



BEST SELLER PUBLISHING SPOTLIGHT

JUNE 2025



Highlights...

Client Spotlight: Erica Carrico

Our Newest Authors!

Team Spotlight: Rob Kosberg

Leadership Spotlight:
Samantha Policios

Much, Much More!

Client Spotlight: Erica Carrico

Feeling stuck in a career that no longer lights you up? Meet **Erica Carrico**, cancer survivor, single mom, and award-winning business coach, who turned burnout into a seven-figure purpose-driven empire. In our June Client Spotlight, discover how Erica helps women around the world build thriving businesses aligned with their soul's calling. Her story might just be the inspiration you need. (contd on Pg 3)



Erica



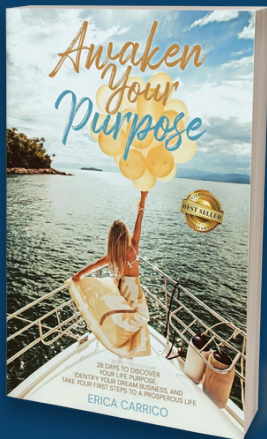
Rob

Team Spotlight: Rob Kosberg

Visionary. Strategist. Heart of the team. **Rob Kosberg** isn't just the **CEO of Best Seller Publishing**, he's the pulse and power behind its success. His leadership blends creativity, clarity, and heart. From sunrise routines to bestselling book launches, Rob leads with integrity, passion, and purpose. Dive into this special Team Spotlight and meet the leader who's building more than a business—he's building a legacy. (contd on Pg 4)

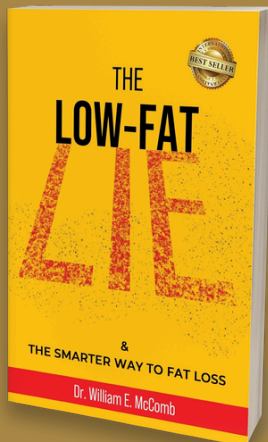
2025 Book Highlights

This June, we're spotlighting four powerful books that challenge convention, spark transformation, and offer actionable paths to personal and professional growth. Whether you're seeking purpose, healing, wellness, or a new way to thrive in your career, these titles provide the insight and inspiration to help you move forward with clarity and confidence. Find the breakthrough you've been looking for in one (or all!) of these remarkable reads.



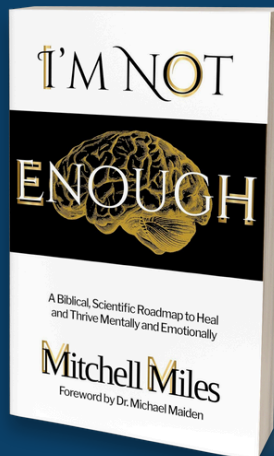
Awaken Your Purpose: 28 Days To Discover Your Life Purpose, Identify Your Dream Business, and Take Your First Steps to a Prosperous Life

Erica Carrico



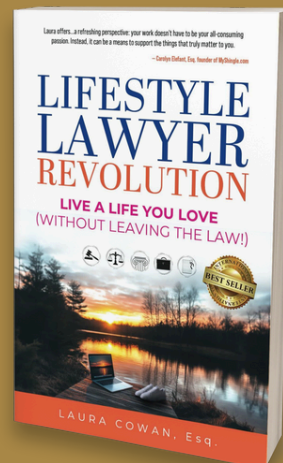
The Low-Fat Lie: & The Smarter Way to Fat Loss

Dr. William McComb



I'm Not Enough: A Biblical, Scientific Roadmap to Heal and Thrive Mentally & Emotionally

Mitchell Miles



Lifestyle Lawyer Revolution: Live a Life You Love (Without Leaving the Law)

Laura Cowan Esq



Client Spotlight: Erica Carrico

This month, we're excited to shine our Client Spotlight on **Erica Carrico**, an award-winning **Life Purpose and Business Coach** whose mission is as powerful as her journey. Erica is the founder of the **Soul Business Collective**, a global movement helping women build soul-aligned six- and seven-figure businesses while doing work they love—work they were put on this earth to do.

