



**Contact:** Kate Colbert  
[kate@silvertreecommunications.com](mailto:kate@silvertreecommunications.com)  
262-891-3290

## Silver Tree Publishing Expands its Catalog and Welcomes Authors from Red Letter Publishing

*Wisconsin-based Silver Tree Publishing closes deal to acquire management rights for all books published by Texas publisher, Red Letter Publishing.*

### FOR IMMEDIATE RELEASE

KENOSHA, WI (November 23, 2017) — Silver Tree Publishing, LLC, has reached an agreement with Kevin M. Williamson, d/b/a Red Letter Publishing (Austin, Texas) to purchase the key assets of his book-publishing business. The agreement was finalized on November 13, 2017, and the management of books formerly represented by Red Letter has fully transitioned to Silver Tree.

“The opportunity to provide expanded services and personal support to former Red Letter authors was one I simply couldn’t pass up,” said Silver Tree president and CEO Kate Colbert. “We are experiencing a major evolution in the book publishing business, where large traditional publishers are being asked by authors to provide more value and a more personal relationship; where low-frills and low-service vanity publishers are under intense scrutiny; and where hybrid and collaborative publishers like Silver Tree are expanding to give authors more choice, more control, better quality and a truly remarkable publishing experience. Authors who have published under the Red Letter imprint were in need of a new home, and we welcome them with open arms.”



Red Letter Publishing represented individual authors of business books and memoirs, as well as dozens of authors who had contributed to professional anthologies in the human resources and organizational development arenas. In all, 80 authors whose books contain a Red Letter imprint were included in the transition of publishing rights to Silver Tree.

“Being an author can be a vulnerable experience, so the relationship between author and publisher is so important,” said Colonel Fred Johnson, US Army Retired, and author of the acclaimed memoir [Five](#)

[\*Wars: A Soldier's Journey to Peace\*](#). “From ‘hello,’ it was clear to me that Kate and Silver Tree had my best interests at heart. It’s been a pleasure working with her already. She’s taught me much and inspired me to take my book into the world in bold and impactful ways. I have no doubt that all Red Letter authors are going to be excited to join the Silver Tree family.”

Through this asset purchase agreement, Silver Tree will offer its new authors access to:

- A full complement of marketing insights and services
- High royalties for the Amazon sales of their books and affordable author pricing on bulk orders
- Ongoing support and advice
- Professional writers, editors, designers and book publishing experts who can help them with the management of their current books, the possible re-issue of new editions of their books, and the publishing of future books in a refreshing, collaborative way
- Learning and networking opportunities, including an annual book-author conference
- Awards programs, like the annual Silver Tree Publishing Book Award

“Kate is everything I could possibly ask for in a successor for my former clients,” said Kevin M. Williamson, founder of Red Letter Publishing. “Through this asset purchase agreement, I’ve had the chance to get to know Kate well, and am very impressed by her values and her client focus. Given her richer experience and professional resources, I think she’ll prove the ‘evolved form’ of what Red Letter set out to be.”

With the closure of operations at Red Letter, the books now under management by Silver Tree will be the last to bear the Red Letter Publishing imprint. Any revised editions of Red Letter first editions will be published under the Silver Tree Publishing imprint.

“I have, so far, had the opportunity to meet and work with several of the authors who have just joined our publishing family, and I am so impressed by them all. Each is an accomplished professional in their own right, with powerful stories and insights they are generous enough to share with the world,” said Colbert. “In a few weeks, I’ll be traveling to meet dozens of our new authors face-to-face, and I could not be more excited. It is an honor and a privilege to have the opportunity to serve this esteemed group of men and women.”

News of this transaction comes alongside other big news at Silver Tree, which has just announced the launch of its literary division, Sterling Forest Press. Sterling Forest Press will publish books in creative genres, including novels, short story collections, poetry collections, biographies and collections of creative non-fiction essays. Books published under this imprint will appear as soon as December 2017.

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Silver Tree Publishing was founded in 2015 and is a strategic business division of the full-service marketing company Silver Tree Communications, LLC. To learn more about Silver Tree Publishing, visit [www.SilverTreeCommunications.com](http://www.SilverTreeCommunications.com) or [www.PublishWithSilverTree.com](http://www.PublishWithSilverTree.com).