



BEST SELLER PUBLISHING SPOTLIGHT

JULY 2025



Highlights...

Client Spotlight: Ash Ghandehari

Our Newest Authors!

Team Spotlight: Alfred Sandoval

Leadership Spotlight: Misael
Khalique

Much, Much More!

Client Spotlight: Ash Ghandehari

This July, meet **Ash Ghandehari**, a leader who's mastered the art of success yet discovered a deeper fight worth winning. Behind the titles, achievements, and relentless drive lies an "inner war" we all face—the battle between what the world celebrates and what truly fulfills us. Ready to explore the journey from external success to authentic purpose? (contd on Pg 3)



Ash



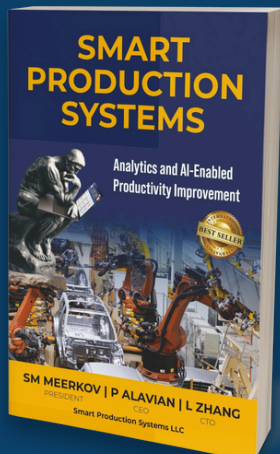
Alfred

Team Spotlight: Alfred Sandoval

Meet **Alfred Sandoval**, BSP's new weapon wrapped in a friendly smile. He's the guy who turns tough calls into tea-time chats, and serious brainstorms into belly laughs. Imagine a coach, therapist, and a man's bestfriend rolled into one loyal teammate. Get ready for warmth, wit, and a surprising sprinkle of goofy brilliance. You won't want to miss this spotlight! (contd on Pg 4)

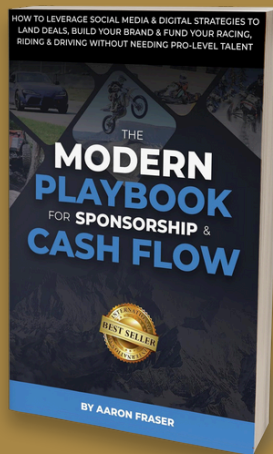
2025 Book Highlights

This July, we're spotlighting four transformative books that speak to the heart, hustle, healing, and human potential. From expanding your Love Footprint to mastering sponsorships, unlocking creative legacy, and embracing conscious leadership, these titles deliver the inspiration and practical tools to move you forward, personally and professionally. Breakthroughs await in every chapter. Which one will spark yours?



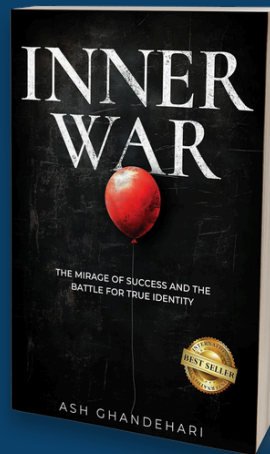
Smart Production Systems:
Analytics and AI-Enabled
Productivity Improvement

Semyon Meerkov, PhD,
Pooya Alavian, EngD,
Liang Zhang, EngD



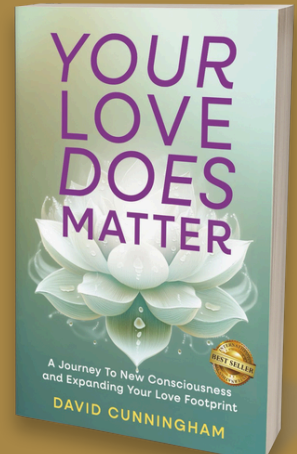
**THE MODERN PLAYBOOK FOR
SPONSORSHIP & CASH FLOW:**
How To Leverage Social Media & Digital
Strategies to Land Deals, Build Your
Brand & Fund Your Racing, ... & Driving
Without Needing Pro-Level Talent

Aaron Fraser



INNER WAR:
The Mirage of Success and the Battle for
True Identity

Ash Ghandehari



Your Love Does Matter:
A Journey to New Consciousness and
Expanding Your love Footprint

David Cunningham



Client Spotlight: Ash Ghandehari

Ash Ghandehari's life story is one of courage, resilience, and transformation. Born in Iran and immigrating to the United States at just 12 years old, Ash faced the challenges of cultural transition head-on. Those early experiences of adaptability and determination became the foundation for an extraordinary journey—from a young immigrant navigating a new world to a self-made millionaire and industry leader.