Erica's professional story began in the corporate world, where she held leadership roles in international business after earning degrees in Psychology and Business Management. Despite outward success, Erica felt trapped. *"I was miserable,"* she recalls. *"Every Sunday night, I'd sob into my pillow knowing Monday was coming. I knew I wasn't living my truth."*

At age 36, with two small children and a high-pressure career, Erica was diagnosed with kidney cancer. That life-altering moment sparked a deep realization: she was done settling. Determined to find her purpose and claim a life that felt meaningful, she hired a life coach and began the journey of transforming her life—and ultimately, the lives of thousands of others.

Within four years, Erica launched and scaled her coaching business to seven figures. She quickly became known for her unique ability to help women blend strategy and spirituality to build profitable, purpose-driven businesses. In 2020, she was named International Coach of the Year, and her work has been featured in Forbes, Entrepreneur, The New York Times, and over 50 media outlets.

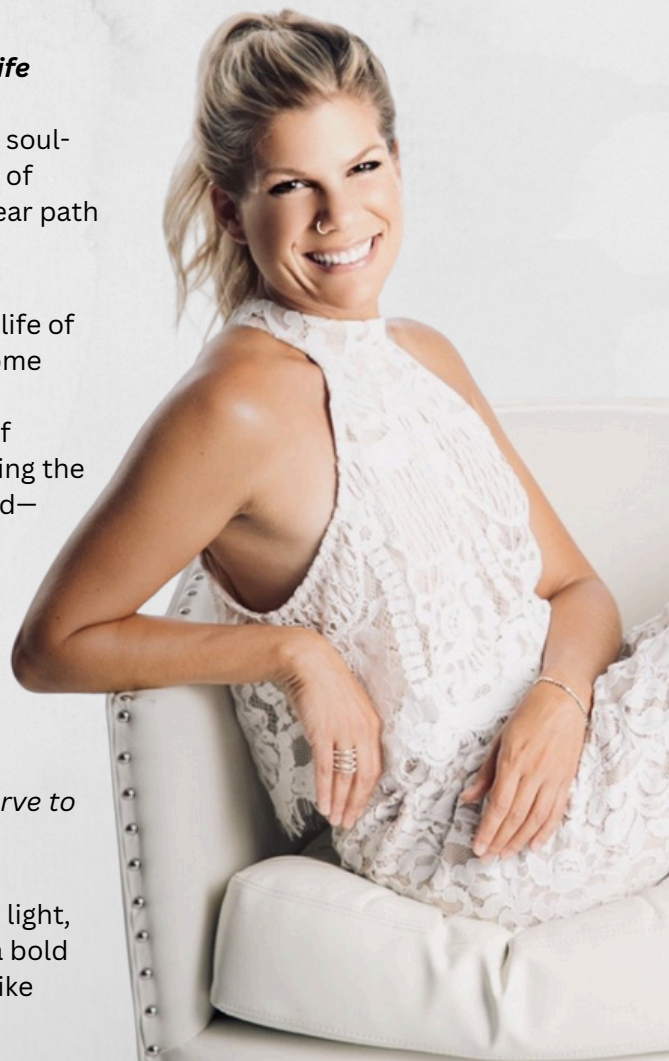
Her bestselling book, ***Awaken Your Purpose: 28 Days to Discover Your Life Purpose, Identify Your Dream Business, and Take Your First Steps to a Prosperous Life***, is a transformational guide for anyone feeling stuck in a soul-crushing job or uncertain about their next step. With her signature blend of neuroscience, mindset tools, and spiritual alignment, Erica provides a clear path to lasting freedom and fulfillment.

But Erica's success story goes far beyond business metrics. She's built a life of balance and joy. Splitting her time between Denver and her mountain home near Breckenridge, she juggles motherhood, international speaking engagements, horseback riding, and leading a powerhouse global team of women. Whether she's coaching clients, training rescue horses, or traveling the world, Erica is walking proof that purpose and prosperity can—and should—coexist.

What sets Erica apart is her authenticity. She doesn't just teach transformation, she embodies it. She's lived through the burnout, the fear, the uncertainty, and emerged with a business that feeds her soul and serves others.

