



LEADING THOUGHTS PUBLISHING



MISSION-DRIVEN PUBLISHING

Leading Thoughts Publishing is a full-service company that helps thought leaders and public speakers craft, publish, distribute, and sell books that grow their speaking business and expand their ideas. Our mission-driven publishing model ensures publications generate revenue, engage audiences, increase reach, and thus grow the speaker's success.

We provide the following services necessary to create and propagate core messages through the written word:

- BOOK DEVELOPMENT**
 - ▶ Book content development (ghostwriting, developmental editing, copyediting) with the expressed intent of engaging audience
 - ▶ Book production (design and layout for print and electronic) that draws people into the public speaker's sphere

- INTEGRATED SALES AND MARKETING**
 - ▶ Strategies that connect publications with engagements
 - ▶ Additional initiatives to grow the public speaker's program (e.g., blogs, newsletters, etc.)

- PRINTING AND FULFILLMENT**
 - ▶ Creative methods of printing and delivering books
 - ▶ Strategic distribution to maximize reach and revenue

THE MISSION-DRIVEN PROGRAM

Our mission-driven approach focuses on the following:

- Publications are crafted to increase reach and income, with special attention to business growth
- Streamlining processes so authors can focus on their business and message
- Elevating speaking engagements to boost both income and reach
- Guiding authors to utilize the publishing model to generate success
- Openly sharing our philosophy and approach to help authors attract audiences and cultivate business
- Developing effective sales and marketing strategies to organically grow authors' programs
- Employing our expertise to ensure authors' efforts are productive
- Develop sales and marketing strategies that insulate books from pricing pressure and eliminate returns

COFOUNDERS



RAVI HUTHEESING

Ravi is a highly respected keynote speaker on education and cultural issues, and the author of multiple books that inspire and incorporate the mission-driven publishing model.



DAVID RECH

David has developed thousands of books over the past thirty-one years, many of which have gone on to become best sellers. Now David has turned his attention toward helping thought leaders and public speakers further their missions and cultivate their platforms.