With over 25 years of success in sales and leadership, Ash has helmed organizations ranging from small startups to billion-dollar divisions. One of his most notable achievements was guiding a family business through a strategic acquisition by a major beverage company, an endeavor that showcased his vision and capacity to scale businesses to their fullest potential. Yet for Ash, true accomplishment is measured not by titles or accolades, but by the lives he impacts.

A seven-time Ironman finisher, Ash embodies discipline, mental toughness, and the relentless pursuit of growth. Since 2016, he has coached more than 3,000 entrepreneurs, executives, and professional athletes, helping them align ambition with authenticity. His mission: to empower others to lead with vision, live with intention, and discover fulfillment beyond external measures of success

At the heart of Ash's life is his family. He is a devoted husband to Shanda Sumpter, a dynamic leader in her own right, and a proud father to their son, Zack. Ash credits his family with reshaping his definition of success, transforming it from the pursuit of achievement to the cultivation of meaningful relationships and a legacy of growth.

This personal philosophy is at the core of his powerful new book, ***Inner War: The Mirage of Success and the Battle for True Identity***. Written for high-achievers who have “made it” yet feel unfulfilled, *Inner War* exposes the hidden emotional battles behind outward success. Through personal storytelling, practical exercises, and his innovative Power Matrix model, Ash guides readers to break free from limiting beliefs, shift from seeking validation to living with authenticity, and create lives driven by purpose and genuine fulfillment.

Ash Ghandehari's story is a reminder that the ultimate measure of success isn't just what you achieve—it's who you become and who you uplift along the way.

Are you ready to conquer your own inner war?





Team Spotlight: Alfred Sandoval

If you've ever had a conversation with **Alfred Alexander Sandoval**, you'll likely walk away feeling both heard and uplifted. A few months into his role at BSP as an Author Developer and Coach, Alfred has already made a positive impact, not just on clients, but on everyone lucky enough to work alongside him.

Before joining BSP, Alfred spent 18 years in the construction and renewable energy industry. Shifting from hands-on labor to heart-on-deck coaching was a bold move, and not without challenges. *"It was kind of a good scary,"* Alfred says, reflecting on his transition. *"I wasn't used to connecting virtually. I usually did that over a meal or cup of coffee!"* Yet somehow, even behind a screen, Alfred's gift for deep, genuine connection never misses a beat.

At BSP, he found something new — not just a job, but a space where meaningful conversations, vulnerability, and storytelling are part of the daily grind. *"People come with big dreams and big emotions. Some are excited, others are nervous, and some just want someone to listen,"* he says. *"That's where I come in."*

Alfred brings patience, empathy, and humor to every client call. He's the calm in the storm when authors feel stuck or overwhelmed. And when tensions rise, especially with more challenging personalities, Alfred is the unofficial "client whisperer." *"Some clients come in with a sense of entitlement. I try to shield the team from that energy, reset expectations, and help everyone move forward,"* he explains.

He credits his ability to manage high-emotion conversations to three essential skills: connection, communication, and patience — all of which he flexes with warmth and ease. But Alfred's impact isn't just professional; it's deeply personal too. His voice, presence, and authenticity have become something of a balm in busy workdays.

Outside of work, Alfred thrives on simple joys. Family time, bowling nights with friends, and laughter-filled hangouts are his favorite ways to recharge. Recently, he's been basking in what he calls "goofy-juice mode," thanks to a new relationship that has him walking around with a grin and an extra spring in his step.

Ask Alfred to describe himself, and he'll tell you he's large, nonsensical, and compassionate. But if the team had to pick a spirit animal for him, the choice is clear: he's a golden retriever in human form — loyal, loving, goofy, and always showing up with a full heart and tail-wagging energy (figuratively, of course).

His secret to staying grounded? *"Venting. Whether it's joy, frustration, or a client story that made me cry — I share it,"* he says. *"I'm the same Alfred at home and at work. I don't change."*

To Alfred, happiness isn't about having life perfectly lined up. It's about showing up with honesty, embracing the chaos, and finding moments of joy wherever you are.

So here's to the guy who's part coach, part therapist, part golden retriever, and full-time good vibes generator. Cheers, Al!