To anyone feeling stuck, Erica offers this reminder: *"You absolutely deserve to earn a living doing what you love. Everyone does."*

We're proud to celebrate Erica not just for her achievements, but for the light, leadership, and hope she brings to the lives she touches. Her journey is a bold invitation to say yes to your purpose—and create a life that finally feels like yours.





Team Spotlight: Rob Kosberg

Is this Iron Man? A creative genius, visionary leader, and real-life superhero to the BSP team, Rob Kosberg is all that and more.

From leading with heart to building a company that transforms lives, Rob doesn't just run BSP; he embodies what it means to lead with purpose.

Robert Edward Kosberg, known to all simply as Rob, is the **founder** and **CEO of Best Seller Publishing** and the powerhouse behind the company's vision, growth, and soul. While his official title reflects his leadership role, Rob sees himself more as the *"chief evangelist"* of BSP, dedicating each day to high-level strategy, creative development, and guiding the company's mission forward.

A typical day in Rob's world involves a mix of content creation, webinar planning, client engagement, and marketing innovation. From building out advertising strategies to fine-tuning book funnels, Rob remains deeply hands-on in the creative processes that keep BSP dynamic and relevant. His approach is grounded in what he calls the **"Three E's"**: focusing on what he is excellent at, what earns the most value for the company, and what he genuinely enjoys doing.

Now in its **14th year**, Best Seller Publishing continues to thrive under Rob's leadership, a success he attributes to three core drivers: creating an environment where team members can succeed, helping clients achieve their long-held dreams of authorship, and building a meaningful, creative business that supports his family and values.

"I want to provide an environment where my team can thrive and where our clients feel truly served," Rob shares. *"Helping someone publish their book, something they've dreamed of for years, that's not just a job. That's a calling."*

Rob's leadership style combines vision with humility. He's quick to credit his team for navigating internal operations and challenges while staying grounded in values like integrity, productivity, and a deep sense of purpose. Whether it's hearing from a grateful client or a team member who loves what they do, that kind of feedback fuels him. *"We exist to make a difference in people's lives,"* he says, and it shows.

Outside of the office, Rob is equally intentional about how he lives. He starts his day early, very early. *"I walk my dog every day. I watch the sunrise. I read, pray, and work out. I've built a routine that sets the tone for everything else—and I love that part of my life,"* he shares. His mornings are sacred, filled with reflection, movement, and quiet time that fuels the energy he brings to work.

Rob is also a golf enthusiast and lifelong car lover. Whether he's hitting the course or taking his Porsche to a rally, he knows how to have fun and recharge. And when it comes to family, humor is at the heart of everything, they laugh, tease, and create memories together. Even his dog, an Argentine Dogo named **Bob**, steals the spotlight—with his photo making a VIP appearance on the next page.





Team Spotlight: Rob Kosberg

Asked to describe himself in three words, Rob chose curious, encouraging, and someone who aspires to godliness—a phrase that reflects both humility and purpose. He's also honest about his weakness: being easily distracted. But like everything else in his life, he's learned to channel that creatively, changing environments when needed and building habits that keep him focused and fulfilled.

Rob's story is one of intention, grit, and grace. He leads not just with strategy, but with soul, creating a ripple effect that touches every part of the company and everyone it serves. Whether you're working beside him or simply inspired by his journey, one thing is certain: Rob Kosberg is a leader who not only builds businesses—but also builds people.

Let's celebrate the one-in-a-million boss we're lucky to have—here's to Rob!



Team Spotlight: Rob Kosberg

Quick Personal Insights

1. What's your signature dance move?

Standing next to the wall and watching...

2. Sunrise or sunset? ***Sunrise.***

3. What's one thing you refuse to do?

Ah, I refuse to do, I don't want to say household chores, because they do those, but like working on things around the house that I could pay someone to do, like, you know, electrical work or plumbing, or things like that.



