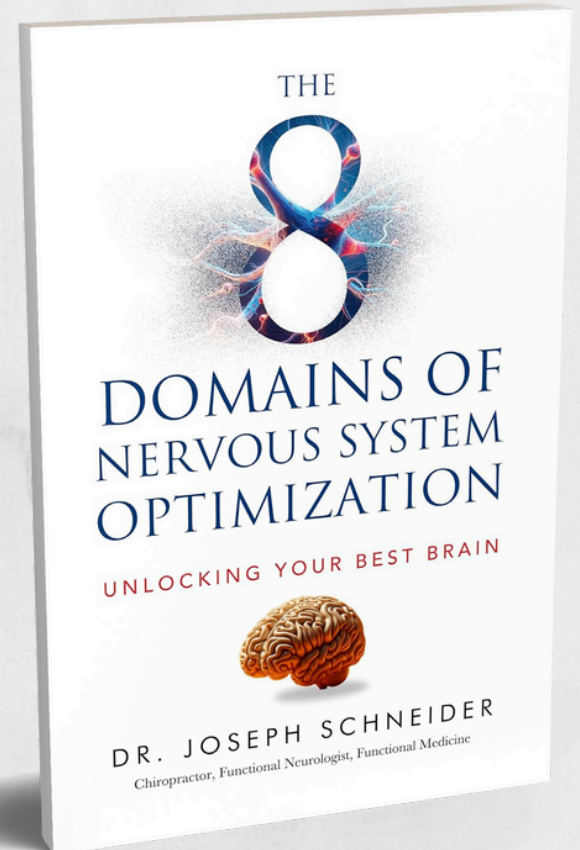
# 2025 Book Highlights

## The 8 Domains of Nervous System Optimization

In *The 8 Domains of Nervous System Optimization*, Dr. Joseph Schneider presents a comprehensive guide to unlocking your brain's full potential. Whether you're recovering from a brain injury or looking to optimize cognitive function, this book offers actionable insights into eight key domains of brain health. Through practical strategies, Dr. Schneider explains how to enhance cognitive abilities, boost emotional well-being, improve physical health, and manage pain, all while reducing the risk of neurological disorders and increasing longevity.

**Dr. Joseph Schneider** is a Board Certified Chiropractic Functional Neurologist and the founder of Hope Brain & Body Recovery Center in Chadds Ford, PA. With decades of experience treating patients with neuropathy, TBIs, strokes, ADHD, dementia, and other neurological conditions, Dr. Schneider is dedicated to providing the best neurological healthcare. His work focuses on helping individuals reclaim their cognitive function and lead vibrant lives.

Dr. Schneider is not only a doctor but also a patient. After surviving a severe stroke in 2017 and multiple concussions, he applies his personal journey to his professional expertise, offering unique, firsthand insight into neurological recovery. His book bridges the gap between complex neuroscience and real-world application, empowering readers with knowledge and practical tools to reshape their brain health and cognitive abilities.





# PR Spotlight

## Dr. Carlyle Naylor



Building strong, purposeful relationships is essential for personal and professional growth. In this month's **PR Spotlight**, we're featuring **Dr. Carlyle Naylor**, a pastor, life coach, and bestselling author with over 35 years of expertise in mental health, relationships, and spiritual growth. With a deep background in self-awareness training, emotional intelligence, and vocational counseling, Dr. Naylor has dedicated his life to helping individuals cultivate meaningful connections.

### Dr. Carlyle Naylor talks about purpose and value in male friendships

Updated: Oct. 29, 2024 at 11:59 PM GMT+8



In his best-selling book, ***Gritty Friendships: Bringing Purpose and Value to Male Relationships***, Dr. Naylor provides actionable advice on building and sustaining friendships that matter. He emphasizes vulnerability, emotional intelligence, and personal growth, guiding men to overcome loneliness and create deep, enriching relationships.

Beyond his work in coaching and ministry, Dr. Naylor is also the author of the #1 bestselling book ***Emotalerting – The Art of Managing the Moment***, where he explores techniques for emotional mastery. He is a sought-after speaker at conferences

on emotional intelligence and leadership. In his personal life, he enjoys endurance training, outdoor adventures, and cherishing his marriage of nearly four decades.

His insights and guidance empower men to embrace authentic connections and personal development, making their relationships more fulfilling and purposeful.



### Ditch Surface-Level Bonds: Build Lasting Friendships with Expert Tips

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# Leadership Spotlight

by **Elizabeth Huston**

I've been working at Best Seller Publishing for almost seven years now, but when I first got hired, I had zero experience in publishing—or even working in an office. Rob took a huge chance on me, knowing that my only real job experience was at Starbucks as a barista and shift supervisor. Before that, the only office job I had was a temp gig for a week, where I just answered calls by myself. I wasn't exactly looking for a new job at the time, but I knew I needed a change...

So, Rob hired me as a receptionist, the Author Liaison role, and honestly? I had no idea what I was doing. But I figured it out. I just need some time to get the hang of things. Then, a small change happened—they asked me to help out the PR team. I started doing that, and before I knew it, I was working full-time in PR. I felt good like I finally knew what I was doing.

And then... came the launch side of things. Let me tell you, this was the most challenging part of my job. I kind of walked into it cocky, thinking, Oh, *this will be easy*. Spoiler alert: It wasn't. That first month was awful. I really thought I wasn't going to make it, and quitting crossed my mind more than once. No matter how hard I tried, I just couldn't get the hang of it. Plus, the clients I was working with at the time, not exactly the easiest people to deal with.

So how did I get through it? Honestly, by asking for help. I don't usually like doing that, but I had to. I probably annoyed Bob every hour with my questions, but he was super patient and helped me out. He even got someone outside the company to guide me because sometimes he and I were in the same boat, "*I don't know the answer to that.*" I also started taking walks to clear my head and reset when I felt overwhelmed. And try to get rid of the negativity and come back with a plan. Little by little, I figured things out, and eventually, I got the hang of it.

So if you're struggling at work, my advice? Ask for help, take breaks when you need them, and just keep going. You'll get there.







# February Upcoming Events

This month is packed with celebrations and exciting events! While **there are no team birthdays in February**, we have plenty to look forward to:



## Paula's Mom's Birthday



A special day to celebrate the amazing woman who raised Paula! Wishing her a fantastic birthday filled with love and joy.



## Super Bowl Sunday!



Football fans, get ready! Whether you're here for the game, the halftime show, or just the snacks, it's one of the biggest events of the year. **(Steve is especially excited for this one!)**



## Valentine's Day!



Love is in the air! Whether you're celebrating with a special someone, friends, or just treating yourself, take a moment to spread kindness and appreciation.



## Holly's Dad's 63rd Birthday



A heartfelt shoutout to Holly's dad as he celebrates another year! Wishing him health, happiness, and all the best on his special day.



## Matt's Friend's Wedding



Matt will be attending the wedding of one of his oldest and dearest friends—a truly special moment. Wishing the happy couple a lifetime of love and happiness!

Wishing everyone a fantastic February filled with **love, laughter, and good times!**