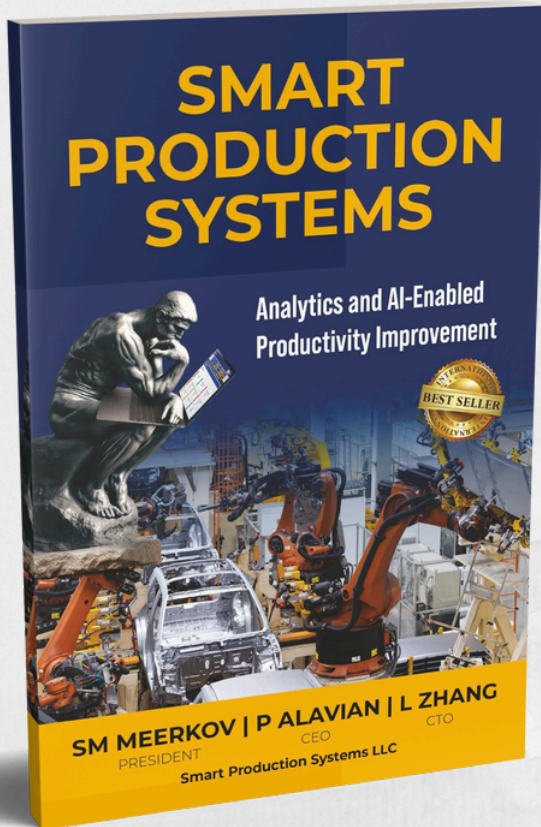
Team Spotlight: Alfred Sandoval

Quick Personal Insights

1. If your mood right now was a song, what song would it be? **Happy Together**
2. What's a hobby you secretly enjoy? **Musical Operas.**
3. Be stuck in traffic or loose internet for a day? **Lose internet for a day. I hate traffic!**
4. What's one thing you've always wanted to try but haven't yet? **Cooking Classes**
5. How do you handle criticism? **Better than most**
6. What's one thing you wish more people knew about you? **I'm not scary**
7. What instantly puts you in a bad mood? **People who are mean**
8. The best advice you've ever received? **Breathe**
9. What makes you feel most alive? **Connecting with People**
10. What's something that never fails to make you smile? **Ah, puppies, puppies. All day.**
11. What's your comfort food? **Oh, man, pizza.**
12. What's the best gift you've ever received? **Best gift I've ever received is my family**
13. What's a quote or saying you live by? **I'm just trying to live**
14. If you could master one language instantly. What would it be? **Portuguese**
15. Time travel, visit the past or the future? **Definitely the future**
16. What's the most spontaneous thing you've ever done? **Take a trip to Vegas, just a quick trip out of nowhere. I was headed down to Las Vegas. It's in driving distance, and it was something that was never created. Just went down, booked a room, had some fun.**
17. What's your all time favorite movie? **Willy Wonka and the Chocolate Factory**
18. What's the best thing about being you? **Being able to connect with everybody**
19. What's one thing you refuse to do? **Eat an onion**
20. If you had a personal theme song, what would it be? **Danger by the flirts**
21. What's the best compliment you've ever received? **I love your smile.**
22. If your life were a book, what would its title be? **Did he really do all those things?**



2025 Book Highlights



Smart Production Systems

Smart Production Systems introduces a groundbreaking method to revolutionize manufacturing by integrating AI and analytics. Through the Programmable Manufacturing Advisor (PMA), the book offers practical tools for self-diagnosing inefficiencies and implementing improvement strategies that boost productivity by up to 30%, all without capital investment.

Semyon Meerkov, PhD, Pooya Alavian, EngD, and Liang Zhang, EngD are the co-founders of Smart Production Systems LLC. Their combined expertise spans academia and industry, with roles at the University of Michigan, Microsoft, Ford, and the University of Connecticut—blending research excellence with real-world manufacturing innovation.