4. Regret something you did or something you didn't do? ***Regret something that I did.***

5. The most spontaneous thing you've ever done? ***The most spontaneous thing that I've ever done, I would say, buy a car.***

6. What motivates you to keep going through during tough times? ***My relationship with God***

7. What's something people always get wrong about you? ***They think I'm tougher or angrier or harder than I am.***

8. What's your go-to comfort food? ***Oh, man, I love ice cream.***

9. What's the best advice you've ever received? ***That failure is not fatal.***

10. What do you value most in a friendship? ***I would say loyalty***

11. What do you think is your most underrated trait? ***Yes, I would say loyalty.***

12. If you had to live in one place forever, where would it be? ***In a general sense, on the water, in a specific sense, right here in St Augustine.***

13. Be stuck in a traffic or lose internet for a day? ***Lose internet.***

14. If you had a personal theme song, what would it be? ***Personal theme song? Easy. That's "A Simple Man" by Leonard Skynyrd.***

15. The craziest thing you did for love? ***Craziest thing I did for love. I would say, proposed to my wife. Because I was terrified.***

16. What does success mean to you? ***Success means to make a difference in people's lives in a way that is like fun and enjoyable to me.***

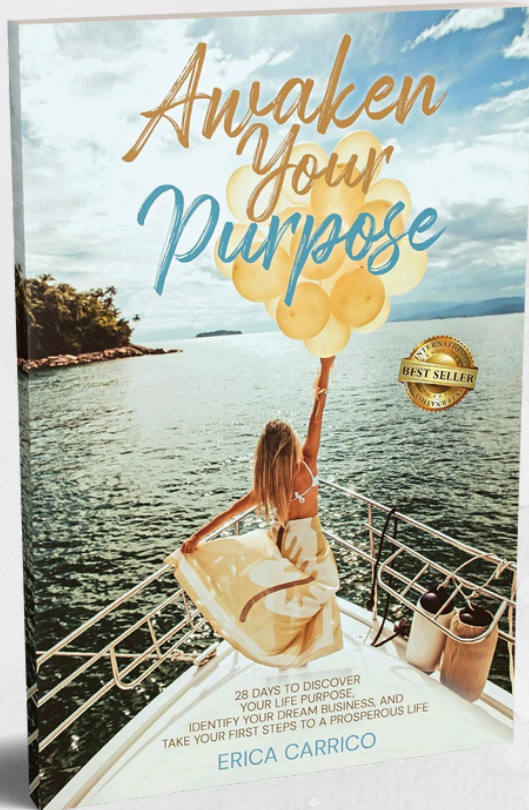
17. What's your weirdest habit? ***Probably my morning routine. I mean, most people are weirded out by what my morning routine looks like, starting at 4:30, or 5am.***

18. What's a quote or saying you live by? ***I would say Love the Lord your God with all your heart, mind, soul and strength.***

19. Which super superhero do you relate to the most? ***I don't know if I relate to any of them, but you know which one would I like to be? I would probably say Captain America.***

20. If your life were a movie, what would the title be? ***Simple Man.***

2025 Book Highlights



Awaken Your Purpose

Awaken Your Purpose is a 28-day transformational guide designed to help you discover your life purpose, heal limiting beliefs, and build a soul-aligned business. With a blend of strategy and spirituality, Erica Carrico walks you through finding clarity, unlocking abundance, and finally saying yes to a life of meaning and prosperity.

Erica Carrico is an award-winning Life Purpose and Business Coach featured in Forbes and The New York Times. A cancer survivor and single mom turned seven-figure entrepreneur, she empowers people to shift from unfulfilling jobs to purpose-driven businesses through her coaching programs and Soul Business Collective.

