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Silver Tree Communications Introduces Book Division; Full Spectrum of Publishing Services Now Available to Independent and Corporate Authors

With the introduction of its new Book Division, Silver Tree Communications expands its brand-building mission to would-be authors and offers everything from comprehensive editorial services to book launch media.

KENOSHA, WIS. (June 22, 2015) — Perhaps it should come as no surprise that a marketing communications firm that was founded by a professional writer would eventually unveil a publishing arm, but now it's official: Silver Tree Communications, LLC, introduced Silver Tree Communications: Book Division this past April with the publishing of the first book to bear its imprint, Dr. Trupti Gokani's [*The Mysterious Mind*](#). To date, the book has seen impressive sales domestically and internationally, has amassed 5-star reviews on Amazon and was recently released in Kindle edition.

“Our company has had the honor of working with many authors and on many publications over the years, but this book — a self-help volume for headache sufferers — is the first project in which we took a publication all the way from manuscript to Amazon,” said Silver Tree president Kate Colbert. “It was an enjoyable and fruitful adventure, and particularly heartwarming to play a role in turning someone’s book dream into royalty-generating reality.”

A Spectrum of Publishing Services

The Book Division at Silver Tree Communications, which is based midway between Chicago and Milwaukee, offers a spectrum of publishing services for individual and corporate authors. For clients who wish to self-publish their books, Silver Tree can convert a fledgling manuscript in Microsoft Word draft to a completed, copyrighted publication with international paperback and ebook distribution. And for those who seek representation from a large publishing house, Silver Tree develops formal book proposals and serves as liaison between the author and agents and/or publishers. Colbert and her team likewise have been engaged by authors who are already represented by the world’s largest publishing



companies (such as Penguin Random House and Wiley & Sons) for promotional and advertising services to drive book sales and even for à la carte services, such as book cover design or title development. “Typically, authors come to us with a story that needs refinement and needs to find its ideal readership,” says Colbert. “We help them with the critical pieces, like quality editing and attractive cover design, and also help them make sense of technical minutia like ISBN registrations, the Library of Congress, copyright protection and book distribution.”

Silver Tree has led direct marketing initiatives, public speaking events and advertising programs for two *New York Times* bestselling business books, and recently served as advisor to another bestselling author who plans to self-publish her next book to increase her royalties and accelerate the publication timeline versus what she has come to expect from working with “Big Five” publishers.

Currently, Silver Tree Communications: Book Division is seeking to work with individuals and corporations with the following types of books, either in manuscript or early development:

- Business books
- Self-help and health/lifestyle books
- Memoirs and essay collections
- Sales mini books (typically used as leave-behinds by public speakers)
- Corporate books, like company histories
- Coffee-table style books, typically to inspire emotional connection and be used for large fundraising campaigns for universities and other not-for-profits

For Colbert and Silver Tree, books are business, not pipe dreams or bucket-list aspirations. “For our clients, having a book helps build their brand,” Colbert says. “It opens doors for new business and for speaking engagements. It allows established professionals to reach a broader audience and redouble the impact of their mission. It expands the possibilities for passive revenue through royalties and it, quite simply, gives them the credibility they seek. A professional bio with the words ‘Author of ...’ will always turn more heads.”

For now, Silver Tree Communications: Book Division will work almost exclusively with authors of non-fiction books, and encourages authors to investigate a publishing strategy and partner as soon as possible, because high-quality self publishing can take six to 12 months to complete and the traditional publishing cycle can be exponentially longer. To submit a manuscript for consideration to Silver Tree, please contact Info@SilverTreeCommunications.com or 262-891-3290.



Silver Tree Communications is a strategic business communications consulting practice led by award-winning writer and marketer Kate Colbert. Since Silver Tree's founding in 2002, Colbert and her partners have fulfilled its mission to create, build and protect brands for a variety of clients across industries including higher education, healthcare and professional services. Silver Tree is best known for its development of highly strategic, integrated marketing plans that drive revenue through the thoughtful execution of traditional and online media, public relations, website design, social media, publications, events, environmental branding and community relations. The company additionally has deep expertise in market research, business communications training for employees, brand development, crisis communications, and point-of-sale marketing. At its core, Silver Tree Communications is a company that organizations call upon when they need a strategic storyteller to distill the value of their organization, products and services such that they can be presented to the marketplace in ways that are genuine, powerful and game-changing. Silver Tree Communications is a Limited Liability Corporation located in Kenosha, Wisconsin. Learn more at www.SilverTreeCommunications.com.