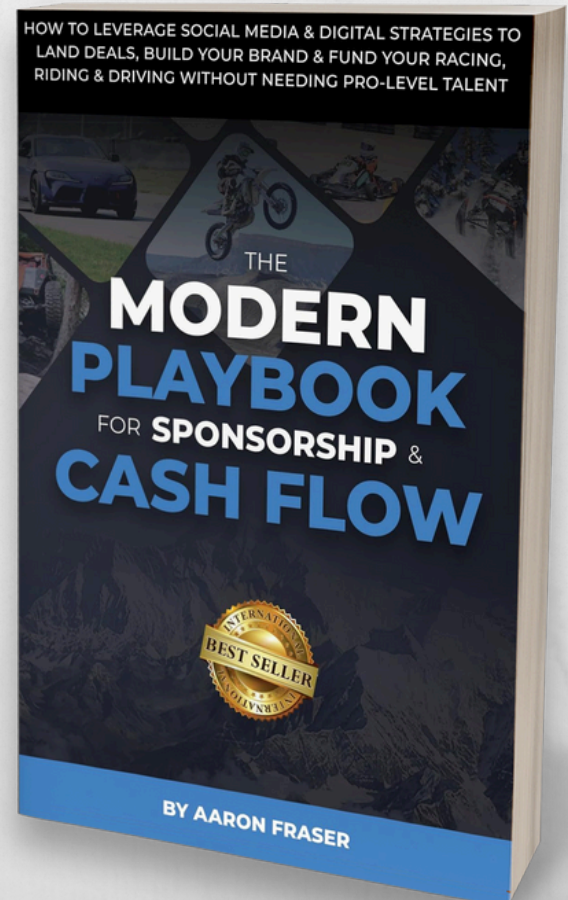
The book's featured tool, the Programmable Manufacturing Advisor (PMA), is a patented AI-driven technology (U.S. Patent 11,861,739) tested by major manufacturers like GM, Toyota, and Ford. It enables factories to self-analyze and optimize performance, making this the only published book on Smart Production Systems to date!

The Modern Playbook for Sponsorship & Cash Flow

This guide equips motorsports, powersports, and extreme sports athletes with proven digital strategies to land sponsorships, build a personal brand, and fund their passion—no pro-level fame required. From tax tips to social media hacks, this playbook helps riders turn their weekend hobby into a sustainable business.

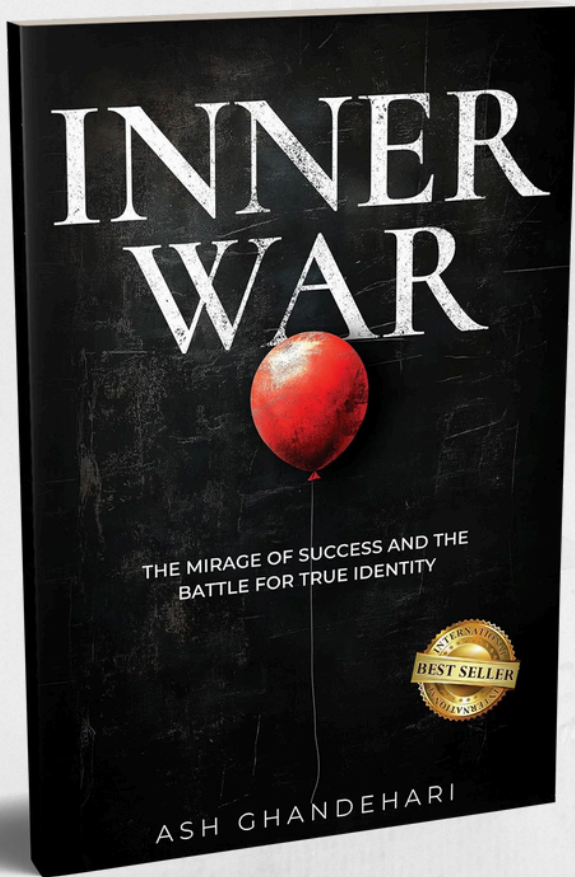
Aaron Fraser, a former pro snowmobiler and digital marketing expert, is the founder of The Action Sports Club. After career-ending injuries, he pivoted into marketing, generating 8-figure online sales. He now mentors riders, helping them secure sponsorships, grow audiences, and build income, without giving up the sport they love.

Aaron lives what he teaches—still riding, wrenching, and rebuilding racetracks while mentoring athletes. His no-fluff strategies have helped athletes land six-figure deals and real brand partnerships. Whether you're racing weekends or just riding for fun, Aaron's playbook shows you how to ride more and stress less—without needing to "go pro."





2025 Book Highlights



Inner War

Inner War explores the emotional cost of chasing success without fulfillment. Through powerful storytelling and practical tools, Ash Ghandehari helps readers confront limiting beliefs, redefine success, and shift from validation-seeking to purposeful living. It's a transformational guide for high-achievers feeling lost behind their achievements.