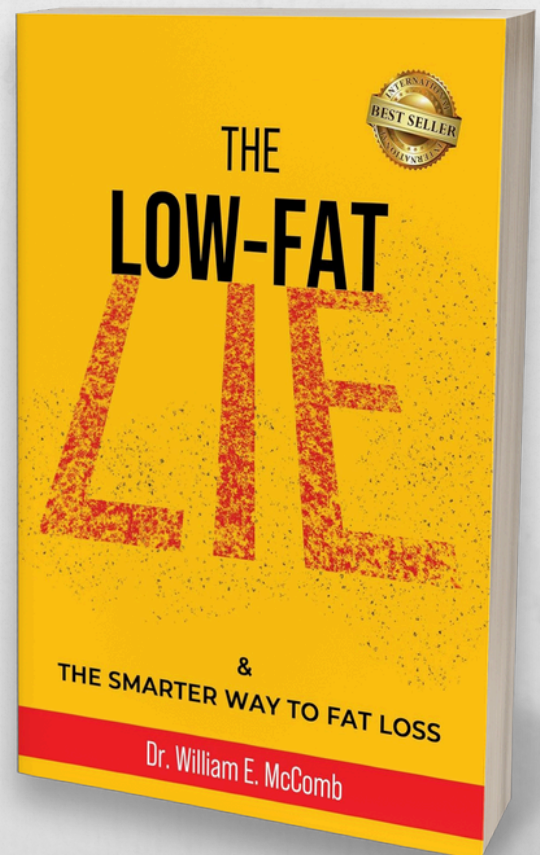
After surviving cancer and leaving her corporate job, Erica launched her own purpose-led business while raising two kids solo. Her story isn't just inspiring—it's proof that with clarity and courage, turning your calling into a prosperous reality is possible, no matter your circumstances.

The Low-Fat Lie

The Low-Fat Lie debunks decades of misleading nutrition advice and exposes the truth about fat loss. Dr. William McComb reveals the science behind the low-fat diet's failure and introduces the S.M.A.R.T.E.R. Way to Fat Loss—a holistic, sustainable approach rooted in ancestral wisdom, modern science, and mind-body harmony.

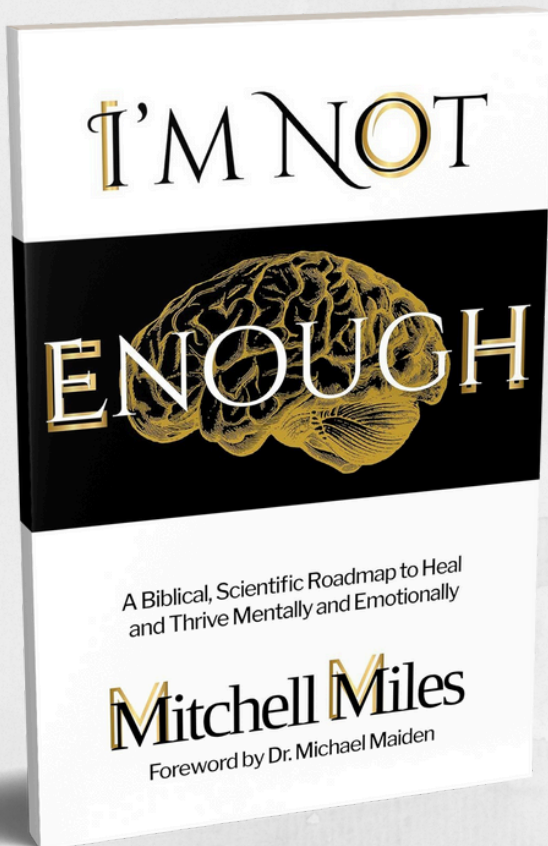
Dr. William E. McComb is the founder of the sports medicine program at the prestigious IMG Academy, where he designed fitness and nutrition plans for elite athletes. As a medical leader and wellness advocate, he combines clinical experience with a passion for ancestral living to help people achieve lasting health through smart, whole-food choices.

Dr. McComb's revolutionary fat-loss framework is more than just a diet—it's a lifestyle shift. Drawing from years of experience with world-class athletes, he created a proven method that integrates sleep, sunlight, real food, and mindset. Readers also gain exclusive access to his Smarter Way to Fat Loss Coaching Program for deeper support.



2025 Book Highlights

I'm Not Enough



I'm Not Enough is a raw, faith-filled guide for anyone battling depression, anxiety, or emotional exhaustion. Mitchell Miles blends neuroscience and biblical truth to deliver a practical 11-step roadmap for lasting transformation—from survival to thriving. It's not just about coping, it's about rewiring, healing, and finally living with purpose and peace.

Mitchell Miles is a speaker, entrepreneur, and founder of NeWell—a biblically grounded mental health movement. From suicidal lows to spiritual and scientific breakthrough, his journey fuels his mission: to help others experience emotional freedom through Jesus Christ and neuro-physio-repatterning. He lives in Phoenix, Arizona, with his wife, Bee, inspiring lives through truth and testimony.