Ash Ghandehari is a self-made millionaire, Ironman athlete, and transformational coach. An Iranian immigrant turned business leader, Ash has over 25 years of experience guiding startups to billion-dollar divisions. He's coached thousands of high-performers to align ambition with authenticity and discover a deeper, more meaningful definition of success.

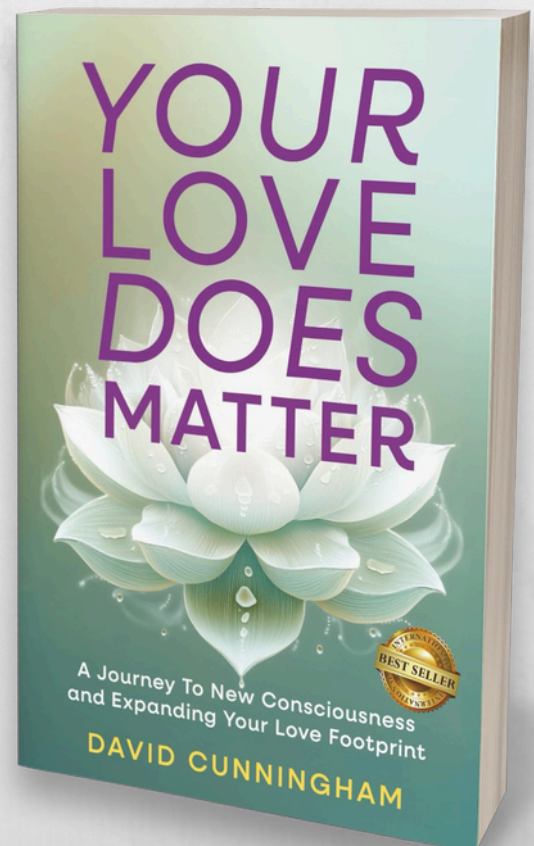
Ash has completed seven Ironman races, a testament to his grit and growth mindset. His "*Power Matrix*" model helps readers rewire their thinking and reclaim personal power. *Inner War* isn't just a book—it's a call to stop chasing empty milestones and start living with intention, clarity, and inner strength.

Your Love Does Matter

In ***Your Love Does Matter***, David Cunningham takes readers on a powerful journey of personal and spiritual awakening. Through stories, reflections, and actionable tools, the book helps readers dissolve fear, expand self-love, and realize their Love Footprint, proving that love isn't just emotion; it's a transformational force that changes lives.

David Cunningham is a transformational leader with decades of impact across education, child advocacy, and personal development. From teaching special education to guiding over 500,000 people through The Landmark Forum, David has dedicated his life to helping others live fully, lead with love, and create a better world through conscious action.

David has helped transform lives on both the classroom floor and the global stage. His work with Landmark and child protection initiatives has empowered thousands to embrace their truth. Fun fact: he believes every conversation can be a ripple of love, and this book might just be your first splash.





PR Spotlight: Dr. Tabatha Barber

When it comes to helping women over 40 reclaim their energy, balance their hormones, and feel 10 years younger, **Dr. Tabatha Barber** is leading a health revolution rooted in both science and spirit. A triple-board-certified OB-GYN and functional medicine expert, Dr. Tabatha is the visionary behind Her Higher Health, a nationwide virtual practice transforming the way women navigate (peri)menopause.

With nearly 20 years of clinical experience, Dr. Tabatha knows that true healing requires more than prescriptions; it demands a personalized, faith-forward, whole-body approach. Through her integrative work in gut health, hormone balance, and weight loss, she helps women tackle root causes instead of symptoms, blending the best of conventional medicine with holistic, functional care.

“Fasting isn’t just a diet — it’s a divine gift,” says Dr. Tabatha. *“It’s a powerful way to detox your body, silence your cravings, and tune into your soul.”*

Her groundbreaking book, ***Fast to Faith: A 40-Day Awakening***, is more than a health guide — it’s a spiritual reset. Combining medical expertise with the ancient practice of Lectio Divina, the book empowers readers to reconnect with their physical and spiritual selves. Whether you’re struggling with fatigue, weight gain, or emotional imbalance, *Fast to Faith* offers a four-phase roadmap to healing through fasting, prayer, and practical lifestyle shifts.

Beyond the book, Dr. Tabatha’s impact continues through her popular podcast, her Gutsy Gyn™ supplement line, and thousands of women who have transformed their lives under her guidance. She tackles tough questions head-on — like whether fasting is safe for women, how food impacts hormones, and why so many women feel stuck during midlife.

Her message is clear: **Your body knows how to heal — you just need to give it the right tools and trust the process.**

Today, Dr. Tabatha stands at the forefront of a movement, helping women break free from burnout, balance their bodies, and build lives of purpose and power. Through every consult, conversation, and chapter, she reminds us that healing isn’t just possible — it’s sacred.

Learn more at: www.drtabatha.com

Grab your copy of ***Fast to Faith: A 40-Day Awakening***





Leadership Spotlight by Misaal Khalique

When Hope Was All We Had

In June 2020, the world was still reeling from the chaos of COVID-19, and like so many others, I never imagined it would hit home so hard. My mother tested positive, and within days, her condition deteriorated rapidly. I watched helplessly as she struggled to breathe, each gasp a sound I'll never forget. When the doctors finally told us there was nothing more they could do—that only prayers could save her, I felt a kind of helplessness that I had never known before.

We had entered that strange territory where science stepped back and faith stepped in. My family and I began a round-the-clock routine of prayers, pleading for her life. Friends, extended family, and even strangers joined in. I was desperately searching for something to hold on to.

And then something miraculous happened, she turned a corner. Her oxygen levels began to stabilize. Slowly, breath by breath, she began to recover. Against all odds, she made it.

That experience changed me in ways I couldn't fully articulate at the time. It taught me that control is often an illusion and that resilience isn't about having all the answers—it's about holding on when you have none. I learned to sit with uncertainty, to function amidst fear, and to believe in outcomes beyond logic.

These lessons seeped into my professional life too. I became more empathetic with colleagues, more composed during crises, and more grounded when dealing with the unknown. I learned to trust not just data and plans, but intuition and human connection. I learned the value of community, in and outside of work.

Most of all, I learned that obstacles don't always come with a roadmap. Sometimes, the only tools we have are hope, patience, and the courage to keep going. And surprisingly, sometimes that's enough.

My mother's survival wasn't just a second chance for her, it was a deep awakening for me. A reminder that while we can't always control what life throws our way, we can control how we show up in the face of it, with grace, grit, and a whole lot of little faith.

Misaal



July Events

As we soak up the sunshine and embrace the heart of summer, July has been packed with unforgettable milestones, birthdays, meaningful gatherings, and powerful breakthroughs! Here's a look at some of the amazing moments and celebrations that made this month truly shine.



BSP Impact & Income Live Event



Held in historic Saint Augustine, Florida, our BSP authors came together for two powerful days of training, transformation, and connection. From book funnel success and PR mastery to speaking strategies and goal setting, this event was a launchpad for even greater impact and income. Special thanks to our amazing team, speakers, and attendees for making it one to remember!

JULY BIRTHDAY



Remsil's Birthday

Happy Birthday, Remsil! Wishing you a year ahead filled with blessings, breakthroughs, and beautiful surprises.



Layla's 15th Birthday

Big love to Layla (from Elaine and David!) as she celebrates a milestone year. May your 15th year be as bold, bright, and beautiful as you are!



Paula's Brother's Birthday

Cheers to Paula's brother on his special day! Sending birthday wishes and virtual cake your way.



Holly's Birthday

Ending the month on a birthday note — Wishing a fabulous birthday to Holly! May your day be filled with love, laughter, a little pampering, and all the things that make life sweet — including cake, of course!



"Christmas in July" Family Celebration – Matt

Because it's never too early to gather and give love. Matt's family celebrated together the weekend after the live event — proof that the best gifts aren't wrapped but felt.



Singer-Songwriter Mondays – Matt

Shoutout to Matt for running sound during the Monday night songwriter sessions! That's dedication and passion in action — we love to see it.



Alan's Family Trip to Hong Kong

Wishing Alan and his family a safe and joy-filled journey as they explore the sights, sounds, and flavors of Hong Kong. Can't wait to hear all about it!

Here's to a July full of growth, gratitude, and connection. Whether it's a birthday bash, family trip, or stage-worthy moment, it's clear our team knows how to make summer unforgettable.

Let's keep the momentum going — August, we're ready for you!