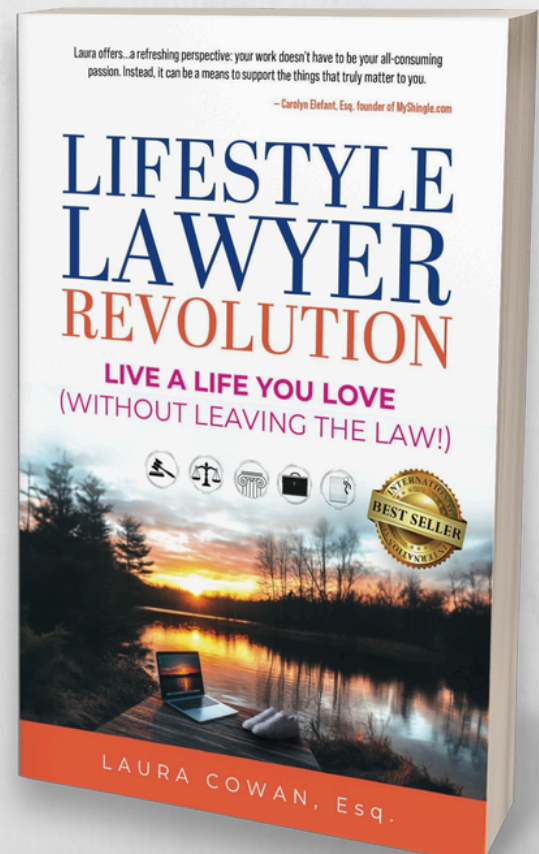
Mitchell was a seven-figure earner when he hit rock bottom. Instead of ending his life, he rebuilt it, using a breakthrough method that combines brain rewiring techniques with ancient biblical healing principles. His transformation isn't just a story, it's a system now helping countless others step into a life of joy, peace, and purpose.

Lifestyle Lawyer Revolution

Lifestyle Lawyer Revolution empowers attorneys to build a thriving, fulfilling law practice without sacrificing their time, mental health, or values. Laura Cowan shares the 2-Hour Lifestyle Lawyer™ model to help legal professionals ditch burnout, streamline their business, and finally live a life they love, without leaving the law behind.

Laura Cowan, Esq., CPA, is an award-winning estate planning attorney and founder of the 2-Hour Lifestyle Lawyer™. After successful careers in public accounting and law, she built a 7-figure virtual practice and now teaches other lawyers how to do the same. Her work has been featured in The New York Times and Super Lawyers.

Laura didn't start law school until she was 35, and still built a seven-figure law firm in just three years. During the pandemic, she pivoted her entire practice online, proving you can build success on your own terms. Her book offers a revolutionary approach for lawyers craving more freedom, flexibility, and fulfillment.





PR Spotlight: Chad Wade

From a small-town upbringing to building multimillion-dollar businesses, **Chad Wade** has defied the odds and is now helping others do the same. The founder of **ChadWadeTV** and author of ***Street Smart: How to Start a Million Dollar Business and Run it Like a Weed Empire***, Chad is living proof that success doesn't always come from textbooks or traditional classrooms. His sharpest business lessons were learned in the real world, from hustling on the streets to rebuilding in federal prison.

"My business education came from experience, sometimes the hard way," Chad shares. *"But I built a system that works. And now I teach it to anyone willing to listen."*

What makes *Street Smart* so compelling is its raw, unapologetic voice and actionable advice. In just one sitting, readers can walk away with a no-nonsense, easy-to-follow blueprint to kickstart their own venture—retail, wholesale, or online. Chad's approach is built for those who want real talk, real strategies, and real results.

Unlike many business books filled with jargon and fluff, *Street Smart* breaks it down into the essentials: how to make a solid plan, source the right products, build a loyal team, advertise creatively, and most importantly, scale sustainably. And Chad isn't just theorizing—he's done it all himself. His own enterprises have grown to impressive valuations, and his methods continue to inspire a growing community of self-starters.

"People think you need an MBA to build a real business," Chad says. *"But the truth is, the only thing you need is vision and the guts to act on it."*

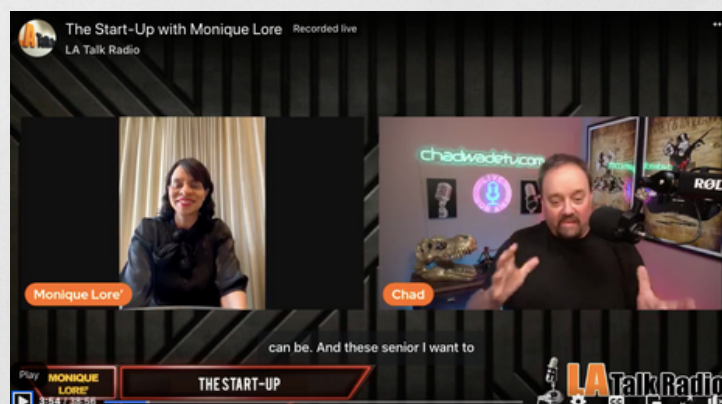
Today, from his base in Mount Washington, Kentucky, Chad reaches thousands through his brand, his mentorship, and his speaking engagements. Whether you're starting from scratch or stuck in a rut, *Street Smart* is the wake-up call and game plan you didn't know you needed.

Ready to break free from the 9-to-5 and build something that's yours?

Chad Wade is here to show you how it's done, street style.

Learn more at: www.chadwadetv.com

These are some of his recent media interviews.





Leadership Spotlight by Samantha Policios

Owning the Mistake, Earning the Trust

In my nearly three years at BSP, I've had the privilege of working with a diverse group of authors—each bringing their own expectations, personalities, and communication styles. While most interactions have been smooth, there have been moments that tested my patience and professionalism. One such challenge occurred last February, when I was tasked with arranging a television guesting for an author named Alicia Moore.

I promptly created her one-sheet and successfully scheduled her interview. However, I was caught off guard when I received an email from her with the subject line: “Disastrous Interview Request.” She had found an error in her one-sheet, was unclear about the interview setup, and expressed significant disappointment with the process. She requested a meeting to discuss her concerns in detail.


During the meeting, I listened attentively as Alicia shared her frustrations. Fortunately, Bob and Liz were present, which helped ease the tension and reassure her. Afterward, I took full responsibility for the oversight, expressed my sincere apologies, and showed empathy toward her concerns. I immediately revised her one-sheet, provided complete and accurate interview details, and followed up with a thorough email to ensure everything was clear moving forward.

To my relief, Alicia responded with warm and grateful messages, saying how pleased she was with the updated materials and how much she appreciated the effort put into organizing her interview. What started as a stressful and uncomfortable situation turned into an opportunity to rebuild trust and show professionalism under pressure.

This experience reinforced for me the importance of empathy, ownership, and proactive communication. Mistakes are inevitable, but how we respond can significantly influence the outcome. I've also come to understand that authors often feel nervous about interviews, and their stress can magnify minor issues. By staying calm, respectful, and solution-focused, I was able to turn the situation around.

Since then, I've approached similar situations with greater composure and clarity. I now see obstacles not just as problems to solve, but as opportunities to strengthen relationships and deliver excellent service. Ultimately, our job is to ensure authors feel heard, supported, and confident throughout the entire process.

Samantha





June Upcoming Events

As we wrap up June, our team has been sharing joyful milestones, heartwarming reunions, and meaningful celebrations. Here's a quick look back at the memorable moments that made this month so special!

Father's Day – June 16



From heartfelt messages to quiet moments of gratitude, Father's Day was a beautiful time to honor the incredible dads and father figures in our lives.

Gender Reveal – Paula's Family



A huge congratulations to Paula and her family on their exciting gender reveal this month! It must have been a joyful celebration filled with love, anticipation, and happy tears. (P.S. The big news? You'll have to ask Paula for the adorable details!)

Family Reunion – Bob's Louisville Trip



Bob reunited with loved ones in Louisville this month, soaking up quality time, laughter, and cherished memories. Family bonds like these remind us of what really matters—and we're so glad he got to enjoy it all.

While June may be winding down, the warmth and connection we've shared this month continue to energize and inspire us. Here's to carrying that joy into the rest of summer—stronger together, one meaningful moment at a time!